

**EFFECT OF DIGITAL MARKETING TOOLS ON CONSUMER PURCHASE
INTENTION IN THE MOTOR VEHICLE INDUSTRY IN NAIROBI**

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DECLARATION

STUDENT'S DECLARATION

I declare that this research is my original work and has not been previously submitted elsewhere for the award of a degree.

Name:

Signature: Date:

SUPERVISOR'S DECLARATION

This research study has been submitted for examination with my approval as a university supervisor.

Name:

Signature: Date:

ABSTRACT

Globally, most industries have harnessed the potential of digital marketing tools in driving consumer purchase intentions for their brands. Within the country we have seen various industries incorporating digital marketing tools in their operations; however, within the motor vehicle industry there has been limited investigation into this phenomenon. Industry reporting has shown that there is volatility in vehicle sales in the country hence there is need to examine whether digital marketing tools can determine the consumer purchase intention. The study sought to establish the effect of social media marketing, website marketing and search engine optimization on consumer purchase intention. The research was anchored on the unified theory of acceptance and use of technology, theory of reasoned action and the technology acceptance model. The study utilized a descriptive research design in determining the relationship between the variables. The population for the study was drawn from the 197 registered motor dealers (new and second hand) that operate within Nairobi City County. Using Yamane formula, the calculated sample size for this survey was 131 respondents. A structured research questionnaire was used in data collection with Google forms used to compliment the data collection procedures. The study instrument was pretested and checked for validity and reliability. The collected data was analyzed using descriptive and inferential statistical tests. Evidence from a mean analysis scores, show that firms in this sector have embraced the use of digital marketing to a large extent. Factor analysis led to the extraction of three factors that defined variations on consumer purchase intention to a great extent. The study established a positive and significant relationship between digital marketing tools and consumer purchase intention, while the third digital tool had a significant but negative effect on the predicted variable. The study recommends the need for players in the auto mobile industry to invest more on digital tools as the market place shifts grounds to the digital space.

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DEFINITION OF TERMS

Customer purchase intention	Customer purchase intention is a sub-section of human behaviour that explains a consumers' willingness to forego a certain amount to acquire a product or service. Purchase intention explains consumer behaviour since it gauges the likelihood of purchasing a product/service (Nitin, 2015).
Digital marketing	Digital marketing refers to an ever-changing and dynamic process whereby electronic devices are used to market certain products and services (Darma & Noviana, 2020).
Digital marketing tools	Digital marketing tools are multiple and vary. They include the use of Facebook, Instagram, Twitter, Search Engine Optimization (SEO), email marketing, blogs and websites, content marketing and social media to market a company's products (Lakshmi. & Sarvamangala, 2019).
Search engine optimization	Jalang'o (2015) defines search engine optimization (SEO) as the process of improving a website or a company's online presence by increasing the visibility of its products.
Social media	Social media is an internet-based form of communication where users can interact, share conversations and create web content. Social media leverages internet-enabled devices to turn communication into interactive dialogue (Mesfin, 2019).
Website marketing	Website marketing refers to the use of websites to access, market and interact with clients (Gatobu, 2018).

LIST OF ABBREVIATIONS

EFA	Exploratory Factor Analysis
eWOM	Electronic Word Of Mouth
MRA	Multiple Regression Analysis
NACOSTI	National Commission for Science Technology and Innovation
SEM	Structural Equation Modelling
SEO	Search Engine Optimization
SMM	Social Media Marketing
SPSS	Statistical Package for
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
UTAUT	Unified Theory of Acceptance and Use of Technology
VAR	Vector Autoregressive
VIF	Variance Inflation Factor

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

As time passes, new technologies are being deployed to carry out different business roles, slowly changing how businesses operate. The marketing role is one of the most transformed business activities, with more companies integrating digital technologies into their daily operations, especially after the emergence of the Covid-19 pandemic (Chouhan & Singh, 2021). Digital technologies have transformed how companies communicate with their customers (Jain & Yadav, 2017); and how customers interact with their favourite brands (Fawzee, Sofiyah, Sudardjat, & Muda, 2019). The motor vehicle industry is one of the most concentrated industries in the world, with few registered companies fiercely competing in the same market (Khisra & Kariuki, 2022). According to Al-Kanaani, Najm and Hamood (2021), the rate of vehicle production far exceeds purchase capacity in developing nations, and motor industry firms have to integrate new marketing technologies to remain competitive.

Digital communication tools have transformed how companies communicate the value of their products, services or brands in order to sell and deliver a product to consumers (Melović, Jocović, Dabić, Vulić, & Dudic, 2020). Marketing activities encompass the advertisement, selling and delivery of products and services to the final purchaser (Desai, 2019). Marketing aims to facilitate targetted communication of a product's qualities to the right people at the right time, in the right place, and with the appropriate language. Digital technologies have been hailed as important facilitators of communication, and businesses have incorporated them to aid in a wide variety of functions, including marketing (Guenzi & Habel, 2020). Marketing using digital communication tools is referred to as digital marketing. Digital marketing has been referred to synonymously with online marketing, and it involves

the use of digital communication tools such as email, social media, and web-based advertising, text and multimedia messages to connect with potential customers and promote brands.

Nawaz and Kaldeen (2020) hail social media and email marketing as the most popular digital marketing strategies. According to these researchers, using digital channels in marketing increases customer engagement and this, in turn, has a strong influence on their purchase intention. Purchase intention refers to the likelihood or willingness to purchase certain items. It is a component of consumer behaviour, and it can be used to define an individual's attitude towards the necessity of a product. According to Putri (2017), customers' purchase intention can be identified by several factors such as individual repurchase rate, tendency to refer certain products and services to prospective buyers, and interest in specific products. Putri (2021) further holds that digital marketing increases brand awareness which is positively correlated with purchase intention. The growth of social media websites such as Facebook, Twitter and Youtube has provided sellers with cheap, fast and sustainable ways to share and disseminate information regarding their products and Services.

Today, more customers than ever carry out online searches before narrowing them down to specific purchase options (Ahmed & Zahid, 2014). This phenomenon shows that marketers and digital channels play a key role in influencing customer purchase decisions. The study by Febrianti, Saudi, Kaniawati and Hermina (2018) contends that presently, companies are engaging in a radical transformation from traditional marketing patterns to complicated virtual environments powered by Industry 4.0 technologies. Sengupta (2018) argues that digital technologies have increased customer awareness, reducing the time required to make purchase intentions. The study affirms that Swedish dealerships have leveraged extensively on social media and search engines to gain a competitive advantage.

Santoso (2020) reports that Indian auto firms had remained resilient throughout the pandemic partly due to their ability to promote their products through online platforms such as Instagram and Facebook and their personalized and interactive websites. Jain and Yadav (2017) aver that digital marketing has significantly improved companies' acquisition of younger customers who are the most digitally aware population segment. Park, Hyun and Thavisay (2021) aver that social media marketing strategies generate online WOM, which has a significant impact on the purchase of luxury brands. Darma and Noviana (2020) are adamant that digital marketing has seen an increase in online customer purchases, signified by the sharp increase in digital payments. Shah (2021) is adamant that Indian auto dealers were able to predict customer needs due to increased technology integration into marketing.

