EFFECTIVENESS OF ONLINE ADVERTISEMENT ON CONSUMER 
DECISION MAKING PROCESS: A CASE OF LEADING ONLINE SHOPPING 
sITES IN KENYA

BY

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UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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EFFECTIVENESS OF ONLINE ADVERTISEMENT ON CONSUMER DECISION MAKING PROCESS, A CASE OF LEADING ONLINE SHOPPING SITES IN KENYA.

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A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters of Business Administration (MBA)

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STUDENT DECLARATION

I declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University in Nairobi for academic purposes.

Signed: __________________________  Date: ________________________________

Odero Valerie Hilda (Student ID: 629025)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: __________________________  Date: ________________________________

Dr. Peter Kiriri

Sign: ____________________________  Date: ________________________________

Dean, Chandaria School of Business
ABSTRACT

The purpose of this study was to determine the effectiveness of online advertisement on consumer decision making process, a case of leading online shopping sites in Kenya. The following research questions were developed for this study. How has the use of social media advertising in e-commerce impacted on the consumer buyer behaviour?; How has email marketing impacted consumer buyer behavior?; How has search engine optimization impacted the consumer buyer behaviour?; How has websites/Blogs affected consumer buyer behaviour?

The study adopted a descriptive research design and the target population for this study were personnel in management in five online shopping firms based in Nairobi, friends who shop online as well as my colleagues at work. Stratified sampling technique was also used to select a sample of 92 respondents from the target population and this was done through random sampling. Primary data was collected using questionnaires. Statistical Package for Social Sciences (SPSS) software was used to analyze data. Data was coded according to different variables and descriptive statistics such as frequencies, mean and standard deviations for ease of interpretation. Regression and correlation analysis were also done to investigate and determine the relationship between the variables under study. Tables and figures were used for presentation of the data.

The findings on the impact of the use of social media advertising in e-commerce on consumer buyer behavior revealed that majority of respondents agreed that social media pages is interactive, and it influences consumer’s shopping experience. Findings also showed that Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company. Social media also provides sufficient information to customers, it offers quick responses to customer service queries, it addresses customer problems and it provides easy accessibility and preview to company's products. However, respondents could not reach an agreement on whether social media content is personal, interesting, timely and responsive.

The results from the analysis of the second objective revealed that majority of respondents agreed that the marketing team within the organizations consider online platforms to be very useful. In addition, emails from the organizations are a reliable medium for information and support services. Results also show that the organizations give personal attention to customer complaints raised through emails.
The result from analysis of the third objective indicated that search engine optimization enables customers to select products based on product features as well as select superior brands within their product range. Results also show that search engine optimization enables for fast information access and easy navigation through various product categories of interest and offers available to customers.

The study also established that professional respondents could not reach an agreement on whether blogging has been effective in promoting company brand name. The company under study were also found to increasingly adopt blogging as a tool of reaching millennial consumers. Blogging is used as of effective communication strategy and customers spend enough time reading and reviewing the company blog mainly because the current blogging status of the company are up-to-date with industry demands.

The study concluded that the use of social media page helps customers interact and influence their shopping experience. The use of online platforms is very useful, it has enabled online shopping sites the use of email marketing strategy, the use of search engine to help customers select a variety of products based on color combination, size and shape and it has also enabled customers to select superior brands within their product range. The use of blogging has also helped online shopping sites promote their brand name, reach millennial consumers and ensure credibility of blogs.

The study recommended that online shopping sites should develop an online platform that will engage fully with existing consumers; provide sufficient information that is personal, interesting, timely and responsive. Effective email marketing strategy should be put in place. A search engine should be developed hence, provide customers with information regarding products or services that they are offering and recognize the phenomena and the power of blogs. More research should be done to determine how these factors will affect consumer buyer behavior. Through this more information will be added hence closing the research gap.
DEDICATION

This research is dedicated to my loving mother, my fiancé and siblings who by their tireless effort I have come this far, may God bless them mightily and give them long life to see me achieve what I surely desire.
ACKNOWLEDGEMENT

First and foremost, I am eternally grateful to the Almighty God, to whom I owe my life. Thank you Lord for your wisdom, divine intervention and guidance throughout my study period.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the Study

Digital advertising is an expression used to refer to advertising that involves computational networks (McStay, 2016). For advertisers, the term ‘digital advertising’ serves to cluster a range of types of media and strategies, including web, mobile, tablet, social, locative, wearable and other networked devices capable of contributing to advertising experiences. Durmaz (2011) describes digital advertising as the use of information and communication technologies to convey the advert message and the types include television advertising, radio advertising and internet advertising. The advertising messages reach consumers through internet enabled devices such as mobile phones, tablets, laptops and personal computers. This occurs when they access applications or websites on these devices because advertisers pay for advertising space on websites and applications in order to display their messages (Durmaz, 2011).

According to Priyanka (2012), there are a variety of online advertising types and these include: Affiliate marketing where affiliates or publishers earn a commission for every person they refer to a website through special tracking links that identify the affiliate and connects to the product or service page. Display advertising which is a type of advertising that involves placement of banners by advertisers on third party website to drive traffic to their product or service pages. Search engine marketing is another form of internet advertising where search engines such as Google display an advertisement on their search result page as determined by what the user is searching. Email advertising which is a form of advertisement where advertisers send emails with their adverts using email lists compiled by publishers. Social media advertising is another form of advertising that is similar to display advertising but it’s only used within social media platforms such as Facebook.

Studies on the effectiveness and the impact of online advertising on consumer decision making give several findings. Mai and Vu (2015) did a study city of Ho Chi Minh, Vietnam on the effects of emotional marketing campaigns, where the objectives were to identify the impact of emotional marketing on brand recall and purchase decisions and perceptions. Correlation and cross tabulation tests were done and it was found that factors of culture,
family and a consumers’ interest greatly influenced their brand recall. It was also found
that these marketing campaigns would influence brand recall but for the first few times
when the consumer had not gotten used to the emotional part of the campaign, then later
on, the messages would seize to have an effect on them. The study also showed that brand
recall is limited to a campaign; brand recall was fueled by previous encounters or family or
even how well the campaign was executed. Therefore, consumers would only recall brands
with adverts that they really connected with when aired. Data was collected using Likert
scale rated questions in the questionnaires from a sample size of 197 consumers which were
self-administered.

In Malaysia, Zourikalatehsamad, Payambarpour, Alwashali, and Abdolkarimi (2015)
aimed to evaluate the effectiveness of online advertising on consumer purchase behavior
in Malaysian organizations. A survey was distributed among Students of UTM university
during the winter 2014 and 160 responses were collected. Regression analysis was used to
test the hypothesized relationships of the model. Results showed that the predictors (cost
saving factor, convenience factor and customized product or services) have a positive
impact on intention to continue seeking online advertising. Another study carried out in
Punjab, Pakistan by Yasmeen and Khalid (2016) sought to see the impact of online
advertisement on consumer behavior only from the university student perspective. There
were five independent variables in the study and one was the dependent variable. For the
study, data was collected from 300 respondents and put into the SPSS to draw the
conclusion through Multiple Regression. The study concluded that 56.4% change in
dependent variable is due to independent variable and online advertisement had a
significant impact on consumer buying behavior and it was a large segment.

A study carried out in Nigeria by Mathew, Ogedebe, and Ogedebe (2013) focused on
investigating the influence of web advertising on consumers in Maiduguri Metropolis. 150
questionnaires were distributed randomly to respondents scattered in the two Local
Government Areas that made up Maiduguri Metropolis. Out of the 150 questionnaires
distributed 139 questionnaires were completed and returned. The study discovered that
majority 100(71.94%) of the respondents said their disposition towards web advertising
was positive. Minority 39 (28.06%) of the respondents said that their disposition towards
web advertising was negative and 102 (73.38%) of the respondents said their attitude
towards web advertising was informative. The study, also found out that majority 42
(30.22\%) of the respondents said web advertising influences them to use some of the products and services. A total of 32 (23.02\%) of the respondents reported that web advertising only influences them to plan for their future purchase. Furthermore, another 22 (15.83\%) of the respondents said that web advertising influences them to purchase some of the products and services.

Okon, Efremfon, and Akaninyene (2016) researched on the determinants of effective online advertisement and how they affect online shopping behavior in Nigeria. A survey approach was adopted to purposively collect data from 200 consumers that must have at any time visited and shopped at any online shopping malls on the Internet. The survey questionnaire was used to collect primary data from respondents. The data collected was analyzed based on simple percentages, frequencies, and cross tabulation. The core findings revealed that internet surfing skill, ease of website access, advert content, location of advert on the web page, and the quality of advertised products are the major determinants of successful online advertisement.

Alenez, Shaikhli, and Mahmood (2017) aimed to investigate the role of social networks in influencing purchasing decisions among consumers in Egypt; moreover, compare results from this research, and the one obtained in the previous study about Kuwait. The methodology used for this research is the quantitative methods, analytical techniques to get the results, and the research developed a measure to study the relationship between the variables for the study and selection of a sample of (87) consumers (69 males, and 18 female). The researcher used was social networks (The exchange of information, Product Rating, Consumer support) as an independent variable. The dependent variable was consumer intent to purchase. Result mostly was predicted such as traditional advertising (TV, Newspaper, Magazine, Billboards) were more effective than the social networking, contradicting Kuwait’s survey. Results also indicated that Internet users in Egypt prefer mostly Facebook and WhatsApp, while Kuwaitis are preferring Instagram and WhatsApp.

In neighboring country, Tanzania, Mwakasege (2015) aimed to establish the influence of advertising on consumer buying behavior by focusing on Forever Living cosmetics products. The study was conducted in Kinondoni district in Dar es Salaam. Both, primary and secondary data collection methods were used to collect data. Primary data were collected with the use of questionnaires and interview guides, as well as personal observation. Secondary data collection involved the perusal of various documents.
The study used was case study research design and it comprised of a sample of 100 respondents. From the findings of the study, the researcher concluded that advertising plays a very significant role in influencing consumers buying behavior by providing attracting their attention, arousing their interest, creating desire to purchase the products. Forever Living uses event, word of mouth, magazine, Facebook, DVD, trade fair, T Shirt and Website advertising.

In Kenya, Mwangi (2017) aimed at establishing the influence of social marketing on consumer behavior of Nyeri town constituency consumers. Data was collected through questionnaires, where 110 questionnaires were issued but only 89 were analyzed through SPSS by use of descriptive analysis, correlation tests, cross tabulation tables and factor analysis statistical tools. The results led the researcher to conclude that first; consumers occasionally encountered the social marketing messages through the various platforms. Second, social marketing had a fair influence on consumer attitudes and lastly, social marketing had little influence on consumer’s actual purchase and brand recall. This therefore led the researcher to recommend that social marketing campaigns to be run and launched more frequently for it proved to be an effective tool in influencing consumer behavior only if consumers encountered the messages frequently.

A survey by Ogutu, Ogutu and Njanja, (2014) sought to determine the effect of internet advertising on attitude towards internet advertising in Kenya. A cross sectional survey research design was adopted with university students as the target population. A multiple linear regression analysis was used to test for causal relationships among the variables. Results of the unified model that included both male and female students, found interactivity, credibility, entertainment and irritation to be the key determinants of attitudes towards internet advertising. Whereas interactivity, credibility, entertainment had a significantly positive effect, irritation had a negative effect. While interactivity had the greatest impact, informativeness wasn’t a significant predictor.

Alvin (2017) also looked at how online advertising impacted consumers in the media industry. The study concluded that online advertising is important to a firm like Radio Africa that relies on communication to create interest and brand awareness. In addition, marketing strategies applied determined increases in brand loyalty and therefore influenced purchasing behavior of the services and products offered.
It was also noted that customer had an attitude and the type of attitude exhibited influenced their mental position for certain matter.

### 1.2 Statement of the Problem

According to Kurnia and Peng (2010), over 95% of e-commerce takes place in developed countries, with Africa and Latin America combined accounting for less than 1% of the total. Business-to-business (B2B) transactions represent around 95% of all e-commerce transactions worldwide. There is a huge potential for growth of e-commerce economies in Kenya. According to a study done by the Consumer Insight (2013) revealed that Kenya is experiencing the growth of internet amongst Youth. In addition, it was also revealed that in Kenya youths in urban areas spend around Sh2.2 billion annually to purchase data for accessing Facebook and Twitter on their mobile phones.

Ertemel and Ammoura (2016) research was designed to answer main question about the role of social media advertising on consumer buying behavior in very active field the study conducted in Istanbul-Turkey, revealed a weak relation between social media advertising and consumer need recognition, no relation at all with search for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behavior. On the contrary, Yasmeen and Kahlid (2016) studied the impact of online advertisement on consumer behavior only from the university student perspective. The study concludes that indeed online advertisement had a significant impact on consumer buying behavior and it is a large segment.

From the literature above, it is clear that many of these studies on online advertising and its impact on consumer behavior in developed world but only a few studies have been carried out in emerging markets such as Kenya. Alvin (2017) studied the effectiveness of online advertisement on consumer decision; a case of Radio Africa Group limited Nairobi, Kenya. The study recommended further research in other institutions in order to generalize the findings. Wanjoga (2002) focused on consumer attitudes towards online advertising: the case of internet users in Nairobi. A further research on online factors affecting online advertising was recommended.
Mwangi (2017) focused on the Influence of social marketing on consumer behavior: a case of Nyeri Town constituency. The study suggested further research in the following areas; use of consumer perception, memory and motivations as consumer behavior measurable. Oyoo (2016) analyzed the use of social media in advancing brand loyalty within fine dining restaurant in Nairobi County. Future studies were recommended to focus on the cost of implementing social media marketing and its effect on performance.

Analysis of the above studies indicate that a lot of research work need to be conducted in a different context. While other studies like Ertemel and Ammoura (2016) has found a weak relation between social media advertising and consumer need recognition. Yasmeen and Kahlid (2016) established a significant impact on consumer buying behavior and it is a large segment. The results seem inconclusive and therefore, this study thus sought to address this knowledge gap by focusing on to establish the effectiveness of online advertisement on consumer decision.

1.3 Purpose of the Study

The purpose of this study was to establish the effectiveness of online advertisement on consumer decision making process, a case of leading online shopping sites in Kenya.

1.4 Research Questions

1.4.1 What is impact of use of social media advertising in e-commerce on the Consumer Buyer Behaviour?
1.4.2 How has email marketing impacted Consumer Buyer Behaviour?
1.4.3 What is the effect of Search Engine Optimization on Consumer Buyer Behaviour?
1.4.4 To determine if websites/Blogs has affected consumer Buyer behavior?

1.5 Significance of the Study

1.5.1 The Management of Online Shopping Firms

Management of Jumia and indeed those of other organizations are faced with the challenge of defining how best to grow and sustain their organizations’ profits. With the liberalization of economy, there is increased competition in all sectors.
The findings form this study will thus aid Management of Online Shopping Firms to have more knowledge of customer expectations, and what areas they need to do more research.

1.5.2 The Government

Online Shopping is a relatively young industry in Kenya. Therefore, findings from the study will provide the government with insights on laying down proper policy framework to protect consumers and support responsible and ethical conduct within the online purchasing framework.

1.5.3 Marketers

Marketers generally need information on current trends and customer’s taste and preferences in order to drive sales. This report will offer to marketers the knowledge needed to know about social media advertising, search engine optimization on and use of websites/Blogs has affected consumer Buyer behavior.

1.5.4 Developers of Online Advertisements

Often when intending to launch a new product or to reach a new or capture interest of existing clients, websites should raise awareness, leave a positive impression, and motivate people to take the next step, like making a purchase or requesting more information. This study will offer developers with the knowledge they need on what the customers want.

1.5.5 Scholars and Academicians

The study is important to scholars for further research and expansion of knowledge on e-tailing. The findings of this study added to the existing body of knowledge on the influence of advertising on consumer buying behavior by provide future researchers with a source of empirical literature on the topics related to e-retailing.

1.6 Scope of the Study

The study focused on how online advertising influences consumer buying behavior of those who shop through online sites. The study targeted the top five online purchasing sites: Jumia, Kilimall, Masoko, OLX, and Pigiame and generally those who frequently shop
The study was carried out for three months and data collection for the analysis was done in May 2019.

The study limitation was accessibility of records or information. The unavailability of current and relevant data textbooks at the disposal of the researcher also narrowed the extent to which the research was conducted as it intends to review related literature. However, this was mitigated by relying on previous studies done as found in journals and previous research thesis. Again, the researcher only relied on questionnaire as data collection instrument which some respondents took a long time to fill. To mitigate this challenge, the respondents were also sent questionnaires on email and WhatsApp platform for easy access.

1.7 Definition of Terms

1.7.1 Consumer Buying Behaviour

Kotler and Keller (2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

1.7.2 Social Media Marketing

Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile (Neti, 2011).

1.7.3 E-Commerce

Electronic commerce is supporting of customers, supplying of services and commodities, portion of business information, manages business transactions and maintaining of bond between suppliers, customers and vendors by devices of telecommunication networks (Nanehkaran, 2013).

1.7.4 Blogging

A blog is a Web site, usually maintained by an individual, with regular entries of commentary, descriptions of events, or other material such as graphics or video (Neti, 2011).
1.7.5 E-Mail Marketing

E-mail marketing is a form of direct marketing which uses E-mail as a means of communicating commercial or fund-raising messages to an audience (Brown, 2007).

1.8 Chapter Summary

This chapter has covered background of the study, problem statement and it has also highlighted research objectives, significance of the study, and scope of the study as well as definition of terms. Chapter two discussed literature review. Chapter three examined research methodologies that was used in the study. Chapter four covered findings and recommendation and chapter five provides discussion, summaries and findings of the study.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter provided basis for discussions based on the following research questions; What is impact of use of social media advertising in e-commerce on the consumer buyer behaviour? How has email marketing impacted consumer buyer behaviour? What is the effect of search engine optimization on consumer buyer Behaviour? and To determine if websites/Blogs have affected consumer buyer behaviour?

2.2 Effect of Social Media Advertising on Consumer Buying Behaviour

This section presents literature on the effects of social media on consumer behaviour. The subtitles are as follows: Social media advertising in general context, types and forms of social media and lastly the review of empirical studies on how social media impact on consumer purchasing decision making process.

2.2.1 Social Media Advertising

Social media can be defined as “a group of internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010, p.61). Moreover, Social Media Advertising can be defined as an online Ad that incorporates user interactions that the consumer either agree to display or can be shared. The resulting Ad displays these interactions along with the user’s persons (picture and/or name) within the Ad content (Interactive Advertising Bureau, 2009).

Advertising is a very important tool in the promotion mix for all kinds of organizations. Usually it refers to a one-way communication in any mass media. The American Marketing Association defines it as the placement of announcement and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/or persuade members of particular target market or audience about their products, services, organizations, or ideas (Interactive Advertising Bureau, 2009). However, with the development of the internet and online world especially social media environment, a lot of changes happened in advertising,
in its capabilities and functions which require a new paradigm according to Tuunainen & Rossi (2012).

Referring to Tuunainen and Rossi (2012), there are many differences between traditional advertising and social media advertising. First difference is the form of media, while traditional advertising tied with the “mass media” include television, radio, print, or outdoor, advertising by social media might mean both one-to-one advertising through permission-based, and targeted messages, or it could be mass coverage using a display ad, when defining advertising for online media, the size of the audience should not be used as a defining factor of advertising.

Secondly, traditional advertising must be paid communications, it is the fact in each definition of advertising since this concept appeared. On the other hand, social media advertising could be totally free and unpaid or it can be indirectly paid as the case in some aspects of social network advertising like paid ds on Facebook (Dugan, 2012).

Thirdly, traditional advertising has always been viewed as a one-way communication from the marketers to the target audience through some traditional media, but with the world of web 2.0 it is become truly enabled for two-way or even multi-way communication between firms and consumers, and this is the case in social media advertising and online advertising in general. Forth, traditional advertising relied on a model of interrupting consumers lives, but consumers accepted this interrupting sometimes because it represents a free tool to know about brands via television or radio ads (Kaplan & Haenlein, 2010).

2.2.2 Types of Social Media

Dugan (2012) explains that in the debate regarding different categories of social media, five distinct types of social media outlets are focused on – 1) social networking sites, 2) social news, 3) media sharing, 4) blogs, and 5) microblogging. Each of these social media platforms has provided unique features and experiences to individuals and entities, for instance marketers and consumers, in the social media sphere.

Social Networking Sites (SNSs) are platforms where individuals are able to connect with others, for instance Facebook and Myspace. Social networking sites, as Weinberg (2009) states, “are generic terms for sites that are used to connect users with similar backgrounds
and interests”. These platforms generally have few common elements across most of them – (1) users are able to create interactive and customized profiles, either a public or a semi-public, within a bounded system, (2) a list of suggested “friends” with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Boyd & Ellison, 2007).

To consumers, they are the outlets, which present wealth opportunities for establishing a closer relationship with the brand via several functions – fan pages, plug-in applications and groups. Recently, Empathica have conducted a survey about the U.S. consumers’ usage of social media to make shopping decisions. The survey population is more than 6,500 U.S. consumers, of these consumers, over half (55 percent) have “Liked” a brand’s Facebook page, and 73 per cent have claimed that their choice of recent store visit is influenced by a social networking site (Dugan, 2012).

Social News sites and Social Bookmarking sites, for instance Digg, Reddit, and Scoop.it, are fairly similar, and are very much in the trend of online community. Social News enables users not only to be in control of their news streams, but also allows individuals to submit and vote on content around the Web but the core value of the latter one is to allow users to collect and interesting links they have discovers and may wish to revisit. (Zarrella, 2010).

In other words, individuals get to control and customize their news streams, this special attribute of social news site facilitates the democracy which creates value to users. These sites allow individuals to discover websites that a large number of people have discovered; some say social news sites have changed the concept of newspaper nowadays and are governed by the “wisdom of crowds” (Weinberg, 2009, p.72), due to the fact that the contents personal and targeted news and they empower users by putting the audience in the center via active discussions and which reacts on how readers interact (Baekdal, 2009, p.21).

Media-Sharing sites (e.g. YouTube and Flickr) are outlets where individuals can upload, store, and share their multimedia files, for instance photos, videos, and music, with other users. There are myriad opportunities through the engagement to these websites, because these certain platforms within the social media segment has always been a stronghold to online societies, as they provide users opportunities to create their own podcasts with affordable technology and to propaganda their identical “channels” via subscriptions. One
of the major elements of these media-sharing sites has to be highlighted is the tag. “A tag is a word assigned to a piece of content that helps describe it”, which means that businesses have to acknowledge the importance of the search words on the search engines (Zarrella, 2010, p.97).

### 2.2.3 Social Media Marketing and Consumer Buying Decisions

There are several studies attempting to unravel the relationship between Social Media Marketing and Consumer Buying Decisions. The objective of research by Lee (2013) was to explain why, when, and how social media has impacted on consumer decision process. The empirical data was gathered by sending out questionnaire to individuals in Turku in May 2013. The findings indicated that individuals pursue an active role in information search on social media comparing to mass media, yet information exposure is selective and subjective during the course of information search.

Eroteme and Ammoura (2016) research was designed to answer the main question about the role of social media advertising on consumer buying behaviour in very active field which is fashion retail industry, then determine the differences if existed in this relation regarding to the name of the brands and consumer demographics factors. By electronic questionnaires conducted for consumers live in Istanbul-Turkey, findings showed weak relation between social media advertising and consumer need recognition, no relation at all with search for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behaviour, as those steps represent the five steps need recognition model in consumer buying behaviour.

Moreover, findings showed no changes in this relation regarding to consumer’s age and education level. However, there were changes between females and males in the relation with consumer need recognition, and search for information. In addition, other changes regarding the income between social media advertising and evaluate the alternatives especially for consumers earning more than 5.000TL among other income groups.

Additionally, Yasmeen and Khalid (2016) purposed to see the impact of online advertisement on consumer behaviour only from the university student perspective. There were five independent variables in the study and only one was a dependent variable.
For the study, data was collected from 300 respondents and put into the SPSS to draw the conclusion through Multiple Regression. The study concluded that 56.4% change in dependent variable is due to independent variable and online advertisement had a significant impact on consumer buying behaviour and it is a large segment.

Another survey by Jashari (2017) offered an overview on how the consumers use social media in the stages of decision-making process and the psychographic variables that influence their behaviour. A survey of 120 consumers selected randomly in the capital city of Pristina was conducted, to find out to what extent they are impacted by the use of social media, and what role it plays in their decision-making process. Around 59% of the respondents reported to have made unplanned buying decisions based on the information obtained in the Internet, and 61.5% of them declared to be motivated for buying by social media reviews of their friends.

Rambe and Jafeta (2017) studied the impact of social media advertising on high energy drink preferences and consumption among young South Africans. The findings suggest while students exploited social media platforms intermittently to access energy drink brands, their brand preferences and choices were informed by personal agency (especially personal volition, peer influences, convenience and availability of brands) more than social media networks per se.

In Kenya, Kyule (2017) sought to investigate the influence of social media marketing on consumer behaviour while focusing on Britam Holdings Limited. The study used stratified sampling technique. At 95% confidence level was used to determine a sample size of 95 respondents from a target population of 2000 customers. Questionnaires were used to collect primary data after a pilot test. Findings from the correlation analysis denoted absence of significant relationship between influence of social media on consumer behaviour and channels of social media that directly affected consumer behaviour due to the fact that P-value = 0.126 which is higher than the recommended P-value of 0.05.

Barasa (2014) sought to provide an analysis of current commercial social media usage by critically evaluating the most effective ways to utilize these social media platforms as advertising tools here in Kenya. The study revealed the critically needed knowledge on how to engage with their target market, when to engage with them and the tone to use with them in order to attain maximum advertising results. Ngenga (2015) looked into the extent
of the use of social media marketing on business growth, a case study of Airtel Kenya was explored. The study found that the platforms that reduced marketing costs significantly was LinkedIn by 40.9% and Twitter by 34.8%. These platforms were the most cost effective with Yahoo being the least cost effective.

Irungu (2011) explore the role of social media in advertising. The study utilized descriptive research design. The target population included both undergraduate and post-graduate students at the Nairobi campus of the university, totaling to 2,469 students. A sample size of 96 respondents stratified by gender and level of study was used. Data was collected using questionnaires. Chi-square technique was used to test for statistical significance. The findings were summarized and presented in frequency tables and figures. It was established that social media advertising played a positive role in product awareness, fueled by both the utilitarian and hedonic motives of users. Social media advertising also enhanced customer loyalty through creation of buzz, product recommendations and purchase.

2.3 Effect of Email Marketing on Consumer Buying Behaviour

This section focuses on literature regarding the effects of email marketing on consumer behaviour. The subtitles are as follows: Email marketing in a more general context, types and forms of email marketing and lastly the review of empirical studies on how email impact on consumer purchasing decision making process.

2.3.1 Email Marketing

Email marketing is directly marketing a commercial message to a group of people using electronic mail email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing (Barasa, 2014). It usually involves using email to send ads, request business, or solicit sales or donations, and any email communication that is meant to build loyalty, trust or brand awareness. Email marketing can be done to either cold lists or current customer database (Rambe & Jafeta, 2017). Broadly, as explained by Jashari (2017) the term is usually used to refer to: sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, sending email messages with the purpose of acquiring new customers or convincing current customers to
purchase something immediately, adding advertisements to email messages sent by other companies to their customers.