Regarding business rebranding, Shafiulla (2019) report that TATA Motors has successfully leveraged digital technologies to rebrand their image and increase sales. Haşmet (2020) reported that using digital marketing has enabled motor salespeople to transform traditional points of sale into points of delivery. According to Kigunda (2017), social media marketing has significantly improved the Kenyan auto industrys' competitiveness. Although most of the studies show a positive relationship between digitization efforts and customer purchase intention, Adam and Hikmah (2020) present the question of the utilization of certain services since websites had displayed low customer uptake, and users.

Müller, Pommeranz, Weisser and Voigt (2018) are adamant that online customer segmentation is still necessary to increase the effectiveness of digital marketing. In Ogilvie, Agnihotri, Rapp and Trainor's (2018) study, the use of social media reduced salespeople's efforts and this reduced sales performance. The study asserts that social media training is key to sales force performance. Further, Ebrahim (2020) is adamant that building trust and understanding between prospective buyers and sellers is essential to realizing the full benefits of digital marketing.

Behera, Gunasekaran, Gupta, Kamboj and Bala (2020) argue that big purchases call for increased customer analysis to facilitate personalized marketing, which influences purchasing decisions. Tamrakar, Pyo and Gruca (2018) also confirm that marketers are struggling to find the right blend of digital marketing tools to increase their market outreach levels. Teixeira, Barbosa and Pinto (2019) question whether the amount of investment is worth the value gained from the persuasion of digital marketing. In South Africa, Scarth (2017) showed that the type of content generated by marketers does not have a direct positive impact on the purchase of motor vehicles. However, despite these concerns, Husnain and Toor (2017) and Darshan (2018) still maintain that marketing through social networks has a significant positive impact on customers' purchase decisions in the automotive industry. These studies show that it is not just enough to utilize digital channels for successful marketing; how they are used matters.

1.1.1 Digital Marketing Tools

Digital marketing refers to an ever-changing and dynamic process whereby electronic devices are used to market certain products and services (Darma & Noviana, 2020). It involves the use of any digital platform to manage an online business presence through websites or social media (Jain & Yadav, Marketing and technology: role of technology in modern marketing, 2017). According to Bala and Verma (2018), digital marketing refers to the use of digital channels such as the internet to promote, endorse and market products and services. Digital marketing differs from traditional marketing in that digital marketing facilitates two-way communication between the seller and the consumer, enabling sellers to form an early opinion on how products and services have been received by the market (Kayumovich & Annamuradovna, 2020). Digital marketing is supposed to be a cheap and efficient way to reach a wide range of customers, and Nanga (2015) demonstrated how

companies use digital marketing tools to target specific customers with specific marketing strategies depending on their age, social status, preferences, and financial capabilities.

Digital marketing tools are multiple and vary. They include the use of Facebook, Instagram, Twitter, Search Engine Optimization (SEO), email marketing, blogs and websites, content marketing and social media to market a company's products (Lakshmi. & Sarvamangala, 2019). Nanga (2015) affirms that SEO, social media marketing and website marketing are among the most employed digital tools. Wanjuki (2014) also notes that the biggest banks in Kenya use SEO, websites e-mails and social media to target their customers. In the motor industry, e-mail targeting is not an effective means of targeting new markets. Hence, this study will focus on the remaining key digital communication tools identified in the literature; Social-media, Search engine Optimization and Website marketing. These channels have been reported to be effective tools to target new online customers.

Social media is an internet-based form of communication where users can interact, share conversations and create web content. Social media leverages internet-enabled devices to turn communication into interactive dialogue (Mesfin, 2019). In recognition of the potential offered by social media in easing customer-seller communication, businesses have utilized social media to market and promote the superiority of their products. Social media marketing has seen organizations adopting tools and approaches to extend their marketing campaigns to a broader range of consumers and broaden customer reach (McCann & Barlow, 2015). Voramontri and Klieb (2019) conclude that social media tools significantly influence consumers' purchase decisions, while Gruner, Vomberg, Homburg, and Lukas (2019) report increased profits owing to increased product awareness. Behera, Gunasekaran, Gupta, Kamboj, and Bala (2020) asserts that social media has allowed companies to access new customers who would have otherwise required direct marketing strategies.

Website marketing refers to the use of websites to access, market and interact with clients (Gatobu, 2018). Websites are interactive platforms whereby customers can make queries regarding products, make immediate comparisons, purchase decisions and finalize the purchase process. Bala and Verma (2018) aver that website marketing is one of the most effective marketing tools since websites offer more information about a product and its manufacturers, enabling the customer to know more details about how their favourite producers operate. Websites allow businesses to provide more information regarding their operations, and they are especially essential in the modern environment where a company's information disclosure level, transparency, and green initiatives adoption are emerging as consumer considerations before making purchases. Website marketing can be supplemented by SEO, which is a strategy aimed to increase a company's visibility in online spheres. Business managers have to put great emphasis on the design, accessibility, functionality, and usability of their websites to encourage frequent visits. Orare and Nkirina (2019) determined that websites increase the market share of online shops in Kenya.

Jalang'o (2015) defines search engine optimization (SEO) as the process of improving a website or a company's online presence by increasing the visibility of its products. Increasing visibility entails that a company's products or services appear once customers make related enquiries. Essentially, SEO improves the ranking of a product on a search engine, linking a company's products with organic search results based on website visitors, keywords and search queries. SEO not only increases visibility but also increases brand awareness since it increases the opportunities for customers to discover a certain brand. Seo, Park and Choi (2020) found that SEO facilitates new product acceptance and purchase. Aswani, Kar, Ilavarasan and Dwivedi (2018) reports that SEO enables companies to play an active role in how they will be accessed on online search engines. Most customers perceive

higher-ranked products to be of higher quality; hence SEO has an influence on customer purchase decisions.

1.1.2 Customer Purchase Intention

Customer purchase intention is a sub-section of human behaviour that explains a consumers' willingness to forego a certain amount to acquire a product or service. Purchase intention explains consumer behaviour since it gauges the likelihood of purchasing a product/service (Nitin, 2015). Purchase intentions reflect a consumer's plan to pay for a good or service and are dependent on the level of satisfaction with use. The study by Mirabi, Akbariyeh, and Tahmasebifard (2015) reports that the quality of the product, consumer's previous experience and advertisement are important determinants of consumers' purchase intention.

Customer purchase intention encompasses various constructs such as consumer attitudes, perceived value, perceived risk, usefulness and ease of use (Jeon, Sung, & Kim, 2020). Various researchers have explored drivers of online purchase intention by identifying the perceived characteristics of the websites, the products and consumers (Jauhari, 2018). Ariffin, Mohan and Goh (2018) notes that the quality of the brand, the characteristics of the dealer, the timing and the cost of use impact purchase decisions. According to Tien, Rivas and Liao (2019), customers will purchase products if they are aware of their existence and reputation.

1.1.3 Digital Marketing in the Motor Industry

There is a global advance towards digitization, and this has revolutionized how businesses operate, including the motor industry, where there is a sharp uptake of digital services. Lazizovich (2022) sought to investigate the sales strategies used by the world's leading automotive firms and determined that leading automotive firms are moving from traditional to two-and three-tier direct sales channels using their websites, multiple social

media channels, and a digital company platform for a complete integrated shopping experience. Konks, Krasnov and Sumarokova (2021) investigated dealership marketing management and affirmed that data-intensive businesses invest up to 80% of their budget on digital systems investment. The researchers confirmed that widespread adoption of digital technologies resulted in a higher competitive position. Bala and Verma (2018) find that digitization is a cheap and effective way of creating awareness, reaching a larger market and impacting business performance. Shafiulla (2019) investigated Tata Motors' rebranding and showed that motor companies could use digital marketing to successfully rebrand their whole market image.

1.2 Statement of the Problem

Understanding purchase decisions is key to the quality of marketing campaigns and companies have increased efforts into understanding their customers. According to Osoro (2019), an organization's visibility is key to influencing purchasing decisions, highlighting the importance of employing different marketing strategies. In the automobile industry, the Kenya Motor Industry (2020) reports that only 12 percent of the vehicles sold in Kenya are new, with most vehicles arriving from Asian countries. This results in a wide range of sellers offering similarly priced products. According to Kigunda (2017), companies are turning to digital marketing since more consumers are using digital channels, and that automotive players can leverage on digital channels to become more competitive. However, according to Achieng' (2016), usage of digital marketing strategies by Kenyan SMEs is moderate (30 percent), and that these firms lack adequate funds to set up quality websites, have limited knowledge on digital content development and lack the technical knowhow to manage these strategies.

Türk (2019) explored online purchasing influences in Turkey and aver that since searching is the first step in online shopping, companies have to improve their website quality

ratings, search engine optimization and search engine marketing to have a better position compared to their competitors. However, according to Nigam and Kaushik (2018) companies should move from search engine optimization to social media optimization of which potential is still unexplored. In Pakistan, Majid, Raza, Rehman and Zafar (2019) showed that vehicle buyers were highly conscious of the brand they were purchasing and that the choice of promoting channel has a significant influence of purchases of Sedan line of vehicles. Mahalaxmi and Ranjith (2016) demonstrated that the use of interactive digital marketing allows customers to make detailed purchase decisions and enables employees to receive immediate customer feedback. These studies were not based on Kenya's second hand motor vehicle dealers.

Widanengsih (2020) asserts that web developers have to create functional, easily accessible and easy to use websites to attract and influence customers' purchasing decisions. Djafarova and Rushworth (2017), on the other hand show that customers' trust in social media digital influencers strongly influences females' purchase intention. Scarth (2017) investigated millennial purchase intentions and determined that the quality of user and firm generated content have significant impacts on purchase decisions. Muhami (2019) found evidence that locally, the type digital marketing tool used significantly impacts purchase decisions, with Thao (2021) asserting that social media has a significant influence on consumer decision-making. Mahendratmo and Ariyanti (2019) are adamant that applying a mix of digital channels essential to realizing the full potential of online marketing and the study by Koththagoda and Herath (2018) avers that digital channels increase consumers' awareness which mediates consumer attitude towards a product and influences the consumers' purchase intention.

These studies provide different influencers of purchasing decisions. Further, according to Benard (2016) there is a dearth of empirical evidence on the integrated

marketing communication strategies adopted by second hand motor dealers. Kenya's market is characterized by a wide variety of digital marketing channels and despite the increased investment into and adoption of digital marketing channels, there is little empirical evidence supporting the relationship between digital channels and purchase of motor vehicles. The current study sought to fill this empirical gap and provide evidence on the nexus between marketing channels and purchase of high value products in a highly concentrated market.

1.3 Objectives of the Study

1.3.1 General Objective

The main objective of the study was to examine the effect of digital marketing tools on customer purchase intention in the motor vehicle industry in Kenya.

1.3.2 Specific Objectives

- i. To examine the influence of social media marketing on consumer purchase intention in the motor vehicle industry in Kenya
- ii. To determine the effect of website marketing on consumer purchase intention in the motor vehicle industry in Kenya
- iii. To examine the influence of search engine optimization on consumer purchase intention in the motor vehicle industry in Kenya

1.4 Research Questions

- i. How does social media marketing affect consumer purchase intention in the motor vehicle industry in Kenya?
- iv. What is the effect of website marketing on consumer purchase intention in the motor vehicle industry in Kenya?
- ii. What is the influence of search engine optimization on consumer purchase intention in the motor vehicle industry in Kenya?

1.5 Justification of the Study

It is clear that the marketplace is facing rapid developments, with multiple companies integrating new technologies into their internal processes. However, most companies do not have a complete understanding of how to utilize their digital resources. The Kenyan automobile industry is under immense pressure from multiple foreign car manufacturers, with Kenyan sellers primarily dealing with the retail and distribution of motor vehicles. The only local manufacturer has sold less than 100 units since 2009, averaging less than five sales each year. Further, most customers of new vehicles in Kenya are law enforcement and security agencies. Understanding the factors that influence purchase decisions is an important step to deciding how to promote products. This study will be of value to automobile dealers and motor company management as it will provide advice on the best advertising techniques to attract customer attention and induce purchase intentions. Managements will benefit from the effective marketing strategies identified in this study, and this may help in the development of growth plans.

Despite having used multiple marketing channels in recent years, this study will present suggestions that the sales force can utilize to develop a better understanding of customer needs. This study will advocate for increased strategic communication strategies that may improve the timing and relevance of product information. This digital strategic communication strategy can be adopted by other organizations which aim to influence their client purchasing practices resulting in increased sales. The Kenyan automotive industry will gain valuable insights from this study into how electronic/digital tools can be used to impact their growth prospects. Having a clear idea about how to influence growth within the industry can form a basis for policy development to guide the design of appropriate plans to facilitate sector-wide success.

This study will become a source of valuable information on the impact of various digital marketing tools on consumers' purchase intentions. Scholars and academicians will find this aspect especially important to their studies. Further, in the course of the study, gaps will be identified, and these will be a source exploration for future scholars.

1.6 Scope of the Study

The contextual scope of the study was to examine the role of digital marketing tools in influencing consumer purchase intention of motor vehicles in Kenya. The geographical scope of the study was limited to reviewing motor companies in Nairobi, Kenya. Theoretically, the study was grounded on the UTAUT theory, the Theory of Reasoned Action and the Technology Acceptance Model. The study sampled senior personnel working within the registered motor vehicle sector. The sample scope of the study was the 197 motor vehicle dealers focused on the personal motor vehicle consumer sector (both new and second-hand).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section presents the theoretical and empirical review sections. The theoretical review provides the theories that grounded this exploration, while the empirical review covered previous researchers' studies related to the study variables.

2.2 Theoretical Review

This study will be guided by the Unified Theory of Acceptance and Use of Technology (UTAUT), which is a model that aims to explain user intentions regarding the use of systems and the subsequent usage behaviour. According to the UTAUT theory, four key constructs influence the acceptance and use of technologies. The study will use this theory to identify the factors that influence the acceptance and usage of digital channels to make purchases in the motor vehicle industry. The theory will be supported by the theory of Reasoned Action and the Technology Acceptance Model.

2.2.1 Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) was developed by Venkatesh et al. (2003), and it has been used extensively to explain user intentions to use an information system and how this usage influences subsequent behavioural change. The theory is key to explaining the degree of acceptance of the use of information technologies. It asserts that an individual will make use of particular systems depending on their perceived ability to deal with the particular technology. Venkatesh et al. (2003) postulated that people would accept and integrate technologies into operational execution depending on performance expectancy, effort expectancy, social influence, and facilitating conditions. The theory affirms that factors such as gender, age and experience have a moderating influence on behavioural intentions (Chao, 2019).