In emerging as the fastest growing communications technology in history (Chittenden & Rettie, 2003), email has become an integral part of daily life (Grimes et al., 2007). Email shares a particularly close relationship with the internet, with most internet sessions involving the use of e-mail (Tezinde et al., 2002;; DuFrene et al., 2005). The relationship between email marketing and online shopping is equally close. Not only does it serve to drive website traffic, it also influences impulse buying online websites (Dawson & Kim, 2010) in the virtual world of the internet where seller-buyer interactions are limited. Email also serve as a vital communication tool in customer relationship management. Moreover, such two-way interactions can occur in real time (Chittenden & Rettie, 2003), thereby providing quick convenient solutions for both buyer and seller (DuFrene et al., 2005).

This has persuaded many organizations to make e-mail marketing the cornerstone of their communications strategy. As a result, an estimated $1.5 billion was spent on it in 2011 (Kim et al., 2011). However, if e-mail marketing is to prove effective, marketers must recognize that consumers regard their e-mail inbox as their personal domain, and not abuse this privilege (Chittenden & Rettie, 2003). Unfortunately, such advice has often gone unheeded. Commercial emails sent without the explicit permission of the receiver are referred to as SPAM (Morimoto & Chang, 2006). An email can also be defined as SPAM if it is sent without specific reference to the recipient’s personal needs and offers disproportionate benefits to the sender (Kumar & Sharma, 2014). A key source of discontent for the recipients of SPAM is the volume in which it is sent. Of the 210 billion emails sent each day, SPAM accounts for 78 per cent, with 93 billion of these managing to infiltrate SPAM filters and blacklists (Fletcher, 2009). In addition to its high volume, SPAM is also characterized by (Gratton, 2004).

Such is the negative nature of SPAM that governments have enacted laws to help deal with it (Goldman, 2003). Studies have reported that the vast majority of consumers strongly dislike receiving SPAM (Grimes et al., 2007), finding it to be both intrusive and irritating (Morimoto & Chang, 2006; Kumar & Sharma, 2014). One study found that 52 per cent of consumers shopped less on the internet or stopped altogether as a result of concerns relating to SPAM (Gratton, 2004). In short, SPAM poses a fundamental threat to the growth of e-commerce (Moustakas et al., 2006).
Promotional email marketing includes emails sent to consumers who have given consent to receive such messages from the sender (Marinova et al., 2002). This ability to opt-in and opt-out of receiving such emails is not only a defining characteristic of PEM; it is also a key component of anti-SPAM legislation (Kumar et al., 2014). The purpose of PEM is to initiate, sustain and develop communication with the recipient over time, and in doing so, to generate a more loyal and profitable customer (Kent & Brandal, 2003). It seeks to address many of the negative connotations that typify SPAM by shifting the balance of power from the sender back to the recipient (Marinova et al., 2002). Because the recipient ultimately decides whether they will receive e-mail communications from the online retailer, it is they that hold control over the relationship. This is not only evidenced by the fact that recipients must opt-in to receive such emails, but also by the fact that PEM always involves giving recipients the opportunity to cease receiving such emails at any time (Kumar et al., 2014).

Opting in to voluntarily receive such emails not only addresses the issue of intrusiveness, it also addresses privacy concerns as to how the recipient’s contact details came into the possession of the sender. Conversely, the opt-out option helps protect the recipient against receiving irrelevant emails because the retailer otherwise risks losing customers via this exit route. Furthermore, by highlighting relevant new products and special promotions, PEM can reduce consumers’ search and purchase costs (Merisavo & Raulas, 2004). For example, one study found that 83 per cent of recipients consent to PEM in order to receive access to discounted goods and services (Bluehorset, 2013). PEM also offers potential benefits for the online retailer. Generating website traffic and customer retention are fundamental goals of e-commerce, with both serving as pre-requisites to generating online sales (Van Der Heijden, 2000).

It was also established that PEM can play a vital role in achieving both these goals. First, PEM makes it easier for online retailers to penetrate the promotional clutter that characterizes the modern-day marketplace. This is based on the notion that recipients, having requested to receive such emails, are more likely to read them and in many cases, make a purchase as a result (Kent & Brandal, 2003, ; Dawson & Kim, 2010). Furthermore, because it can provide direct access to a retail website, PEM can stimulate impulse buying according to Chaffey et al., (2009). PEM also serves as a means for two-way interaction between an online retailer and their customers, which in turn can lead to relationship building according to Martin et al., (2003). Most importantly, PEM can provide all of these
potential benefits in a cost-effective way while at the same time avoiding many of the image problems that plague other direct marketing tools (Chittenden & Rettie, 2003).

Marketing communications are essentially brand-building tools and yet alternative internet-based communication tools such as banner ads can serve as a major source of irritation for recipients and can result in negative attitudes towards the advertising brand according to Mandelli (2005). A major goal of PEM is to avoid such negative consequences. The focus of previous PEM studies has typically been on determining how certain permission e-mail characteristics influence the effectiveness of a PEM campaign. Such studies have found that content characteristics such as subject line, incentive to act and personalization can influence response rates (DuFrene et al., 2005) and website visitation (Martin et al., 2003).

In one of the few studies that measured their direct influence on purchase behaviour, evidences have been found that permission emails increased the likelihood of purchase (Kumar et al., 2014, ; Merisavo & Raulas, 2004,). It is worth noted that this study was based on the frequency with which permission emails were sent rather than their content characteristics. Studies have also focused on the influence of subculture on consumer attitudes to PEM (i.e. Becerra & Korgaonkar, 2010) and compared American and French organizations in the way they use PEM to build customer relationships (Waring & Martinez, 2002).

2.3.2 Types of Email Marketing

Email marketing can be carried out through different types of emails; Email Newsletters, transactional, milestone e.t.c. Email Newsletters are direct emails sent out on a regular basis to a list of subscribers, customers. The primary purpose of an email newsletter is to build upon the relationship of the company with their customers/subscribers. Transactional emails represent the unsung heroes of marketing. These messages are informative, timely, and personal—helping customers get to know your product better. They also unlock maximum engagement with your audience, generating high open and click-through rates.

Kagendo (2015) adds that transactional emails are usually triggered based on a customer’s action with a company. Triggered transactional messages include dropped basket messages, purchase or order confirmation emails and email receipts. The primary purpose of a transactional email is to convey information regarding the action that triggered it. But, due to its high open rates (51.3% compared to 36.6% for email newsletters), transactional
emails are a golden opportunity to engage customers; to introduce or extend the email relationship with customers or subscribers, to anticipate and answer questions or to cross-sell or up-sell products or services.

Many email newsletter software vendors offer transactional email support, which gives companies the ability to include promotional messages within the body of transactional emails. There are also software vendors that offer specialized transactional email marketing services, which include providing targeted and personalized transactional email messages and running specific marketing campaigns such as customer referral programs referring to Bluecast Digital (2012).

Adeka (2011) also noted that use of direct email involves sending an email solely to communicate a promotional message (for example, an announcement of a special offer or a catalog of products). Companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they can also rent a list of email addresses from service companies.

In a study to analyze factors that promote internet penetration, Chinn and Fairlie (2004) established that income per capita, illiteracy, years of schooling, youth and aged, rate of urbanization, dependency ratios, telephone density, consumption of electricity as well as regulatory quality were vital in determine the rate of internet use. Moreover, by investigating rate of internet demand in Spain, Cerno and Amaral (2005) established internet usage rose with increase in income and other technological factors, however, the usage decreases with low socio-demographic characteristics such as age and as habitat.

2.3.3 Email Marketing and Consumer Purchasing Decisions

Bluecast Digital (2012), 94% of Irish marketers use emails for maintaining customer relationships, and 84% believe that email is an important or very important component of marketing strategies. Chaffey (2005) noted that emails were the main source of communication before the introduction of social media their improvement from the use of postage mails allowed communication between stakeholders and the firm to be shortened and allowed more accurate results. A total of 54.7% of the respondents consider mobile emails as the biggest opportunity for success, and statistics provided by Google (2012) suggest that they may be right, as 67% of the Irish population access their emails through smart phones on a daily basis.
Kagendo (2015) focused on the influence of electronic marketing on customer retention at Safaricom Limited. The study used a case study research design. Primary data were collected by interviewing three Heads of Department in Marketing at Safaricom due to the fact that they were highly involved in implementation of marketing strategies. Inductive Content analysis was used to relate the findings of the study which involved a three-step process analytical methodology namely; preparation stage, organizational and finally reporting stage. The findings revealed that the most commonly used electronic marketing practices by Safaricom Limited were as follows: social media marketing; audience participation, viral campaigns, customer feedback, offline communication; direct email, online partnership; widget marketing, affiliate marketing, online public relation; publisher outreach, brand protection, search engine optimization and paid search.

Adeka (2011) the effect of marketing strategies on customer acquisition at Safaricom while Makena (2011) did a study on E-marketing now a necessary tool for sustainable business development for small and micro enterprises in urban areas with a case study of Nairobi. Maina (2017) applied descriptive research design in studying the effect of digital marketing tools on performance of businesses in real estate sector in Nairobi County. A simple random sampling technique was used to select a sample size of 145 real estate investors.

Descriptive statistics and regression inferential statistics were used for analysis with the help of SPSS program. Tables were used in data presentation. The study found out that the probability value of 0.000 indicates that the regression relationship was significant in determining how email marketing, web solutions, mobile marketing and social media affect firm performance. From the ANOVA table, the independent variables were statistically significant predicting the dependent variable since adjusted R square was 0.883 implying that email marketing, web solutions, mobile marketing and social media explains 88.3% variation in Firm performance.

2.4 Effect of Search Engine Optimization on Consumer Buying Behaviour

This section focuses on literature about the effects of Search Engine Optimization on consumer behaviour. The subtitles are as follows: Categories of Search Engine Optimization, making good use of Search Engine Optimization for enhanced effectiveness, and lastly the review of empirical studies on how Search Engine Optimization impact on consumer purchasing decision making process.
2.4.1 Categories of Search Optimization

Kinshuk, Ma and Park (2013) observe that when users search keywords at Web search engines, they are presented with both organic and sponsored links pointing to websites relevant to their search queries. Their subsequent click behaviour is of great interest to advertising firms, search engines, and other practitioners and researchers who want to understand how users search for information on the Web. According to a recent research study by Forrester, 71 percent of consumers begin their journeys by using a search engine to discover new products and services (initiation), and 74 percent reported using a search engine for consideration and purchasing (research, comparison, transaction).

Data or information about an unknown subject is usually searched on the first page of search engines. After examining first 5 result pages, other remaining pages are not evaluated by users. Because of this, it is important to move a web page to top lists of search engines in order to introduce it better. In order to achieve this, the search engine optimization must be used by web site developers. Because, it is possible to move a web page to the first page of a search engine by using only some necessary optimization rules. It is important to have an effective, well-structured and good-looking web page to introduce the related company, services or products better. But it is also too important for customers to search and find the related web page on a search engine easily. Furthermore, 80 percent of Internet users also search for products or services by using search engines mostly (interactive advertisements) Internet (2010).

It is an easy and effective way to introduce and market a company by using a web page. In order to achieve this, information related to the company is obtained by using search engines. In a competitive business environment, moving up to top lists can be achieved by using search engine optimization. Briefly, the search engine optimization (SEO) is enabling a web site to appear in top result lists of a search engine for some certain keywords. There are many different factors that enable a web site to move up top results. The most effective way to take attention of many users is connected with search engine optimization. Because the search engine optimization is basically based on keywords that are suitable to the web site and can be used to search with search engines. In order to optimize a web site according to search engines, it must be suitable to some technical conditions. This is according to Sezgin (2009).
2.4.2 Making Search Engine Optimization Effective

Eighty percent of shoppers will research online before making a purchase according to Google. According to Olson (2017), this behaviour expands to business customers. Murtagh (2014) agrees that ninety three percent of tech B2B customers research products on the internet, predominantly via search engines. Most who optimize know that optimization for brand, product/service, and location can greatly increase visibility in search engine results. However, many still struggle with connecting with consumer intent. The 80/20 Rule reveals that Non-branded search accounts for 78 percent of all search engine referrals, according to Google. This resonates with the theory that a well-optimized website should attract 80 percent of non-branded referrals, and only 20 percent of branded search referrals. As the ultimate information destination for your product or service, your website can, and should, be the dominant authority for your solution by name. It should also be an authority on the problem the solution solves, how it compares to competing solutions, and offer compelling reasons for purchase.

It is one of the primary goals of today’s Web designers to maximize the position of their Web pages in SE rankings. If one wants a particular Website to be returned as a highly ranked hit, that site must be found by the Web robot, then fully descriptive information must be extracted and the site indexed. The process of designing and tuning a Website to maximize its findability and improve its ranking is known as Search Engine Optimization (SEO) (Fleischner, 2011). There are two ways of employing SEO: firstly, white hat SEO, which refers to the legitimate methods supported by SEs; these methods do not attempt to deceive SEs, and they produce quality, long-term results. Techniques include: offering quality and relevant content, proper metadata and effective keywords, and having inbound links from other relevant high-quality pages (Kent, 2008, ; Interleado, 2009).

Secondly, black hat SEO, in which designers attempt to deceive SEs by manipulating their Web pages content to suggest that they are something other than what they actually are. Therefore, black hat SEO is not really optimization; it is more a form of SE deception (Wilding, 2009, ; Deitel, 2008).

The authors Kinshuk, Ma, and Park (2014) study consumers' click behaviour on organic and sponsored links after a keyword search on an Internet search engine. Using a data set of individual-level click activity after keyword searches from a leading search engine in
Korea, the authors find that consumers' click activity after a keyword search is low and heavily concentrated on the organic list. However, searches of less popular keywords (i.e., keywords with lower search volume) are associated with more clicks per search and a larger fraction of sponsored clicks. This indicates that, compared with more popular keywords, consumers who search for less popular keywords expend more effort in their search for information and are closer to a purchase, which makes them more targetable for sponsored search advertising.