According to Venkatesh et al. (2003), the degree to which an individual believes that using the system will help him or her to attain certain goals, the ease of use of said systems, influence from social pressures, and the degree to which an individual believes that there exists organizational and technical infrastructure to support the use of said systems are the main factors that determine its adoption. The UTAUT theory has been used in the educational setting to examine the acceptance and use of information communication technologies in the learning process (Liebenberg, Benade, & Ellis, 2018). Ayaz and Yanartaş (2020) used the theory to understand the factors driving the acceptance of electronic document management systems and reported a positive influence of the identified variables in the UTAUT, except for the perceived ease of use factor. In the field of medicines, Liu et al. (2015) applied the theory in examining the factors that determine therapists' acceptance of new technologies for rehabilitation.

Since its development, the UTAUT theory has incorporated constructs of mobile self-efficacy and perceived enjoyment in addition to security-related constructs (Liebenberg, Benade, & Ellis (2018). This means that this theory can also be used to explain the moderating effects of factors such as perceived trust and perceived risk and how these impact customer satisfaction and, in effect, influence the behavioural intentions of consumers. The theory has also been used by Martins, Oliveira and Popovič (2014) to determine resistance factors and increase the adoption of internet banking. The UTAUT model was chosen in the current study for its comprehensiveness and ability to explain consumer decisions. It identifies two direct determinants of usage behaviour (intention and facilitating conditions), three indirect determinants of usage behaviour (effort expectancy, performance expectancy, and social influence) and moderators (age, gender, voluntariness and experience) that influence usage decisions. This will be key to guiding the researcher towards determining the

direct, indirect and moderating variables that influence customers' intention to use digital channels to make purchases.

2.2.2 Theory of Reasoned Action

The Theory of Reasoned Action (TRA) is a social psychological model that seeks to explain consciously intended behaviours (Xiao, 2020). The TRA proposes that an individual's behaviour is determined by their intention to perform the behaviour, which is, in turn, a function of their attitude toward the behaviour and subjective norms (Fishbein & Ajzen, 1975). It seeks to explain the relationship between attitudes, norms and behaviours within human action. This theory has been used extensively to predict an individual's intention to engage in a particular action (Hagger, 2019). The TRA's main assumption is that individuals are rational beings and will consider the implications of their actions before making the decision to perform the behaviour (Ajzen & Fishbein, 1980).

TRA specified that behavioural intention is a function of two primary determinants: a personal factor termed "attitude toward behaviour" and a person's perception of social pressures termed "subjective norm" (Fishbein & Ajzen, 1975). Attitude refers to the individual's own performance of the behaviour, while the subjective norm is a function of a set of beliefs termed normative beliefs (Fishbein & Ajzen, 1975). Ajzen and Madden (1980) affirm that normative beliefs are a result of the approval or disapproval of certain actions by important referent individuals or groups. Essentially, individuals' behaviours are grounded on what they feel about what they observe and the level of acceptance of said behaviour by important associated/models. This theory has been key in previous studies, assisting in the identification of factors that are salient for participants regarding the behaviour under investigation, such as intention to use Halal products (Hussain, Rahman, Zaheer, & Saleem, 2016). Amaro, Andreu and Huang (2019) used the theory to understand millennials' intentions to book Airbnb.

Digital technologies offer new shopping channels. Due to the nature of digital technologies, people are not only intrinsically motivated but also extrinsically influenced to make use of them to accomplish various tasks. The TRA is an appropriate theoretical framework for understanding consumers' intention to use digital media for different purposes because, according to Ajzen and Fishbein (2004), such behaviours are associated with factors such as belief, attitude, intention, and subjective norms. It explains the association between people's beliefs and behavioural intention, explains how attitudes influence intentional behaviour and also explains how the social environment influences behaviour. This theory will be useful in explaining an individual's motivating factors to use digital channels, hence anchoring the elements in the dependent variable.

2.2.3 Technology Acceptance Model

TAM advances the variables in the Theory of Reasoned Action (Fishbein & Ajzen 1975), and introduces two new variables that Davis (1989) asserts have a significant impact on individuals' behavioral tendency to make use of a new technology or system. According to Wu, Li and Fu (2011), TAM provides a basis for tracing how external factors influence individuals' beliefs, attitude and intention to use new technologies. These factors are Perceived usefulness and Perceived ease-of-use as (Davis, 1989). Davis (1989) defines Perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance", and Perceived ease-of-use as "the degree to which a person believes that using a particular system would be free from effort". According to TAM, a new technologies' perceived usefulness and perceived ease of use play a significant role in influencing users' attitude (Ritz, Wolf, & McQuitty, 2019).

Susanti and Astuti (2019) notes that the TAM model reflects that technologies with added value will attract more users and increase the rate of adoption. Similarly, if these technologies are easy to use or implement, then people and organizations will not hesitate to

adopt them. TAM does not recognize subjective norm as a determinant of intention to use technologies. TAM and TRA both postulate that behavioral intent predicts usage (Buabeng-Andoh, 2018). TRA argues that user's behavioural intention is determined by their Attitude (A) and Subjective Norms (SN), while the TAM argues that user's behavioural intention is determined by their attitude and Perceived Usefulness of the chosen behavior (Sadeck & Cronjé, 2018). It recognizes system distinctiveness and training as influences of in-house attitude and intention. The TAM model has become a widely applied model for investigating the factors that influence individual's attitude towards new technologies.

However, TAM is limited. Davis (1989) noted that future technology acceptance research must address how other variables affect usefulness, ease of use and user acceptance, confirming that perceived ease of use and perceived usefulness alone may not fully explain behavioral intention towards technologies' use. This limitation arises since TAM was designed to investigate organizational adoption of technologies-it cannot explain how factors such as cost and training influence attitude for individuals using technologies everyday (Huang, 2016). Digital platforms are everyday life context applications that link consumers to vehicle salespeople, and their use is costly and influenced by subjective norms. By utilizing the TRA in conjunction with the TAM, we can include subjective norms as determinants of usage intention (Malatji, Eck, & Zuva, 2020).

Thus, a TRA-TAM combined framework postulates that digital technologies' usage by both consumers and sellers is motivated by variables Perceived usefulness, Perceived ease of use, attitude and subjective norms. This study will use these theories to identify the digital technologies' specific factors that influence usage within the motor vehicle industry.

2.3 Empirical Review

This section presents previous researchers' findings on the relationships between digital marketing channels and consumer purchase intention. It will present findings on the relationship between social media marketing, website marketing and search engine optimization and customer purchase intention.

2.3.1 Social Media Marketing and Customer Purchase Intention in the Motor Industry

Evgeniy, Lee and Roh (2019) sought after the impact of electronic word of mouth (eWOM) on Russian customers' purchase intention (PI) of Korean-brand cars. The study considered the credibility, quality, and quantity of eWOM and sought to determine whether the brand image and perceived quality play a mediating role in the relationship. Respondents were randomly selected, and descriptive, factor, and reliability analyses were conducted using SPSS version 22.0, while structural equation modelling was applied to determine the extent of the relationships. It was ascertained that the credibility, quality, and quantity of information on Korean-brand cars significantly impact consumers' purchase decisions. Further, brand image and perceived quality mediated this relationship. The credibility aspect was most significant, showing the importance of SEO as online channels. This study specified Korean vehicles purchases while the current will explore marketing channels used by Kenyan car dealers.