This study is connected to several different literatures, including a handful of academic papers on SEO which provide important theoretical insights into SEO (Sen, 2005; Xing and Lin, 2006; Berman & Katona, 2013). These papers highlight several features of the equilibrium interaction between web sites and search engines that we take into account in our empirical analysis, including the endogeneity of the rank of organic links and the position of sponsored links in search results. To the best of our knowledge, there is no antecedent empirical research on SEO.

There is, however, a sizeable theoretical and empirical literature on search engines that focuses on the sponsored links that appear alongside the organic results. The theoretical literature has in particular focused on the auction mechanism behind these paid results (e.g., Edelman et al., 2007; Varian, 2007). Earlier studies took user behaviour as given; more recent work by Chen and He (2011) as well as Athey and Ellison (2012) take into account that users search optimally. White (2013) and Xu et al. (2012) focus on trade-offs between organic and sponsored search results.

The empirical research on search engines has mostly focused on sponsored search as well. Yao and Mela (2011) develop a dynamic structural model of keyword advertising that takes optimal consumer behaviour into account.

Animesh et al. (2010) focus on quality uncertainty in sponsored search markets and find some evidence of adverse selection, but only for unregulated sponsored search markets. Ghose and Yang (2009) focus on ad placement and its effects on profitability and find a negative relationship between position and click-through rate as well as conversion rates. Agarwal et al. (2011) also find a negative relationship between position and click-through rates but find a positive relationship with conversion rates, which means that the top position is not necessarily the most profitable.
Additionally, the research showed that consumers who are exposed to a brand ad on a category or competitor query were 30 percent more likely to do a branded search and on average had a 15 percent higher conversion rate than consumers who were not exposed to the brand ad. Having a branded ad appear in category and competitor brand queries improved brand affinity and recall and increased the propensity for future brand searches.

This study is also related to three recent papers that focus on the relationship between sponsored and organic search results. Yang and Ghose (2010) find organic clicks to be positively related to the presence of sponsored links, and vice versa. However, the presence of an organic link increases the utility of a sponsored listing more than the other way around. Similarly, Agarwal et al. (2015) find the presence of a link in the organic search results to be positively related to the click-through rate for sponsored links, but negatively related to conversions. A third paper by Jerath et al. (2014) uses clicks data based on 120 keywords to examine how the “popularity” of different keywords impacts clicking behaviour. Their results suggest that less popular keywords are “more targetable” for sponsored search advertising than more popular keywords.

Yang and Ghose (2010) and Agarwal, Hosanagar, and Smith (2012) empirically study how the presence of an advertising firm’s own link and competitors’ links in the organic listing influence click and conversion behaviour for the focal firm’s sponsored ads, and vice versa. Broadly speaking, both studies find complementarities between click-through rates on firms’ organic and sponsored links.

Finally, this study is related to a very large literature documenting the importance of screen position and a seller’s reputation or brand equity for retailers selling through other online channels including price comparison sites, shopbots, and auction sites (Brynjolfsson & Smith, 2000; Baye et al., 2009; De los Santos et al., 2012).

Although the broad message is that branding, screen position, consumer attributes, and retailer characteristics are all important determinants of click-through behaviour in these channels, to date, little is known about their impact on organic clicks through search engines.
2.5 Effect of Professional Blogs on Consumer Buying Behaviour

This section focuses on literature about the effects of Search Engine Optimization on consumer behaviour. The subtitles are as follows: Blogs as a Product Information Source and Types of Blogs, Consumer Information Search on the Internet, and lastly the review of empirical studies on how blogging impact on consumer purchasing decision making process.

2.5.1 Blogs as a Product Information Source and Types of Blogs

Blogs are diary-style web sites generally offering observations and chronologically listed news that allow readers to leave comments and place recommendation links and/or trackbacks (Johnson & Kaye, 2004). Blogging is considered a leading online medium that influences the purchasing decisions of people globally (Schroeder, 2014). As a part of user generated media, blogs enable both marketers and consumers to express/communicate their ideas on products/brands; with trackback, links, and comment functions. Lacy (2014) established that any consumers rely on blogs for unbiased opinions and expertise when considering purchases, making blogs an influential platform for marketers trying to reach consumers with money to spend.

Blogging consists of the writer’s comments, brief texts, images, and links structured in sequential order. As mentioned by Zhao and Kumar (2013), over 1.2 million users post blogs every day through the communication procedures that interchange comments between several different blogs. In comparison to the activities related to blogging, micro-blogging can be considered as a quick and easier way to communicate short messages from a mobile device or computer. The use of micro-blogging has been found increasing to 62 percent between the years 2009-2011. Twitter, Instagram, and Facebook can be considered as examples of micro-blogging tools.

Blogs can be used to facilitate group working, a number of commentators argue that blogs encourage reflective learning referring to Chen et al., (2005). They can be used as a diary to keep a record of achievement and of interesting material. The way that blogs are typically organized allows the reader/viewer to recontextualize posts according to categories and dates as well as allowing the user to use key words to search for posts on any topic. Blogs can decrease feelings of isolation for distance students (Dickey, 2004), and promote the shift from surface to deep learning (Bartlett-Bragg, 2003).
Williams and Jacobs (2004) also argue that the immediacy and commentary-based systems of blogging lead to reflection and analysis and contextualization of learning via hyperlinks. They further contend that blogs are more successful in promoting interactivity that is conversational as opposed to other online discussion. Research also suggests that blogs allow a more creative response from students (Oravec, 2003) and that the open and interlinked nature of blogs connects learners to contexts beyond the classroom (Baim, 2004).

2.5.2 Consumer Information Search on the Internet

Consumer information search has been a popular topic, and various studies have been conducted in hopes of better understanding the potential behavioral outcomes in the context of interpersonal communication and word-of-mouth Bloch et al., (1986), traditional market-dominant sources (D’Rozario & Douglas, 2000), and online resources (Jepsen, 2007). Information search can be classified into: 1) internal information search that involves memory and takes place prior to external search, such as memory; and 2) external information search that relies on all other sources except memory, such as media, store visits, trials, and references (Peterson & Merino, 2003).

A number of classifications of external information sources for product selection have been proposed. For example, Duhan et al., (1997) classified recommendation sources based on the proximity of a decision maker to the information source and defined strong-tie sources as sources that a decision maker personally knows well. Weak-tie recommendation sources, then, are merely acquaintances or those who do not know the decision maker. They stated that weak-tie sources can go beyond the social circle of the decision maker, and therefore, the decision maker can find more and better information about the product (Duhan et al., 1997).

For Internet-related studies, the importance of weak-tie sources were found in the ability to create connections and close-knit social groups for people with limited or no personal interaction (Smith et al., 2007). In the context of blogs, readers may or may not personally know the bloggers behind the consumer-generated blogs; however, if consumers identify with an author of a consumer-generated blog as a “typical” consumer, these readers might feel as if they were in close proximity to the consumer generated blog author. Although both types of blogs may be generally classified as weak-tie recommendation sources by the
The definition of Duhan et al., (1997), consumer-generated blogs may be regarded as stronger-tie information sources than corporate blogs.

On the other hand, corporate blogs have been regarded rather a weaker-tie source (than consumer blogs), and company-created sources can be seen as lacking the credibility of third-party sources (Duncan, 2005). Perhaps it is the perceived authenticity that leads consumers to prefer online recommendations of other consumers over online recommendations of experts (Huang & Chen, 2006). As sources of information without an overtly vested interest in the success or failure of a product or corporation, neutral and interpersonal sources offer more believability. This believability, or third-party credibility, leads to more persuasive arguments.

Bickart and Schindler (2001) found that consumers who used online discussion forums as a product information source showed greater interest in the studied product than those who relied on marketer-dominant sources to acquire product information. In the case of the current study, consumer-generated blogs are likely to be regarded as either neutral or interpersonal information sources with the associated credibility that is lacking in a marketer-dominant blog with its overt vested interests. In addition, consumer-generated blogs can be regarded as a stronger-tie information source compared to marketer-dominant blogs; stronger-tie information sources tend to influence consumer perceptions and behaviour than weaker-tie sources (Duhan et al., 1997). As a result, consumers’ perceptions toward consumer-generated blogs may be more positive compared to corporate blogs and thus influence behavioral intentions such as purchase intent.

2.5.3 Effect of Blogs on Consumer Behaviour

Studies on the impact of blogging in the marketing context are increasingly gaining attention. Srivastava (2014) carried a Mathematical Assessment of “Blogging Effect” on ConsumerBuying Behaviour. The study conducted used the model of CBB proposed by (Solomon & Rabolt, 2009). The outcomes cited in two tables, specifies that the part of blogs on CBB is relatively significant, though the duration of reviews reading by the consumer is quite short. The study aims to further augment the research on part of blogs on post buying behaviour, though, it is witnessed that the consumer goes back to the blog after purchase to leave their annotations about the product purchased, its influence on CBB is still unknown.
Morimoto and Trimble (2012) examined how consumers’ use blogs as product information sources from need-for-cognition perspective. The results of an online survey indicated that NFC and susceptibility to word of mouth influenced consumer’s information search process, ultimately leading to purchase intent. The findings also showed that while high NFC individuals showed more favorable attitudes toward consumer-generated blogs over corporate blogs as an information source, low need for recognition individuals did not have a specific preference for either type of blog. In addition, participants reported greater purchase intent for products addressed in consumer-generated blogs than corporate blogs. This difference in purchase intent existed even when their attitudes toward both types of blogs and the brands/products mentioned there were regarded similarly.

Corcoran et al., (2006) defined blog marketing as “the use of weblogs to promote a brand, company, product or service, event or some other initiative”. Blog advertising is a commercial application of blogs, an emerging Internet application that has gained attention among marketers and advertisers with mixed reactions (Fitzgerald & O’Brien, 2007). Blog advertising is sometimes labeled as “blogad” (Lerma, 2005).

Thorson and Rodgers (2006) equated advertising blogs as e-WOM, or electronic word of mouth, which provides positive or negative statements about a product or a service. Their study found that perceived interactivity and actual interactivity have an effect on the effectiveness of political blog advertising in shaping participants’ voting behaviour. Furthermore, the relationships were mediated by parasocial interaction with the political candidates (Thorson & Rodgers, 2006). Although parasocial interaction only offers an illusionary intimate relationship with the candidate, their study supported the importance of social-level factors in affecting blog advertising use.

Yang (2011) carried out a survey in the United States. In this study, the concept of social influence was employed to examine its effects on consumer’s use of blog advertising. A questionnaire survey was designed and executed among 200 college student participants in a large Southwestern university. The survey instrument has a good reliability for this exploratory study. Regression analysis found that the social influence factor predicted blog advertising use. The factor accounted for 31% of variance in explaining consumer’s blog advertising use. To examine if the social influence factor continued to predict how consumers use blog advertising after taking into consideration consumer’s attitudes toward blog advertising and demographics, hierarchical regression analyzes were also used. The
statistical analyzes found that the social influence factor remains a powerful and consistent predictor of blog advertising use.

Penttala and Saarela (2012) thesis focused on answering the main research question “What is the effect of blogs on young Finnish female’s online buying behaviour when purchasing fashion items from online stores? The results showed that consumers who read blogs and actively use them when buying fashion products often communicate with the blogger and other consumers during and after the purchasing situation. These consumers see blogs as a valuable tool which helps them for example gather information, get unbiased opinions on products and get inspiration for future purchases.

A survey by Alsaleh (2017) examined the influence of the perceived usefulness of blogger recommendations, the blog reader’s confidence in them, and the reputation of bloggers on consumers’ purchasing attitudes and intentions. A model is proposed, based on the theory of reasoned action (TRA) and the technology acceptance model (TAM) empirically examined with a primary dataset of 439 blog readers in Kuwait. Perceived usefulness of blogger recommendations, confidence, and reputation had influential effects on blog users’ purchasing attitudes and intentions. Confidence in bloggers significantly influences perceived usefulness of blogger recommendations. The reputation of bloggers had a significant positive direct effect on confidence in bloggers.

Here in Kenya, Mwaisaka (2017) sought to determine the influence of social media on consumer decision making process in the cosmetic industry within Nairobi County. The findings revealed that individuals persuaded a very active role in information search on social media before making a purchase. Besides, research by Oketch (2014) concluded that the factors; consumer buying behaviour, brand loyalty, brand relationship and consumption of media brands were greatly affected by the level of social media marketing. This was concluded since the sub variables assigned to each of the factors had high mean values and the standard deviation calculated was less than 1.5 indicating an insignificant variation from the mean in the responses.

Furthermore, it was concluded that an increase in consumers brand loyalty would be affected by a proportional increase in the social media marketing of the same brand.
2.6 Chapter Summary
This chapter presents empirical literature on effectiveness of online advertisement on consumer decision. Literature review has been guided by the following research objectives; To investigate effect of social Media Advertising on customer Buyer Behaviour. To examine the impact of email marketing on consumer Buyer Behaviour. To determine the impact of Search Engine Optimization on consumer Buyer Behaviour. To examine the impact of a professional website/Blog on consumer Buyer Behaviour. Chapter three will focus on the research methodology to be applied for the study, and this will include the research design, population and sample size as well as the data analysis and presentation.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presented the research design of the study, the target population, the sampling procedure to be applied in conducting the study, methods of data collection, data collection procedure and the data analysis and presentation methods employed for this study.

3.2 Research Design

Wyk (2018) states that research design articulates what data is required, what methods were used to collect and analyze this data, and how all of this was used to answer the research question. The research design also reflects the purpose of the inquiry, which can be characterized as one or more of the following: Exploration, Description, Explanation, Prediction, Evaluation, History. Different design logics are used for different types of study. The study employed a descriptive research design to answer the question, what is happening? How it is happening? Why it is happening? The design was adopted with the aim of collecting information from respondents on their perceptions in relation to effectiveness of online advertisement on consumer decision making process. This design was used to examine a relationship between two concepts (Dionne, Wong, MacDonald, 2015). Causal statements describe what is sometimes called a cause and effect’ relationship. The cause is referred to as the ‘independent variable’; the variable that is affected is referred to as the ‘dependent variable’ (Walliman, 2011).

A Correlations analysis was done as Crawford (2014) explains that a correlation offers a quick and easy way to see whether or not there is a relationship between two variables that is worth exploring further. They can use preexisting data and if a correlation is found it may be worth investigating why there is a correlation. A correlation coefficient is a simple and objective way to describe the strength of a relationship between two variables. Expressing it as a precise number makes it clear and easy to understand (Crawford, 2014).
3.3 Population and Sampling Design

3.3.1 Population

Kothari (2014) defines population of the study as the sum total of individuals from which the researcher selects a sample of the study. The group of people to whom we want our research results to apply Study population. The population of study included members of staff in the management of top five (5) Online Shopping Sites in Kenya. The population was selected so as to enable the researcher to get answers to research questions.

Table 3.1: Population Distribution

<table>
<thead>
<tr>
<th>Cluster</th>
<th>Number of respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jumia</td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>Kilimall</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Pigiame</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>OLX</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Masoko</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>TOTAL</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Hue Experiential (2019)

3.3.2 Sampling Design

If researchers need to draw a conclusion valid for the whole study population, they should draw a sample in a way that it is representative of that population according to Phrasisombath (2009). A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample size is important principally due to its effect on statistical power. Singh & Masuku (2014) define Statistical power as the chance that a statistical test was done to indicate a significant difference when there truly is one.

3.3.2.1 Sampling Frame

Cooper & Schindler (2011) define sampling frame as a list of sampling units from which selection of sample is made. A sampling frame defines the members of the population who are eligible to be included in a given sample- in the sense of drawing a boundary or frame around those cases that are acceptable for inclusion in the sample (Given, 2008). In this study, the sample frame was made up of junior, middle and senior managers of top five (5) Online Shopping companies in Kenya as provided by Hue Experiential Limited.
3.3.2.2 Sampling Technique

Probability sampling is also called as random sampling or representative sampling. In probability sampling every member of the population has a known (non zero) probability of being included in the sample. The sampling technique used was a stratified random sampling method. This entailed dividing the population into mutually exclusive groups, in this case the online platform. Then random samples were drawn from each group.

3.3.2.3 Sample Size

According to Malhotra (2010) “Sample size refers to the number of elements to be included in the study”. Thus, the online advertising and consumer behaviour survey sample size is based on the clusters derived from the sample frame. Slovin formula was used to calculate the sample size (n) given the population size (N) and a margin of error (e). - It's a random sampling technique formula to estimate sampling size - It is computed as \( n = \frac{N}{1 + Ne^2} \).

Whereas:

\[ n = \text{no. of samples} \]

\[ N = \text{total population} \]

\[ e = \text{error margin / margin of error.} \]

\[ \frac{200}{(200 	imes 0.05^2 + 1)} = 133 \]

The sample size was made up of 133 senior employees from the top 5 firms offering online Shopping services in Kenya.
Table 3.2: Sample Respondent

<table>
<thead>
<tr>
<th>Category</th>
<th>Population</th>
<th>Sample</th>
<th>% of the population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jumia</td>
<td>60</td>
<td>40</td>
<td>30</td>
</tr>
<tr>
<td>Kilimall</td>
<td>40</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td>Pigiame</td>
<td>30</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td>OLX</td>
<td>40</td>
<td>27</td>
<td>20</td>
</tr>
<tr>
<td>Masoko</td>
<td>30</td>
<td>20</td>
<td>15</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>200</strong></td>
<td><strong>133</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

3.4 Data Collection Methods

This study relied on primary data as the main source of data collection method. To achieve this a structured questionnaire was sent to the respondents as a data collection tool, this was considered an effective method in collecting a large amounts of information from the huge sample size within the limited period of time. In addition, the method was also chosen for its cost effectiveness.

The study instrument utilized a five-point Likert scale to ask respondents to express their opinion on given statements, and they were expected to either agree, strongly agree, remain neutral, disagree, or strongly disagree. The Likert scale was preferred as it was easy to understand, and draw conclusions from.

The questionnaire was divided into five sections with the first addressing the demography, the second, third, fourth and fifth sections addressing the objectives of the research. Due to the desire of capturing all the relevant information from the respondents, the researcher gave ample time to allow the respondents answer the questionnaire.

The questionnaires were administered to respondents with assurance of confidentiality, anonymity and convenience. Use of a questionnaire allowed for the results to be easily quantified and analyzed more scientifically.
3.5 Research Procedures

Once the questionnaire was finalized, a pilot test was conducted among select number of respondents before the final distribution. A pilot study was undertaken to establish reliability of the questionnaires. The pilot study was done and random sample selected among 12 respondents. By use of Cronbach’s Alpha in SPSS a reliability analysis was done to evaluate internal consistency of the variables.

The findings show that Effectiveness of social media had the highest reliability ($\alpha=0.817$), followed by the Effectiveness of search engines ($\alpha=0.814$), Effectiveness of email marketing at ($\alpha=0.788$) and Effectiveness of professional blogging ($\alpha=0.750$). This illustrates that four variables were reliable as their reliability values was above 0.7.

Table 3.3: Reliability Test

<table>
<thead>
<tr>
<th>Scale</th>
<th>Cronbach’s Alpha</th>
<th>Number of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effectiveness of social media</td>
<td>0.817</td>
<td>7</td>
</tr>
<tr>
<td>Effectiveness of email marketing</td>
<td>0.788</td>
<td>10</td>
</tr>
<tr>
<td>Effectiveness of search engines</td>
<td>0.814</td>
<td>9</td>
</tr>
<tr>
<td>Effectiveness of professional blogging</td>
<td>0.750</td>
<td>10</td>
</tr>
</tbody>
</table>

The aim of the pilot study was to check the effectiveness of the instruments in tapping the required information for this study. It was expected that the findings from the pilot study would reveal the necessity for the researcher to alter some items, for instance, simplifying some of the terms. For this study however all the questionnaire items were found to be reliable thus the next stage involved the distribution of the final questionnaire.

The instruments used to collect data was thoroughly checked for coherence and uniformity before processing. The coverage and relevance of the instruments to the problem under study was subjected to validity and normality tests. This entailed the extent to which questions in the instruments cover the ground to be explored.

During the final distribution of the questionnaires, research assistants were sourced in the interest of collecting data from the respondents within limited period of time and this was done by emailing the questionnaire to the respondents via a google form link which when respondents filled the data was populated to an excel file. This next step involved the analysis of data to highlight the critical attributes so as to establish the outcomes.
3.6 Data Analysis Methods

The purpose of analyzing data was to obtain usable and useful information. The analysis, irrespective of whether the data was qualitative or quantitative, may: describe and summarize the data, identify relationships between variables, compare variables, identify the difference between variables, and forecast outcomes. Data analysis is a process that involves editing, coding, classifying and tabulating the collected data (Kothari, 2014).

In this study the researcher employed quantitative data analysis techniques where the data distribution was measured using means and standard deviation. The study also tested for the association between the dependent variable (consumer buying behaviour) against social media marketing, email marketing, search engine optimization and blogging. This was done by the use of regression and correlation analysis. Statistical Packages for Social Scientists (SPSS) Version 22.0 was employed in the process of data analysis.

For the regression analysis, the dependent and independent variables were presented in the following formula.

\[ Y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + e \]

Where:

\[ Y = \text{Consumer Buying Behaviour} \]

\[ X_1 = \text{Social Media Advertising} \]

\[ X_2 = \text{Email Marketing} \]

\[ X_3 = \text{Search Engine Optimization} \]

\[ X_4 = \text{Professional Blogs} \]

\[ \beta_0, \beta_1, \beta_2, \beta_3 = \text{Coefficients representing social media advertising, email marketing, Search Engine Optimization and websites/Blogs respectively.} \]
3.7 Chapter Summary
The Chapter has discussed the methodology used in the research. Precisely, it has outlined descriptive approach as the research design. The population of the study has also been highlighted as managers. A cluster sampling mechanism was employed in determining the sample size. Questionnaires was used in collecting data from 92 managers in the selected firms. The Chapter has also looked at the research procedures, data analysis methods and pointed out that SPSS Version 22.0 utilized throughout the analysis of data obtained from the field. The next chapter presents the results and findings of the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results established from the data analysis months included results relating to the demography and specific research questions of the study aimed at establishing effectiveness of online advertisement on consumer decision making process.

4.2 Response Rate

The research issued a total of 133 questionnaires and a total of 90 were filled and returned giving a response rate of 68%. This was sufficient for the study as indicated in Table 4.1.

Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filled and returned</td>
<td>90</td>
<td>68</td>
</tr>
<tr>
<td>Non-response</td>
<td>43</td>
<td>32</td>
</tr>
<tr>
<td>Total</td>
<td>113</td>
<td>100</td>
</tr>
</tbody>
</table>

4.3 Demographic Information

The research analysed data with regards to the demographic factors and the results were presented as follows:

4.3.1 Respondents Gender

An analysis was done to determine the respondents gender representation and the result established that there was a 50/50 balance between male and female representatives as shown in Figure 4.1 below. This implies that the data received represented the views of all the genders without biases.
4.3.2 Marital Status
The study also sought to analyze respondent’s representation with regard to their marital status. To analyze the marital status the result established that majority of respondents accounting for 70% were single while 30% were married as shown in Figure 4.2 below. This implies that the data received represented views of diverse background.

Figure 4.2: Marital Status

4.3.3 Respondents Age
An analysis of the respondents age revealed that majority of respondents accounting for 47% were aged between 21-30 years while those aged between 31-40 years represented 26%, and those of under 20 years represented 17%. Finding also show that respondents of
41-50 years represented 11%. This implies that the respondents were from a diverse age group.

### Figure 4.3: Respondents Age

#### 4.3.4 Respondents Education

To analyze the literacy levels the result established that majority of respondents accounting for 40% were degree holders and Masters holders respectively. Diploma holders represented 20% as shown in Figure 4.4 below. This implies that the data received from respondents was precise as the respondents has a high literacy levels to comprehend the questions asked.

### Figure 4.4: Respondents Education

#### 4.3.5 Online Platforms Used

Respondents were asked to indicate the online platforms use in interacting with customers. The results indicated that companies that use E-mail only represented 16.7%, those that use E-mail, Website, Social Media represented 26.7%, at the same time firms that use E-mail, Website, Social Media and Blogs represented 10.0%. It was also revealed that a majority using Social Media were 30%. The finding also revealed that firms that use Website was 13.3%, and those that use Website and Social Media were 3.3% as shown in Table 4.2.
Table 4.2: Online Platforms Used

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>15</td>
<td>16.7</td>
</tr>
<tr>
<td>E-mail, Website, Social Media</td>
<td>24</td>
<td>26.7</td>
</tr>
<tr>
<td>E-mail, Website, Social Media, Blogs</td>
<td>9</td>
<td>10.0</td>
</tr>
<tr>
<td>Social Media</td>
<td>27</td>
<td>30.0</td>
</tr>
<tr>
<td>Website</td>
<td>12</td>
<td>13.3</td>
</tr>
<tr>
<td>Website, Social Media</td>
<td>3</td>
<td>3.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>90</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

4.3.6 Position in the Firm

To analyse the respondent’s position in the firm the result established that majority of respondents accounting for 43% were middle level managers while 30% were support staff, at the same time 20% were low level managers while 7% were top managers as shown in Figure 4.5 below. This implies that the data received represented the views of all the management cadres.

![Figure 4.5: Position in the Firm](image)

4.4 Effects of Social Media Advertising on Consumer Buyer Behaviour

The first objective set to establish how social media advertising affected consumer buyer behaviour. Respondents were asked a set of questions to indicate to what extent they agree or disagreed with statement using a five-point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agreed.
4.4.1 Descriptive Statistics of Social Media Advertising
The response revealed that a majority agreed that the Social media pages is interactive and it influences consumers shopping experience (M=3.97, sd=.953). It was also established that Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company (M=3.93, sd=.934). Results also indicated that making emotional connections through positive consumer experiences, exceptional service and engaging conversations has significantly influenced social media marketing (M=3.80, sd=1.051).

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company.</td>
<td>90</td>
<td>3.93</td>
<td>.934</td>
</tr>
<tr>
<td>Social media pages are interactive and it influences consumers shopping experience.</td>
<td>90</td>
<td>3.97</td>
<td>.953</td>
</tr>
<tr>
<td>Changing the conversation and engaging fully with existing consumers increases the level of social media marketing.</td>
<td>90</td>
<td>3.77</td>
<td>1.122</td>
</tr>
<tr>
<td>Social media provide sufficient information online which attracts customers to engage and participate on the site.</td>
<td>90</td>
<td>3.70</td>
<td>1.002</td>
</tr>
<tr>
<td>Making emotional connections through positive consumer experiences, exceptional service and engaging conversations has significantly influenced social media marketing.</td>
<td>90</td>
<td>3.80</td>
<td>1.051</td>
</tr>
<tr>
<td>Social media content is personal, interesting, timely and responsive.</td>
<td>90</td>
<td>3.43</td>
<td>1.122</td>
</tr>
<tr>
<td>Social media offer quick responses to customer service queries through online platform.</td>
<td>90</td>
<td>3.69</td>
<td>1.215</td>
</tr>
<tr>
<td>Social media address customer problems as it builds trust and strong relationship with its customers.</td>
<td>90</td>
<td>3.67</td>
<td>1.112</td>
</tr>
<tr>
<td>Social media provide easy of accessibility and preview to company's products hence it guarantees consumers the authenticity of company's products.</td>
<td>90</td>
<td>3.53</td>
<td>1.182</td>
</tr>
</tbody>
</table>
It was also agreed by a majority that changing the conversation and engaging fully with existing consumers increases the level of social media marketing (M=3.77, sd=1.122). The results also indicated an agreement on social media providing sufficient information online which attracts customers to engage and participate on the site (M=3.70, sd=1.002). It was also revealed that social media offer quick responses to customer service queries through online platform (M=3.69, sd=1.215).