Almohaimmeed (2019) sought after consumers to determine their opinions on the effects of the antecedents of social media marketing on social media marketing, brand loyalty and customer purchase intention. The cross-sectional study investigated the relationship between brand loyalty and customer purchase intention using structured equation modelling and regression analysis. Analysis revealed a strong relationship between the study variables, with social media marketing increasing brand loyalty and purchase intention, and brand loyalty influencing repeat purchase intentions. Companies are to manage content to maintain

organization reputation, frequently update their digital channels, get involved in social development programs, offer interactive options, and adopt open collaborative business models. This study did not investigate vehicle dealers while the current will.

Alalwan (2018) investigated the elements of social media marketing that influence customers' purchase intentions. The study adopted a mixed methodology whereby six factors, perceived relevance, hedonic motivation, performance expectancy, habit, informativeness and interactivity, were identified as the key predictors of purchase intention. Convenience sampling was used to select consumers from social media platforms from four cities in Jordan. Two-stage structural equation modelling was applied, and analysis revealed that apart from the habit dimensions, all other dimensions were able to predict consumer purchase intentions. Social media interactivity was the most significant determinant of hedonic motivation. Social media ads' informativeness, perceived relevance and content design also predict purchase intention. The frequency of ads also matter. This study failed to incorporate features of other digital marketing channels that influence purchase intention.

Khan, Rehmani and Mubushar (2016) explored the extent to which electronic word of mouth, seller created information and perceived quality influence customer purchase intention using a survey-style research design. A cross-sectional research design using convenience sampling was employed, while multiple and linear regression analysis was applied to determine the direct impact of the study variables. Analysis revealed perceived security, perceived reputation, and perceived quality of seller generated content significantly impact online purchase intention and consumer trust. Customers' trust in sellers' social media and blogging channels and frequency of interactions with selers had an influence on their purchase behaviour.

Moslehpour, Ismail, Purba and Wong (2021) research examined the influence of social media marketing activities on customer purchase intention of online ride-hailing services. The study targeted customers who have used the services of GO-JEK company, and it employed a quantitative approach with a causal research design. A survey involving 350 respondents was conducted, factor analysis and bootstrapping methods were run to analyze research data. The analysis determined that social media marketing, trust, and brand image all have a significant impact on consumers' purchase intention. The analysis showed that social media aspects of entertainment and influencer voice were among the most significant determinants of SMM success. The analysis also showed that trust and brand image have a mediating effect on the variables' relationships. These findings highlight the need of using popular, honest, informed, trusted and recognizable representatives to market online products and services. This was a case study while the current will explore multiple firms.

Ghafourzay and Parilti (2020) study investigated the impact of social media marketing on customer inspiration and purchase intention within Afghanistan's telecommunications industry. The researchers applied an empirical research design with a cross-sectional approach. Respondents were sourced from the firm's social media followers using the convenience sampling method. Frequency analysis, correlation analysis, and linear regression analysis were then applied to the collected data. Pearson product-moment correlation revealed that social media marketing dimensions proxied by interaction ability, customization, and electronic word of mouth significantly improve customer inspiration which also influences customer purchase intention. However, entertainment value and trendiness elements of SMM had minimal impacts on consumers' purchase intention. This study investigated purchase of telecommunication services which are not as high value as vehicles.

Makau's (2021) study focused on the influence of digital marketing strategies on Kenyan commercial banks' competitive advantage. The study relied on a quantitative research approach with a descriptive research design that targeted manager positions from 41 commercial banks. Descriptive statistics, correlation, and regression analysis were applied to the collected data, determining that all the elements of digital marketing influence banks' competitive advantage. The study found that social media marketing projects improved social interactions, resulting in an increase in the number of accounts opened and transacted online at all times of the day. This resulted in an increase in returns from digital services. Recommendations were for increased investment in emerging technologies to drive the development of digital-only bank branches and platforms to increase customer acquisition. This study focused on the banking sector, which offers more services than those in the motor industry.

2.3.2 Website Marketing and Customer Purchase Intention in the Motor Industry

In the Taiwanese hotel sector, Chang, Kuo, Hsu and Cheng (2014) carried out a study investigating the relationship between website quality, website brand, perceived trust, perceived value, and purchase intention. Data was collected from a web-based survey, and the structural equation modelling (SEM) technique was employed on the collected data. The study analysis concluded that dimensions of web quality encompassing information quality, system quality and service quality and website brand have a significant impact on consumer purchase intentions. The study determined that hotels can design quality websites and leverage their brand names to increase perceived trust, which mediates the relationship between website quality and purchase intention. The study investigated online purchases of hotel services, and it did not investigate other components of digital marketing.

Kaushik and Srinivasa's (2017) identified website quality, informativeness, interactivity and accessibility as the key determinants of its ability to influence customer retention.

Kaushik and Srinivasa's (2017) study focused on the online travel booking industry to investigate the effect of website quality on customer satisfaction and purchase intention. The study employed a survey research method and collected data from 18–40-year-old ticket customers in the Manipal region in Karnataka states selected through convenient sampling. The analysis determined that website quality elements such as information quality, system quality, service quality, and website design have a significant influence on customer satisfaction which significantly influences purchase decisions. Quality, informative, interactive and accessible websites were determined to also influence customer retention, resulting in the gaining of long-term value to the company. This study focused on ticket purchases and website quality. It did not investigate other online platforms and purchases of expensive and valuable products.

Kouser, Niazi and Bakari (2018) explored the impact of website quality and trust in online channels on Pakistani youth's online shopping intentions. The study investigated website quality by its design, reliability, privacy and service offering, and trust through integrity and competence. The study used convenience sampling and tested the developed hypothesis using structural equation modelling. Analysis results show that the quality of the website, services offered, and assurance, coupled with previous experience, significantly influenced online purchase intention and customer trust. The attitude of the users and influence from users within the proximity also improved online shopping behaviour. This study focused on the youth who are more tech-savvy and inclined to adopt websites for shopping purposes, while the current will not specify by customer age. It will also expound on various online marketing tools.

Similar findings were reported in the study by Lee, Ariff, Zakuan, Sulaiman and Saman (2016), which also focused on the influence of website quality on youth's purchase intention. The survey research investigated website quality from the E-tailQ instrument, which identifies factors such as website design, reliability/fulfilment, security, privacy and trust, and customer service as customer satisfaction determinants. Convenience sampling was used, and analysis revealed that all the factors determine intention to make purchases and repurchases through company websites. Ultimately, website accessibility, timeliness, responsiveness, service offering, willingness to attend to consumer requests and privacy assurance are among the main factors that companies have to consider when designing their websites. This study specified data from 18-25-year-olds and collected data from active and non-active consumers while the current will not categorize customers by age. It will also expound on digital marketing channels.