The analysis also revealed that social media address customer problems as it builds trust and strong relationship with its customers (M=3.67, sd=1.112). The results also show that social media provide easy of accessibility and preview to company's products hence it guarantees consumers the authenticity of company's products (M=3.53, sd=1.182). There was however uncertainty about social media content being personal, interesting, timely and responsive (M=3.43, sd=1.122).

4.5 Effects of Email Marketing on Consumer Buyer Behaviour

The second objective set to establish how email marketing affected consumer buyer behaviour. Respondents were asked a set of questions to indicate to what extent they agree or disagreed with the statement using a five-point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agreed.

4.5.1 Descriptive Statistics of Email Marketing

The study findings indicated that the marketing team within the organization considers our online platforms very useful (M=3.83, sd=1.059). The results also indicated that emails from the organization are a reliable medium for information and support services (M=3.77, sd=1.061). Results also show that the organization uses emails to send personalized account information (M=3.57, sd=1.152). The results also revealed that the organization gives personal attention to customers’ complaints raised through emails (M=3.57, sd=1.152).

The results also indicated that the management has committed enough resources to the success its online platforms including use of emails (M=3.53, sd=1.153) and customer interaction with the organization via e-mails is clear and understandable (M=3.53, sd=1.152).
It was however uncertain if employees of the organization are well trained to implement e-marketing initiatives successfully (M=3.47, sd=1.093). It was also uncertain that management has implemented a distinct corporate culture that supports email marketing (M=3.23, sd=1.028). Respondents neither agreed nor disagreed on client’s name and personal information is always used by the organization in email communication with clients (M=3.17, sd=1.247) neither were they assured of quick response when we send e-mails to our customers (M=3.13, sd=1.317).

### Table 4.4: Descriptive Statistics of Email Marketing

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>The organization gives personal attention to customers’ complaints raised through emails.</td>
<td>90</td>
<td>3.57</td>
<td>1.210</td>
</tr>
<tr>
<td>We are assured of quick response when we send e-mails to our customers.</td>
<td>90</td>
<td>3.13</td>
<td>1.317</td>
</tr>
<tr>
<td>Employees of the organization are well trained to implement e-marketing initiatives successfully.</td>
<td>90</td>
<td>3.47</td>
<td>1.093</td>
</tr>
<tr>
<td>The Marketing team within the organization considers our online platforms very useful.</td>
<td>87</td>
<td>3.83</td>
<td>1.059</td>
</tr>
<tr>
<td>The organization uses emails to send personalized account information.</td>
<td>90</td>
<td>3.57</td>
<td>1.152</td>
</tr>
<tr>
<td>Client’s name and personal information is always used by the organization in email communication with clients.</td>
<td>90</td>
<td>3.17</td>
<td>1.247</td>
</tr>
<tr>
<td>Management has committed enough resources to the success its online platforms including use of emails.</td>
<td>90</td>
<td>3.53</td>
<td>1.153</td>
</tr>
<tr>
<td>Management has implemented a distinct corporate culture that supports email marketing.</td>
<td>90</td>
<td>3.23</td>
<td>1.028</td>
</tr>
<tr>
<td>Emails from my organization are a reliable medium for information and support services.</td>
<td>90</td>
<td>3.77</td>
<td>1.061</td>
</tr>
<tr>
<td>Customer interaction with the organization via e-mails is clear and understandable.</td>
<td>90</td>
<td>3.43</td>
<td>1.152</td>
</tr>
</tbody>
</table>

### 4.6 Effects of Search Engine Optimization on Consumer Buyer Behavior

The third objective set to establish how Search Engine Optimization (SEO) affected consumer buyer behaviour. Respondents were asked a set of questions to indicate to what extent they agree or disagreed with the statement using a five-point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agreed.
4.6.1 Descriptive Statistics of Search Engine Optimization

As displayed in Table 4.5 the study show that Search Engine Optimization enables customers to select products based on product features such as color combination, size, shape etc. (M=3.97, sd=.917). In addition, Search Engine Optimization enables customers to select superior brands within our product range (M=3.90, sd=.949). Results also show that Search Engine Optimization permits fast information access by our customers (M=3.83, sd=.903) and through SEO customers are able to easily navigate through various product categories of interest (M=3.70, sd=.905).

Results also show that Search Engine Optimization enables customers to take advantage of better discount deals on offer (M=3.67, sd=.983). At the same time, consumers’ attitudes toward consumer-generated blogs as a product information source are more positive than corporate blogs (M=3.67, sd=.874). Findings also indicate that Search Engine Optimization offers availability of wide variety of products to customers (M=3.60, sd=.845).

Respondents were neutral about depth of information obtained through our SEO tools is usually relevant to the customer (M=3.47, sd=.962). There was also uncertainty about Search Engine Optimization enabling customers to confirm authentication and required certifications for on products on display (M=3.40, sd=.992).
Table 4.5: Descriptive Statistics of Search Engine Optimization

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search Engine Optimization enables customers to confirm authentication</td>
<td>90</td>
<td>3.40</td>
<td>.992</td>
</tr>
<tr>
<td>and required certifications for on products on display.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Through SEO customers are able to easily navigate through various</td>
<td>90</td>
<td>3.70</td>
<td>.905</td>
</tr>
<tr>
<td>product categories of interest.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depth of information obtained through our SEO tools is usually relevant</td>
<td>90</td>
<td>3.47</td>
<td>.962</td>
</tr>
<tr>
<td>to the customer.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search Engine Optimization offers availability of wide variety of</td>
<td>90</td>
<td>3.60</td>
<td>.845</td>
</tr>
<tr>
<td>our products to customers.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search Engine Optimization permits fast information access by our</td>
<td>90</td>
<td>3.83</td>
<td>.903</td>
</tr>
<tr>
<td>customers.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search Engine Optimization enables customers to take advantage of</td>
<td>90</td>
<td>3.67</td>
<td>.983</td>
</tr>
<tr>
<td>better discount deals on offer.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search Engine Optimization enables customers to select superior</td>
<td>90</td>
<td>3.90</td>
<td>.949</td>
</tr>
<tr>
<td>brands within our product range.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumers’ attitudes toward consumer-generated blogs as a product</td>
<td>90</td>
<td>3.67</td>
<td>.874</td>
</tr>
<tr>
<td>information source are more positive than corporate blogs.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Search Engine Optimization enables customers to select products</td>
<td>90</td>
<td>3.97</td>
<td>.917</td>
</tr>
<tr>
<td>based on product features such as color combination, size, shape etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.7 Effects of Professional Blogging on Consumer Buyer Behaviour

The last objective set to establish how professional blogging affected consumer buyer behaviour. Respondents were asked a set of questions to indicate to what extent they agree or disagreed with the statement using a five-point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agreed.

4.7.1 Descriptive Statistics of Professional Blogging

From the findings it was uncertain that blogging has been effective in promoting company brand name to different classes of consumers (M=3.43, sd=1.122). It was also uncertain that the company is increasingly adopting blogging as a tool of reaching to millennial consumers (M=3.37, sd=1.022).
Respondents also failed to agree that the company has ensured credibility of blogs through continuous reassurance to consumers (M=3.30, sd=.977) nor the current blogging status of the company being up-to-date with industry demands (M=3.27, sd=1.100).

There was also uncertainty about the blogging fundamentals having been embraced as part of effective communication strategy within the company (M=3.23, sd=1.122). Results also indicated that respondents failed to reach an understanding about customers performing post purchase communication through blogs (M=3.20, sd=1.121); the company has implementing measures to address the reputational and commercial risks associated with blogosphere (M=3.03, sd=1.175).

The findings also revealed uncertainty about customers spending enough time reading and reviewing the company blog (M=3.01, sd=.988) or the blog gaining popularity and viewership since its inception as a marketing platform (M=3.01, sd=1.236). It was however disagreed that customers purchase the products based on blog online reviews (M=2.99, sd=1.088) as indicated in Table 4.6

**Table 4.6: Descriptive Statistics of Professional Blogging**

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>The current blogging status of the company is up-to-date with industry demands.</td>
<td>90</td>
<td>3.27</td>
<td>1.100</td>
</tr>
<tr>
<td>The company is increasingly adopting blogging as a tool of reaching to millennial consumers.</td>
<td>90</td>
<td>3.37</td>
<td>1.022</td>
</tr>
<tr>
<td>Blogging fundamentals have been embraced as part of effective communication strategy within the company.</td>
<td>90</td>
<td>3.23</td>
<td>1.122</td>
</tr>
<tr>
<td>The company has implemented measures to address the reputational and commercial risks associated with blogosphere.</td>
<td>90</td>
<td>3.03</td>
<td>1.175</td>
</tr>
<tr>
<td>The company has ensured credibility of blogs through continuous reassurance to consumers.</td>
<td>90</td>
<td>3.30</td>
<td>.977</td>
</tr>
<tr>
<td>Blogging has been effective in promoting company brand name to different classes of consumers.</td>
<td>90</td>
<td>3.43</td>
<td>1.122</td>
</tr>
<tr>
<td>As a customer I spend enough time reading and reviewing the company blog.</td>
<td>88</td>
<td>3.01</td>
<td>.988</td>
</tr>
<tr>
<td>The blog has been gaining popularity and viewership since its inception as a marketing platform.</td>
<td>88</td>
<td>3.01</td>
<td>1.236</td>
</tr>
<tr>
<td>Customers purchase the products based on blog online reviews.</td>
<td>88</td>
<td>2.99</td>
<td>1.088</td>
</tr>
<tr>
<td>Customers perform post purchase communication through blogs.</td>
<td>85</td>
<td>3.20</td>
<td>1.121</td>
</tr>
</tbody>
</table>
4.8 Inferential Statistics

4.8.1 Correlation Analysis
A Pearson correlation analysis was done to establish the relationship between the dependent variable (consumer buying behavior) against Social Media marketing, Email Marketing, Search Engine Optimization and Blogging. The result established a strong positive relationship between consumer buyer behavior and social media advertisement ($r=0.820$, $p$ value=0.000), email marketing ($r=0.768$, $p$ value=0.000), Search Engine Optimization ($r=0.644$, $p$ value=0.000) and professional blogging ($r=0.623$, $p$ value=0.000). Therefore, an increase in combined variables of Social Media advertising, Email Marketing, Search Engine Optimization and Blogging lead to an increase in consumers intention to buy.

Table 4.7: Correlation Analysis

<table>
<thead>
<tr>
<th></th>
<th>Consumer Decision</th>
<th>Social Media</th>
<th>Email Marketing</th>
<th>Search Engine Optimization</th>
<th>Blogging</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Pearson Correlation</td>
<td>.820**</td>
<td>.768**</td>
<td>.644**</td>
<td>.623**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Email Marketing</td>
<td>Pearson Correlation</td>
<td>.844**</td>
<td>.272**</td>
<td>.359**</td>
<td>.596**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.010</td>
<td>.001</td>
<td>.000</td>
</tr>
<tr>
<td>SEO</td>
<td>Pearson Correlation</td>
<td>.359**</td>
<td>.652**</td>
<td>.341**</td>
<td>.652**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.001</td>
<td>.000</td>
</tr>
<tr>
<td>Professional Blogging</td>
<td>Pearson Correlation</td>
<td>.341**</td>
<td>.341**</td>
<td>.341**</td>
<td>.341**</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>90</td>
<td>90</td>
<td>90</td>
<td>90</td>
</tr>
</tbody>
</table>

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

4.8.2 Regression Analysis
The research analyzed relationship between the dependent variable (consumer buying behavior) against social media marketing, email marketing, search engine optimization and blogging. The results showed that the adjusted $R^2$ value was 0.862 hence 86.2% of the variation in consumer buying behavior was explained by the variations in social media marketing, email marketing, search engine optimization and blogging as illustrated in Table 4.8.
Table 4.8: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of Estimate</th>
<th>Change Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.932a</td>
<td>.868</td>
<td>.862</td>
<td>.23941</td>
<td>.868</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), professional blogging, search engine optimization, social media, email marketing

An ANOVA analysis was done between the dependent variable against other core factors at 95% confidence level, the F critical was 139.69 and the P value was (0.000) therefore significant and the results are illustrated below in Table 4.9.

Table 4.9: Anova

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>32.026</td>
<td>4</td>
<td>8.007</td>
<td>139.690</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>4.872</td>
<td>85</td>
<td>.057</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>36.898</td>
<td>89</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: consumer decision

b. Predictors: (Constant), professional blogging, search engine optimization, social media, email marketing

As per the coefficient Table 4.9, the equation \( Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 \) was established where

\[
Y = 0.045 + 0.502X_1 + 0.022X_2 + 0.408X_3 + 0.057X_4
\]

Where \( Y \) is the dependent variable consumer buying behavior

\[
X_1 = \text{Social Media Advertising}
\]

\[
X_2 = \text{Email Marketing}
\]

\[
X_3 = \text{Search Engine Optimization}
\]

\[
X_4 = \text{Professional Blogs}
\]
The regression equation illustrated in Table 4.10 has established that taking all factors into account (social media marketing, email marketing, search engine optimization and blogging) all other factors held constant consumer buying behavior experiences a positive increase of 0.045. The findings presented also showed that with all other variables held at zero, a unit change in social media marketing would lead to a .502 increase in consumers intention to buy, and a unit change in email marketing would lead to 0.022 increase in consumers intention to buy. Moreover, the study also showed that a unit change in search engine optimization would result in 0.408 increase in consumers intention to buy, lastly a unit change in professional blogging would lead to 0.057 increase in consumers intention to buy. Social media advertising and search engine optimization were significant (p<0.01), therefore in the equation Social media advertising and search engine optimization are significant in determining consumer buying behavior.

4.9 Chapter Summary

This chapter has presented the results and findings established from the data analysis done. The first section provided an analysis of demographic data of the respondents, followed by results from each of the four objectives done. The section presents data on the descriptive statistics (Mean & standard deviation) as well as inferential statistics where the regression and correlation analysis are covered. In chapter five these results are discussed and relevant conclusions and recommendations made with regard to consumer buying behavior.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction
This chapter explores findings based on data analysis that was done. It presents summary of the findings and also discusses findings based on literature review. The chapter also presents conclusions, recommendations and areas of further studies.

5.2 Summary
The purpose of this study was to establish the effectiveness of online advertisement on consumer decision making process, a case of leading online shopping sites in Kenya. To achieve this objective, the study was guided via four research questions which sought to establish the impact of use of social media advertising in e-commerce on the Consumer Buyer Behaviour, to establish how email marketing impacted Consumer Buyer Behaviour, to establish the effect of Search Engine Optimization on Consumer Buyer Behaviour, and to determine if websites/Blogs has affected consumer Buyer behavior.

The study employed a descriptive research design to answer the question, what is happening? How it is happening? Why it is happening? The design was adopted with the aim of collecting information from respondents on their perceptions in relation to effectiveness of online advertisement on consumer decision making process. The first objective was to investigate the effect of social media advertising on consumer buyer behavior. Most of the respondents agreed that they engage online on different platform, majority use Facebook, Twitter and Instagram. The study also found out that Facebook was the platform that was always used by respondents to increase customer awareness while Twitter was the platform that increased brand exposure the most compared to the other online platforms.

The second objective was to examine the impact of email marketing on consumer buyer behaviour. Email are emerging as the fastest growing communications technology in history. They have become an integral part of our daily life. They serve as a vital communication tool in customer relationship management. Most respondents agreed that the relationship between e-mail marketing and online shopping is very close. Not only does it serve to drive website traffic, it also influences impulse buying online websites.
The third objective was to determine the impact of search engine optimization on consumer buyer behavior. According to a recent research study, 71 percent of consumers begin their journeys by using a search engine to discover new products and services. Consumers who are exposed to a brand ad on a category or competitor query are more likely to do a branded search and on average have a 15 percent higher conversion rate than consumers who are not exposed to the brand ad. The fourth objective was to determine the impact of professional blogs/websites on consumer buyer behaviour. Blogs enable both marketers and consumers to express/communicate their ideas on products/brands; with trackback, links, and comment functions. Research shows that blogs are more successful in promoting interactivity that is conversational as opposed to other online discussion.

Data was collected using questionnaires and SPSS was used to analyze the data. Questionnaires are a very useful survey tool that allow large populations to be assessed with relative ease. Despite a widespread perception that surveys are easy to conduct, in order to yield meaningful results, a survey needs extensive planning, time and effort. Using SPSS, the study was able to examine a relationship between two concepts. A regression and Correlations analysis were done to establish whether or not there was a relationship between two variables that were worth exploring further. The results show that there was a positive relationship between social media and consumer buyer behavior.

The findings on the impact of use of social media advertising in e-commerce on consumer buyer behavior revealed that majority of respondents agreed that the social media pages is interactive and it influences consumers shopping experience, Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company, making emotional connections through positive consumer experiences, exceptional service and engaging conversations has significantly influenced social media marketing. Respondents also agreed that changing the conversation and engaging fully with existing consumers increases the level of social media marketing.

Social media provides sufficient information online which attracts customers to engage and participate on the site, It offers quick responses to customer service queries through online platform, It addressees customer problems as it builds trust and strong relationship with its customers and it also provides ease of accessibility and preview to company's products hence it guarantees consumers the authenticity of company's products. However,
respondents could not reach an agreement on social media content is personal, interesting, timely and responsive.

The findings on the impact of email marketing on consumer buyer behavior reveal that majority of respondents agreed that the marketing team within the organization considers our online platforms very useful, emails from the organization are a reliable medium for information and support services, the organization uses emails to send personalized account information, the organization gives personal attention to customers’ complaints raised through emails. The results also indicated that respondents agreed that the management has committed enough resources to the success its online platforms including use of emails and customer interaction with the organization via e-mails is clear and understandable. However, respondents could not reach an agreement on employees of the organization are well trained to implement e-marketing initiatives successfully, management has implemented a distinct corporate culture that supports email marketing, client’s name and personal information is always used by the organization in email communication with clients, there is quick response when we send e-mails to our customers.

The findings on the effects of search engine optimization on consumer buyer behaviors displayed it was indicted that search engine optimization enables customers to select products based on product features such as color combination, size, shape etc., search engine optimization enables customers to select superior brands within our product range, Search Engine Optimization permits fast information access by our customers and through SEO customers are able to easily navigate through various product categories of interest. It was established that majority of respondents agreed that Search Engine Optimization enables customers to take advantage of better discount deals on offer, consumers’ attitudes toward consumer-generated blogs as a product information source are more positive than corporate blogs and Search Engine Optimization offers availability of wide variety of products to customers. However, respondents could not reach an agreement on depth of information obtained through our SEO tools is usually relevant to the customer and Search Engine Optimization enabling customers to confirm authentication and required certifications for on products on display.

The findings on the effects of professional blogging on consumer buyer behavior showed that respondents could not reach an agreement on blogging has been effective in promoting company brand name to different classes of consumers, the company is increasingly
adopting blogging as a tool of reaching to millennial consumers, the company has ensured credibility of blogs through continuous reassurance to consumers and the current blogging status of the company being up-to-date with industry demands. Respondents also could not reach an agreement on the blogging fundamentals having been embraced as part of effective communication strategy within the company, customers performing post purchase communication through blogs, the company has implementing measures to address the reputation and commercial risks associated with blogosphere, customers spending enough time reading and reviewing the company blog, and the blog gaining popularity and viewership since its inception as a marketing platform. However, respondents disagreed that customers purchase the products based on blog online reviews.

5.3 Discussion

5.3.1 Social Media Advertising in E-commerce and Consumer Buyer Behaviour

Findings showed that social media pages are interactive and it influences consumers shopping experience. This is in line with Interactive Advertising Bureau (2009) social media advertising can be defined as “An online Ad that incorporates user interactions that the consumer has agree to display and be shared. The resulting Ad displays these interactions along with the user’s persons (picture and/or name) within the Ad content”. Each of these social media platforms has provided unique features and experiences to individuals and entities, for instance marketers and consumers, in the social media sphere.

The findings revealed that Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company. According to Dugan (2012), recently, Empathica have conducted a survey about the U.S. consumers’ usage of social media to make shopping decisions. The survey population is more than 6,500 U.S. consumers, of these consumers, over half (55 percent) have “Liked” a brand’s Facebook page, and 73 per cent have claimed that their choice of recent store visit is influenced by a social networking site.

It was established that social media provides sufficient information online which attracts customers to engage and participate on the site. A survey done by Jashari (2017) revealed that around 59% of the respondents reported to have made unplanned buying decisions based on the information obtained in the Internet, and 61.5% of them declared to be motivated for buying by social media reviews of their friends. A study done by Lee (2013)
indicated that individuals pursue an active role in information search on social media comparing to mass media, yet information exposure is selective and subjective during the course of information search.

It was indicated that social media provide easy of accessibility and preview to company's products hence it guarantees consumers the authenticity of company's products. According to a study done by Irungu (2013) it was established that social media advertising played a positive role in product awareness, fueled by both the utilitarian and hedonic motives of users. Social media advertising also enhanced customer loyalty through creation of buzz, product recommendations and purchase. Rambe and Jafeta (2017) in their study, it was suggested that while students exploited social media platforms intermittently to access energy drink brands, their brand preferences and choices were informed by personal agency (especially personal volition, peer influences, convenience and availability of brands) more than social media networks per se.

It was indicated that exceptional service and engaging conversations has significantly influenced social media marketing and changing the conversation and engaging fully with existing consumers increases the level of social media marketing. Zarrella (2010) states that media-Sharing sites (e.g. YouTube and Flickr) are outlets where individuals can upload, store, and share their multimedia files, for instance photos, videos, and music, with other users. There are myriad opportunities through the engagement to these websites, because these certain platforms within the social media segment has always been a stronghold to online societies, as they provide users opportunities to create their own podcasts with affordable technology and to propaganda their identical “channels” via subscriptions. One of the major elements of these media-sharing sites has to be highlighted is the tag. “A tag is a word assigned to a piece of content that helps describe it”, which means that businesses have to acknowledge the importance of the search words on the search engines (Zarrella, 2010).

5.3.2 Email Marketing and Consumer Buyer Behaviour

The study revealed that marketing team within the organization considers our online platforms very useful and emails from the organization are a reliable medium for information and support services. According to Bluecast Digital (2012), 94% of Irish marketers use emails for maintaining customer relationships, and 84% believe that email is
an important or very important component of marketing strategies. Chaffey (2005) noted that emails were the main source of communication before the introduction of social media. Their improvement from the use of postage mails allowed communication between stakeholders and the firm to be shortened and allowed more accurate results. A total of 54.7% of the respondents consider mobile emails as the biggest opportunity for success, and statistics provided by Google (2012) suggest that they may be right, as 67% of the Irish population access their emails through smartphones on a daily basis.

The study established that the organization gives personal attention to customers’ complaints raised through emails. Triggered transactional messages include dropped basket messages, purchase or order confirmation emails and email receipts. The primary purpose of a transactional email is to convey information regarding the action that triggered it. But, due to its high open rates (51.3% compared to 36.6% for email newsletters), transactional emails are a golden opportunity to engage customers; to introduce or extend the email relationship with customers or subscribers, to anticipate and answer questions or to cross-sell or up-sell products or services.

It was indicated that the organization uses emails to send personalized account information. Direct email involves sending an email solely to communicate a promotional message (for example, an announcement of a special offer or a catalog of products). Companies usually collect a list of customer or prospect email addresses to send direct promotional messages to, or they can also rent a list of email addresses from service companies. In emerging as the fastest growing communications technology in history (Chittenden & Rettie, 2003), email has become an integral part of daily life (Grimes et al., 2007). Email shares a particularly close relationship with the internet, with most internet sessions involving the use of email (Tezinde et al., 2002; DuFrene et al., 2005).

The relationship between email marketing and online shopping is equally close. Not only does it serve to drive website traffic, it also influences impulse buying on online websites (Dawson and Kim, 2010). And in the virtual world of the internet where seller-buyer interactions are limited, email serves as a vital communication tool in customer relationship management. Moreover, such two-way interaction can occur in real time (Chittenden & Rettie, 2003), thereby providing quick convenient solutions for both buyer and seller (DuFrene et al., 2005).
Email marketing can bring out a positive behavior in consumers. Approximately 97 percent of businesses are using email marketing to try to convert email recipients into buyers. According to a Smith-Harmon survey, 76 percent of subscribers have made purchases from an email marketing message. Email marketing has not only led to an increase in sales online, but also influences purchases offline. It also seems that email marketing can bring out negative behavior in consumers. For companies that send unsolicited emails or too many emails, consumers can be impelled to hit the spam button. Some consumers define spam as email from a company that they don’t want to hear from even if they have previously done business with the company or are subscribed to receive information from that company. If the business sends too many emails, the consumer starts to get annoyed and, rather than unsubscribe, 55 percent of email users admit to hitting the spam button instead.

Lastly, email marketing is a highly effective way to reach and convert target audiences into paying customers. Email marketing makes it easy for businesses to mark consumer behavior by tracking patterns that emerge when the emails are sent. For example, a business can track how the same email marketing message sent with two different subject lines performs by tracking how many consumers opened one email as compared to the other. Consumer behavior can also be tracked with click thru rates, or how many consumers visited the company website or social media page by clicking on a link in the email marketing message.

5.3.3 Search Engine Optimization and Consumer Buying Behaviour

The findings showed that search engine optimization enables customers to select superior brands within our product range. According to Agarwal et al. (2011) his research showed that consumers who are exposed to a brand ad on a category or competitor query were 30 percent more likely to do a branded search and on average had a 15 percent higher conversion rate than consumers who were not exposed to the brand ad. Having a branded ad appear in category and competitor brand queries improved brand affinity and recall and increased the propensity for future brand searches.

The findings showed that search engine optimization enables customers to select products based on product features such as color combination, size, shape etc. and Search Engine Optimization offers availability of wide variety of products to customers. Brand searches
include a specific brand or product name. Data or information about an unknown subject is usually searched on the first page of search engines. After examining first 5 result pages, other remaining pages are not evaluated by users. Because of this, it is important to move a web page to top lists of search engines in order to introduce it better. In order to achieve this, the search engine optimization must be used by web site developers. Because, it is possible to move a web page to the first page of a search engine by using only some necessary optimization rules.

It is important to have an effective, well-structured and good-looking web page to introduce the related company, services or products better. But it is also too important for customers to search and find the related web page on a search engine easily. Furthermore, 80 percent of Internet users also search for products or services by using search engines mostly interactive advertisements (Internet, 2010).

It was established that Search Engine Optimization permits fast information access by our customers. According to a recent research study by Forrester, 71 percent of consumers begin their journeys by using a search engine to discover new products and services (initiation), and 74 percent reported using a search engine for consideration and purchasing (research, comparison, transaction). According to a Forrester Consumer Technographics survey from Q1 2016, 49 percent of consumers reported that they rely on search to inform purchase decisions, and 19 percent of respondents identified search engines as the most influential source in driving their purchase decisions. In partnership with Pepperjam and Bing Ads, an attribution analysis study found that 58 percent of the time search is the final or only event within a purchase path, showing the value that search brings at the end of the decision journey.