Chi (2018) examined the relationship between website quality, consumer satisfaction and purchase intention using the self-regulatory process theory. The researcher used the WebQual dimensions encompassing website visual appeal, apparel visual appeal, brand trust, website information quality, website response time, and website security as web quality determinants. Data was sourced from online sources, and multiple regression analyses were applied to test the proposed relationships. It was determined that all variables apart from website response time and brand trust show significant impacts on consumer satisfaction. Further, customer satisfaction was determined to be key to influencing purchase intention. Companies using mobile websites were recommended to develop visually appealing, secure, relevant and responsive websites to encourage their users to make purchases. This study focused on the use of mobile websites in the US market, a developed economy with significant regulatory development.

Abbasi (2021) investigated the airlines' industry to determine the impact of website marketing strategies on online purchase intentions. A descriptive survey research design was employed, and all consumers who had purchased online tickets formed the study population. Specifically, the study was after the effect of website quality, marketing strategies and security on customer trust and intention to purchase online airline tickets. Structural Equations based on partial least squares were used in the analysis, revealing that sales website marketing strategies significantly impact the quality risk of sales websites. The study identified website discussion forums as key channels to facilitate word of mouth feedback and discussions, influencing purchase intention. This study focused on online purchases, while the current study will specify purchase intentions, not necessarily on the use of online channels to make purchases.

2.3.3 Search Engine Optimization and Customer Purchase Intention in the Motor Industry

Zhao, Fang, Li, and Ye's (2018) study specified the impact of a google search on product purchases in the hotel industry. Data on search requests were provided by Google Trends, while hotel data on room sales, room price, and hotel ratings were collected from Expedia.com. The study applied the panel vector autoregressive (VAR) model to analyze data reported within 48-hour periods. Analysis confirms the existence of a two-way positive effect. An increase in the volume of google searches corresponded with an increase in room sales and vice-versa. Hence the volume of google searches could be used by hotel marketers to predict short-term demand. However, although price discounts also increased the volume of Google searches, negative ratings moderate this influence, affirming that businesses must strive to keep their online customer ratings high to increase the effectiveness of price promotion strategies. This study explored hotel sector firms while the current will specify motor vehicle sector.

Wongpitakroj (2017) studied the impact of online marketing communication strategies on customers' intention to purchase and make a brand recommendation for wine restaurant businesses in Bangkok. A mixed-methods strategy was employed, collecting data from semi-structured interviews and consumers through questionnaires. Specific objectives were to investigate wine consumers' purchase behaviours, to determine the most effective online marketing communication channel, and the impact of digital marketing on winery firms' marketing strategies. Regression analysis determined that online promotion, search engines, mobile marketing, social media and e-mail marketing were among the most important communication tools among star rated hotels' price promotion strategies. The search engine was essentially important in increasing hotel bookings among the highly-rated hotels. This study used a mixed methodology that focused on the hotel industry while the current will address the motor sector.

Erlangga (2021) investigated the effect of social media and digital marketing on consumers' intention to purchase food products through online channels. The study sought the opinions of 210 online customers who were selected randomly. The data collected were analyzed using simple linear regressions with the aid of SPSS software. The regression analysis revealed that digital marketing channels are a highly preferred method of shopping for many consumers whose purchase decisions were significantly influenced by social media channels. Companies were recommended to adopt and be active in interactive channels where they can share approved and relevant content that is targeted to specific consumers. Further the SEO ranking which enhances website credibility could be employed to change consumers' purchase intentions if they approached from a customer-centred strategy. This study focused on food sellers where consumers make multiple visits while vehicle purchases are more long-term decisions.

A Thai study by Wattanawekin (2017) focused on the impact of Search Engine Optimization (SEO) on customer behaviour in the retail hardware sector. The exploratory study collected data through market research methodology involving interviews and secondary published. The analysis determined that SEO is an essential component of online marketing, and it has a significant impact on customer purchase decisions, with SEO being an important skill for marketers. The researcher recommended companies regularly update their websites and consistently monitor ranking to secure the best positions on the main search engines as this increases customer engagement and is a source of products exposure. This study focused on the influence of SEO variables on purchase behaviour, while the current will investigate multiple digital marketing strategies.

Lakshmi and Sarvamangala (2019) carried out exploratory research into the impact of digital marketing on consumer purchase intention. The study used secondary data sources of data to identify the variety of digital marketing, the main differences between traditional and digital marketing, and the influence of digital marketing on customers' purchase intention. The study determined that digital marketing was preferred for its time and cost efficiency exposure to companies' products and is a source of social currency, contributing to brand equity. People with high educational qualifications, stable income and internet exposure were more inclined to adopt digital practices in their purchases. Websites and blogs were among the most adopted digital stores that consumers frequently visited to make comparisons, and these media were key to influencing the purchasing decision. The study affirmed that firms have to prioritize the consumer and create innovative customer experiences through different digital media to enhance digital marketing performance. This was a literature review while the current study will source primary data to extend findings to the actual marketers.

Odero (2019) study sought to determine whether online advertising was effective at influencing the consumer purchase intention of customers in the five leading online shopping

sites in Kenya. The descriptive study sought data from management personnel and customers to investigate the effectiveness of social media advertising, email marketing, search engine optimization and websites/blogs on consumer purchase behavior. Purposive and stratified sampling techniques were employed. Regression and correlation analysis revealed a strong positive relationship between the study variables. Search engine optimization improved product selection by facilitating fast information access and easy navigation through various product categories of interest and offers available to customers. This was exclusive to online dealers while the current study will specify vehicle dealers.

2.4 Research Gaps

The empirical review section has provided previous researchers' findings on the relationships between the study variables. Most of the studies point to a positive effect of the use of digital channels on consumer purchase intention. However, it is evident that different degrees of digital channel usage yield differing results. Further, in some cases, elements that had been investigated revealed significant differences in applicability and relevance. The gaps identified are discussed below and summarized in table 2.1 below. Odero's (2019) study investigated online purchase decisions of customers shopping in the largest sales websites in the country, and the current will focus on digital marketing in the motor industry.

Lakshmi and Sarvamangala (2019) carried out an explanatory study analyzing secondary data, while the current study will be descriptive in nature. Although Evgeniy, Lee and Roh (2019) specified motor vehicle marketing, the study was based in Russia and investigated purchase factors for Korean vehicles. The study by Abbasi (2021) also presented a gap since it investigated factors facilitating the online purchase of tickets. The current study will not restrict itself to online purchases. Although informative, the studies by Kouser, Niazi and Bakari (2018) and Chi (2018) investigated only one dimension of digital marketing. The

current study will incorporate three types of digital marketing. The study by Makau (2021) provided a gap since it focused on the banking sector.

Table 2.1 Summary of Research Gaps

Author	Title	Findings	Research Gap to be Filled
Abbasi (2021)		Website quality and perceived security and privacy influence consumers' intention to make online ticket purchases.	This study focused on website quality and customer intention in the airlines' industry. This study will provide information on purchase intention in the motor vehicle industry
Zhao, Fang, Li, and Ye (2018)		Findings showed that the volume of google searches could predict demand, with negative ratings having a negative effect on google searches and hotel products' purchases	This study will collect primary data to find out from the users what drives their intention to make repeated use.
Chang, Kuo, Hsu and Cheng (2014)		The study determined that website quality and company brand influence purchase intention.	This study will include other aspects of digital marketing such as social media marketing and search engine optimization
Evgeniy, Lee and Roh (2019)		The credibility, quality, and quantity of information on Korean-brand cars from social media sources significantly impact consumers' purchase decisions.	This study focused on Korean car brands, while the current study will not restrict itself to vehicles from one market
Lee, Ariff, Zakuan, Sulaiman and Saman (2016)		Website accessibility, timeliness, responsiveness, service offering, willingness to attend to consumer	This study investigated youth's purchase intentions. The current study will not distinguish buyers by

requests and privacy age. It will include all
assurance influence age demographics.
usage intention

2.5 Conceptual Framework

The conceptual framework below is developed based on the objectives of the study and will help in identifying the influence of digital marketing tools on customer purchase intention in the motor vehicle industry in Kenya.