It is an easy and effective way to introduce and market a company by using a web page. In order to achieve this, information related to the company is obtained by using search engines. In a competitive business environment, moving up to top lists can be achieved by using search engine optimization. Briefly, the search engine optimization (SEO) is enabling a web site to appear in top result lists of a search engine for some certain keywords. There are many different factors that enable a web site to move up top results. The most effective way to take attention of many users is connected with search engine optimization. Because the search engine optimization is basically based on keywords that are suitable to the web site and can be used to search with search engines. In order to optimize a web site according
to search engines, it must be suitable to some technical conditions (Sezgin, 2009) A typical search engine optimization process that can be performed to move up a web site.

The findings showed that SEO customers are able to easily navigate through various product categories of interest. Eighty percent of shoppers will research online before making a purchase according to Google. This behavior expands to business customers (Olson, 2017). Ninety three percent of tech B2B customers research products on the internet, predominantly via search engines (Murtagh, 2014). Most who optimize know that optimization for brand, product/service, and location can greatly increase visibility in search engine results. However, many still struggle with connecting with consumer intent.

5.3.4 Effects of Professional Blogging and Consumer Buyer Behaviour

The study established that respondents disagreed on blogging fundamentals having been embraced as part of effective communication strategy within the company. Blogging is considered a leading online medium that influences the purchasing decisions of people globally (Schroeder, 2014). As a part of user generated media, blogs enable both marketers and consumers to express/communicate their ideas on products/brands; with trackback, links, and comment functions. Lacy (2014) established that any consumers rely on blogs for unbiased opinions and expertise when considering purchases, making blogs an influential platform for marketers trying to reach consumers with money to spend.

The findings showed that respondents disagreed on. The company is increasingly adopting blogging as a tool of reaching to millennial consumers. Corporate blogs are owned and operated by marketers as a way to provide content to their customers. In contrast, consumer- blogs are not affiliated to marketers of the products being reviewed, but instead they are administrated by consumers and provide an arena for them to voice their opinions and experiences about brands and their associated products and services. While corporate blogs do offer consumers opportunities to express their opinions and share their product/service experiences with other customers online through trackbacks and comments, the ultimate control of information is in the hands of marketers because they are the administrator of such blogs.

The study showed that respondents disagreed on the company has ensured credibility of blogs through continuous reassurance to consumers. As sources of information without an
overtly vested interest in the success or failure of a product or corporation, neutral and interpersonal sources offer more believability. This believability, or third-party credibility, leads to more persuasive arguments. Corporate blogs can be regarded rather a weaker-tie source (than consumer blogs), and company-created sources can be seen as lacking the credibility of third-party sources (Duncan, 2005).

It was revealed that respondents disagreed on customers spending enough time reading and reviewing the company blog and customers purchase the products based on blog online reviews. Bickart and Schindler (2001) found that consumers who used online discussion forums as a product information source showed greater interest in the studied product than those who relied on marketer-dominant sources to acquire product information. In the case of the current study, consumer-generated blogs are likely to be regarded as either neutral or interpersonal information sources with the associated credibility that is lacking in a marketer-dominant blog with its overt vested interests. In addition, consumer-generated blogs can be regarded as a stronger-tie information source compared to marketer-dominant blogs; stronger-tie information sources tend to influence consumer perceptions and behaviors than weaker-tie sources (Duhan et al. 1997). As a result, consumers’ perceptions toward consumer-generated blogs may be more positive compared to corporate blogs and thus influence behavioral intentions such as purchase intent.

The findings revealed that blogging has been effective in promoting company brand name to different classes of consumers. Corcoran et al. (2006) noted that blog marketing as “the use of weblogs to promote a brand, company, product or service, event or some other initiative”. Blog advertising is a commercial application of blogs, an emerging Internet application that has gained attention among marketers and advertisers with mixed reactions (Fitzgerald & O’Brien, 2007). Blog advertising is sometimes labeled as “blogad” (Lerma, 2005).

It was established that respondents could not reach an agreement on customers performing post purchase communication through blogs. A cording to a study done by Morimoto and Trimble (2012) findings showed that while high NFC individuals showed more favorable attitudes toward consumer-generated blogs over corporate blogs as an information source, low need for recognition individuals did not have a specific preference for either type of blog. In addition, participants reported greater purchase intent for products addressed in consumer-generated blogs than corporate blogs. This difference in purchase intent existed
even when their attitudes toward both types of blogs and the brands/products mentioned there were regarded similarly.

5.4 Conclusion

5.4.1 Social Media Advertising in E-commerce and Consumer Buyer Behaviour

The use of social media page helps customers interact and influence their shopping experience, Facebook and Twitter pages proved customers with information that is in line with company’s brand, customers are able to get sufficient information via social media hence, making customers engage and participate on the site. Through social media, customers are also able to get quick response, address customers problems, provide easy of accessibility and preview to company's products and build trust and strong relationship with its customers. However, respondents could not reach an agreement on social media content is personal, interesting, timely and responsive.

5.4.2 Email Marketing and Consumer Buyer Behaviour

The use of online platforms is very useful it has enables online shopping sites use email marketing strategy. Through this the organization is able to send personalized account information, attend to customers complains and interact with customer. Employees are not trained on how to implement e-marketing initiatives successfully, there is lack of corporate culture to support email marketing, lack of quick response when and email is sent to customers and clients name and personal information is not used when the organization sends and email to customer.

5.4.3 Search Engine and Consumer Buyer Behaviour

The use of search engine helps customers select a variety of products based on color combination, size and shape, it also enables customers select superior brands within their product range, fast information access and take advantage of better discount deals. However, information obtained thorough SEO tools is not usually relevant to the customer and customers are also not able to confirm authentication and required certifications for on products on display.
5.4.4 Effects of Professional Blogging and Consumer Buyer Behaviour

The use of blogging has not helped leading online shopping sites promote their brand name, reach millennial consumers and ensure credibility of blogs. The organizations don not update their current blogging status and used as part of effective communication strategy. Online shopping sites have not implemented strategies to deal with reputation and commercial risks associated with blogosphere and customers do not performing post purchase communication through blogs and customers purchase the products based on blog online reviews.

5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Social Media Advertising in E-commerce and Consumer Buyer Behaviour

Online shopping sites should develop an online platform that will engaging fully with existing consumers, providing sufficient information and personal, interesting, timely and responsive. Through online shopping site will be able to increase the number of customers who visit their sites, builds trust and strong relationship with its customers hence, increase their purchase decision.

5.5.1.2 Email Marketing and Consumer Buyer Behaviour

Effective email marketing strategy should be put in place. Online shopping sites develop a culture that employees are aware of the need and importance of use of online marketing. Online shopping sites should ensure that employees offer quick response to customers emails. This will help online shopping sites build customer loyalty, reach a larger audiences or smaller targeted lists and building companies reputation by word-of-mouth or viral marketing.

5.5.1.3 Search Engine and Consumer Buyer Behaviour

It is recommended that online shopping sites should develop a search engine that will provide customers with information regarding products or services that they are offering thus, help customers find the appropriate, increase traffic and visibility in their website, raise brand awareness and grab customer attention.
5.5.1.4 Effects of Professional Blogging and Consumer Buyer Behaviour
Online companies should recognize the phenomena and the power of blogs. Through this, they will be able to understand the way in which they can benefit from them and increase customer base, develop and strengthen customers relationship, increase brand awareness and reach a wider market. They should also up-date their blogs regularly through this; customers will be able to stay informed.

5.5.2 Recommendation for Further Studies
Very few studies have been done on effect of Email Marketing, search engine and blogging on consumer buyer behavior. More research should be done to determine how these factors will affect consumer buyer behavior. Through this more information will be added hence closing the research gap.
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APPENDICES

APPENDIX I: NACOSTI PERMIT

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Date of Issue: 25 July 2019

RESEARCH LICENSE

This is to certify that Miss. VALERIE ODORO of United States International University Africa, has been licensed to conduct research in Nairobi on the topic: EFFECTIVENESS OF ONLINE ADVERTISEMENT ON CONSUMER DECISION MAKING PROCESS, A CASE OF LEADING ONLINE SHOPPING SITES IN KENYA for the period ending: 25 July 2019.

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NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

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APPENDIX II: INTRODUCTION LETTER

Dear Sir/Madam,

I am a graduate student pursuing MBA at the Faculty of Business Management, at United States International University – Africa (USIU-Africa).

I am currently conducting an Academic Research on Effectiveness of Online Advertisement on Consumer Decision Making Process, A Case of Leading Online Shopping Sites in Kenya.

The study is part of my academic dissertation. As a participant I will therefore indulge on your assistance to respond to the following questions as sincere and honestly as possible. You are encouraged to respond to all questions and your results will be kept with utmost confidentiality.

It is hoped that the findings will be useful for both academicians and other stakeholders.

I kindly request your cooperation in filling this questionnaire.

Thank you

Yours sincerely,

Odero Valerie Hilda
APPENDIX III: QUESTIONNAIRE

SECTION 1: DEMOGRAPHIC INFORMATION

(Please tick [✓] appropriately)

1. What is your gender?  Male [ ]  Female [ ]

2. Marital Status:  Single [ ]  Married [ ]  Divorced [ ]  Other [ ]

3. Age:  20 or under [ ]  21-30 [ ]  31-40 [ ]  41-50 [ ]  51+ [ ]

4. Level of education:
   
   High School and Below [ ]  Diploma [ ]  First degree [ ]  Masters [ ]  Ph.D. [ ]

5. Online Platforms: Does your organization use any of the following online platforms in interacting with customers? (you can tick more than one where applicable)
   
   E-mail [ ]  Website [ ]  Social Media [ ]  Blogs [ ]

6. What is your position in the firm?
   
   Top management [ ]  Middle level manager [ ]  Low level Manager [ ]  Subordinate [ ]
SECTION 2: EFFECTIVENESS OF SOCIAL MEDIA ON CONSUMER DECISION

Kindly indicate by ticking (√) the extent to which the following elements of Social Media Marketing influence your consumer’s decision-making process on a 5-point Likert scale. 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strongly Agree.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Strongly</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2. The Social media pages is interactive and it influences consumers shopping experience.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3. Changing the conversation and engaging fully with existing consumers increases the level of social media marketing.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4. Social media provides sufficient information online which attracts customers to engage and participate on the site.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. Making emotional connections through positive consumer experiences, exceptional service and engaging conversations has significantly influenced social media marketing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6. Social media content is personal, interesting, timely and responsive.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7. Social media offers quick responses to customer service queries through online platforms.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8. Social media addresses customer problems as it builds trust and strong relationship with its customers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9. Social media provide easy of accessibility and a preview of the company's products hence it guarantees consumers the authenticity of company's products</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
### SECTION 3: EFFECTIVENESS OF EMAIL MARKETING ON CONSUMER DECISION

Kindly indicate by ticking (✓) the extent to which the following elements of Email Marketing influence your consumer’s decision-making process on a 5-point Likert scale. 1-Strongly Disagree, 2-Disagree, 3Neutral, 4-Agree and 5-Strongly Agree.

<table>
<thead>
<tr>
<th>Email Marketing</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. The organization gives personal attention to customers’ complaints raised through emails.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11. We are assured of quick response when we send e-mails to our customers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12. Employees of the organization are well trained to implement E-marketing initiatives successfully.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>13. The Marketing team within the organization considers our online platforms very useful.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14. The organization uses emails to send personalized account information.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15. Client’s name and personal information is always used by the organization in email communication with clients.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>16. Management has committed enough resources to the success of its online platforms including use of emails.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>17. Management has implemented a distinct corporate culture that supports email marketing.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>18. Emails from my organization are a reliable medium for information and support services.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>19. Customer interaction with the organization via e-mails is clear and understandable.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
SECTION 4: EFFECTIVENESS OF SEARCH ENGINE OPTIMIZATION MARKETING ON CONSUMER DECISION

Kindly indicate by ticking (√) the extent to which the following elements of Search Engine Optimization Marketing influence your consumer’s decision-making process on a 5-point Likert scale. 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strongly Agree.

<table>
<thead>
<tr>
<th>Search Engine Optimization</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>20. SEO enables customers to confirm authentication and required certifications for products on display.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>21. Through SEO customers are able to easily navigate through various product categories of interest.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>22. Depth of information obtained through our SEO tools is usually relevant to the customer.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>23. SEO offers availability of wide variety of our products to customers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>24. Search Engine Optimization permits fast information access by our customers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>25. SEO enables customers to take advantage of better discount deals on offer.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>26. SEO enables customers to select superior brands within our product range.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>27. Consumers’ attitudes toward consumer-generated blogs as a product information source are more positive than corporate blogs.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>28. SEO enables customers to select products based on product features such as color combination, size, shape etc.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
SECTION 5: EFFECTIVENESS OF PROFESSIONAL BLOGGING ON CONSUMER DECISION

Kindly indicate by ticking (✓) the extent to which the following elements of Blog Marketing influence your consumer’s decision-making process on a 5-point Likert scale. 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strongly Agree.

<table>
<thead>
<tr>
<th>Professional Blogging</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>29. The current blogging status of the company is up-to-date with industry demands.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>30. The company is increasingly adopting blogging as a tool of reaching to millennial consumers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>31. Blogging fundamentals have been embraced as part of effective communication strategy within the company.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>32. The company has implemented measures to address the reputational and commercial risks associated with blogosphere.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>33. The company has ensured credibility of blogs through continuous reassurance to consumers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>34. Blogging has been effective in promoting company brand name to different classes of consumers.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>35. As a customer, I spend enough time reading and reviewing the company blog.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>36. The blog has been gaining popularity and viewership since its inception as a marketing platform.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>37. Customers purchase the products based on blog online reviews.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>38. Customers perform post purchase communication through blogs.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>