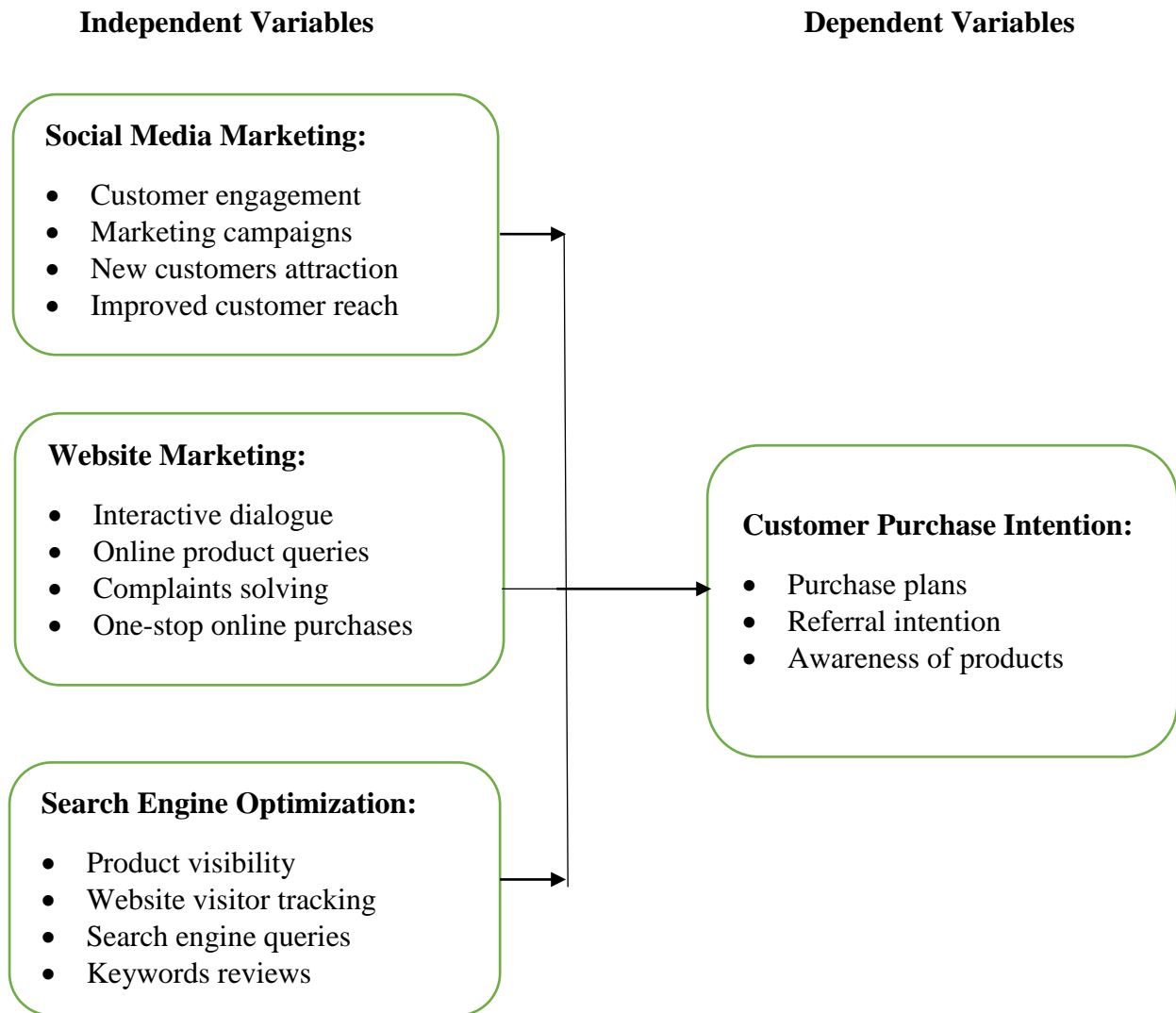


Figure 2.1 Conceptual Framework

The independent variables for the survey are the social media marketing tools, website marketing tools and search engine optimization tools. The dependent variable for the study will examine the consumer purchase intention among motor industry dealers within Nairobi City County.

2.6 Research Hypothesis

H₀₁ Social media marketing has no significant effect on consumer purchase intention in the motor vehicle industry in Kenya.

H₀₂ Website marketing has no significant effect on consumer purchase intention in the motor vehicle industry in Kenya.

H₀₃ Search engine optimization has no significant effect on consumer purchase intention in the motor vehicle industry in Kenya.

2.7 Operationalization of Study Variables

The table below presents the operationalization of the study variables and measurement scales.

Table 2.2 Operationalization of Variables

Objective	Variable Type/Variable	Indicator(s)/ measurement	Measurement scale	Question in Questionnaire
To examine the influence of social media marketing on consumer purchase intention in the motor vehicle industry in Kenya	Independent: social media marketing	<ul style="list-style-type: none"> • Customer engagement • Marketing campaigns • New customers attraction • Improved customer reach 	Ordinal	Part B
To determine the effect of website marketing on consumer purchase intention in the motor vehicle industry in Kenya	Independent: website marketing	<ul style="list-style-type: none"> • Interactive dialogue • Online product queries • Complaints solving • One-stop online purchases 	Ordinal	Part C
To examine the influence of search engine optimization on consumer purchase intention in the motor vehicle industry in Kenya	Independent: search engine optimization	<ul style="list-style-type: none"> • Product visibility • Website visitor tracking • Search engine queries • Keywords reviews 	Ordinal	Part D
Consumer purchase intention in the motor vehicle industry in Kenya	Dependent: consumer purchase intention	<ul style="list-style-type: none"> • Purchase plans • Referral intention • Awareness 	Ordinal	Part E

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The third chapter in this study focused on presenting the methodological approach that will guide the conduct of the survey. The chapter outlines the research design to be used, the population of interest, the sampling design and the data collection instruments. Also presented is the data collection procedure, the research quality, data analysis and the ethical considerations to be observed in the course of the survey.

3.2 Research Design

The research design is a comprehensive plan, strategy, or structure used by researched to collect data (Plonsky, 2017). Additionally, research design is also used to get answers to research questions. The research design helps in guiding how the conceptualized study variables were measured and the approaches that were adopted in the analysis process (Bloomfield & Fisher, 2019). This research applied descriptive research design owing to the nature of the research objectives that were under examination. This research design was deemed appropriate as it helped in explaining the study variables and described the relationship between the variables using quantitative approaches (Kothari, 2017). This study adopted quantitative approaches in answering the research questions and in explaining the nature of relationship between the predictor and the predicted variables.

3.3 Target Population

Blumberg, Cooper and Schindler (2014) considers a population to be a group of individuals, events or items that a researcher seeks to investigate and make inferences from.

Target population is defined in relation to geographical boundaries, elements, and time and research objectives. The population of interest to this study were all the registered motor dealers in Kenya. The motor dealers' owners or managing directors (MD) were preferred because of their intricate knowledge of the digital marketing tools applied in the industry and their impact on their customer purchase intention. According to the Kenya Auto Bazaar Association (2022) there were 197 registered motor dealers (new and second hand). All the 197 managing directors/owners comprised the unit of observation in the current study.

3.4 Sample Size and Sampling Procedure

The sample design presents a frame work within which the research is conducted. It is a roadmap used to collect, measure and analyze data based on research questions or objective (Kothari, 2017). The sample frame for this research was derived from the MDs/Owners of the 197 registered motor dealers (new and second hand) within Nairobi City County. Sampling procedure is the process of selecting a sub group from a population to take part in the study (Pickard, 2013). The study employed random sampling in the selection of the participants for this study. This enhances the access to the participants and ensures the data collection is conducted in a timely manner. Blumberg et al. (2014), defines a sample sizes as a collection of units chosen to represent the entire population in a study. The sample size for this research was determined using the Israel (1992) formula below;

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

where; n is the sample size, N is the total population, and e is the level of precision. The final sample size in the study was therefore 131 respondents.

$$\text{Thus; } n = \frac{197}{1+197(.05 \times .05)} = 131 \text{ respondents}$$

3.5 Research Instrument

Data collection is a process of collecting and determining facts based on target variables. It is usually done in a systematic fashion hence enable a research to answer relevant questions and compare effects (Kothari, 2017). The study relied on primary data in solving the study problem. Primary data was collected using a structured questionnaire developed in line with the research objectives (Appendix II). The research instrument used a five-point Likert scale with; 5= strongly agree, 4 = agree, 3= moderately agree, 2 = disagree, 1= strongly disagree.

3.6 Validity and Reliability of Research Instrument

According to Blumberg et al. (2014), a pilot study is used to determine uncertainty and assess the fitness of answers likely to be given, to determine if a researcher can use them to achieve the study objectives. A pilot tests depends on the sample size; as such a pre-test sample should be between 1% and 10%, depending on the sample size. The study conducted a pretest amongst 14 motor dealers, who were finally excluded them from the main survey. The pilot test was used to improve on the instrument.

3.6.1 Validity Test

A validity test of the study instrument seeks to determine the accuracy of the research instrument in measuring the intended questions (Kothari, 2017). The study conducted content validity tests to evaluate whether the research instrument content mirrored the conceptualization adopted in the study. In a twostep content validity test, first the research supervisor as an expert in the field was asked to validate the content and completeness of the questionnaire. In the second step the instrument was subjected to a face validity test to ascertain whether the study instrument covered the concepts it was supposed to cover. The instrument was given to 14 motor dealers and they were asked to identify any difficult

question, ambiguity, inconsistency or incompleteness of a question. There feedback was used to improve the final questionnaire that was then deemed valid.

3.6.2 Reliability Test

The reliability tests are conducted in the study to evaluate whether the research instruments meets the internal consistency measure if repeat surveys are to be conducted using the adopted study instrument (Kothari, 2017). The reliability of the adopted instrument was conducted using the Cronbach Alpha test. The aim of the test was to analyze the Alpha scores of the study variables. The standard score of the Cronbach Alpha score applied in the study was 0.7. Variables that don't meet this threshold were reviewed for completeness to ensure the main survey only considered a research instruments that meets the internal consistency measure.

3.7 Data Collection Procedure

The study sought the approval of the Institutional Review Board of KCA university Graduate School before conducting the field work. Further, the research sought authorization of the National Commission for Science Technology and Innovation (NACOSTI) before conducting the field work. All the participants of the study were advised on their rights of participation, the confidentiality issues and the aims of the study. The study employed Google forms in the data collection process to expedite the data collection process. Where not possible to apply electronic data collection techniques, physical questionnaires were provided to the research participants.

3.8 Data Processing and Analysis

Data analysis is the process of analyzing, cleaning, transforming, and modeling data collected. The study used quantitative data analysis approach on the collected study data. Two main techniques were applied in data analysis; descriptive and inferential analysis

techniques. Descriptive analysis involved the use of means, standard deviation, sum and frequencies/percentages in summarizing the responses obtained from the study participants. The study used correlation tests to analyze the relationship between the research variables. Inferential statistical analysis took the form of correlation analysis, factor analysis and multiple regression analysis. While factor analysis was used to decompose the many variables and extract a few underlying factors, multiple linear regression was used to estimate the strength and significance of the relationship between digital marketing and customer purchase intention. The analyzed data was presented using bar graphs, charts and tables. The study estimated the regression model in equation.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad \text{equation (1)}$$

Where;

Y = customer purchase intention (Dependent variable)

α = the model intercept

β_{1-3} = Coefficient of independent variables

X_1 – social media marketing

X_2 – website marketing

X_3 – search engine optimization

ε = Error Term

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter the outcome of the data analysis shall be presented and interpreted. The main objective of the study was to examine the effect of digital marketing tools on customer purchase intention in the motor vehicle industry in Kenya. The study specifically sought to determine the influence of social media marketing on consumer purchase intention, to determine the effect of website marketing on consumer purchase and to examine the influence of search engine optimization on consumer purchase intention in the motor vehicle industry in Kenya. The data analysis starts a descriptive analysis that yields a demographic profile of the respondents, followed by factor analysis of the key digital marketing tools and finally the factors extracted are subjected to a multiple regression analysis in determining the effect of digital marketing tools on customer purchase intention.

4.2 Response Rate

A total, 131 questionnaires were issued to MDs/Owners of the registered motor dealers. At the at the close of the fieldwork period, a total of 112 questionnaires were received back, resulting in a response rate of 85.49%. Upon entry into SPSS and cleaning the data, nine questionnaires were dropped after being determined to be unfit for analysis, leaving 103 questionnaires and a final response rate of 78.62%. This response rate was considered adequate according to the interpretation given by Mugenda and Mugenda (2013) that a response rate above 70% is excellent for analysis.

4.3 Internal Validity Test of the Variables

The questionnaire in Appendix II was subjected to a validity and reliability test. Validity is the extent to which a measure adequately represents the underlying construct that it is supposed to measure (Drost, 2011). The study instrument was pilot tested and then subjected to a face validity test and an internal validity test. Face validity is the degree to which a measure appears to measure what it is supposed to measure (Taherdoost, 2016). The study conducted a pretest amongst 14 motor dealers, who were later excluded from the final survey. There feedback was used to improve the instruments, restructure difficult questions and double barreled questions (Blumberg et al., 2014). The final survey instrument in Appendix 3 was interpreted as meeting the valid criterion.

In testing the instrument for reliability, the Cronbach alpha test was applied as presented by (Taherdoost, 2016). The overall Cronbach alpha of the 25 items in the instrument was = 0.951. Taherdoost, 2016 citing Field (2013) provided the threshold rule that an overall alpha ≥ 0.7 means the instrument is reliable, in this case the study instrument was considered reliable. The three predictor variables (social media marketing tools, website marketing tools and search engine optimization tools) and the predicted variable (customer purchase intention), were subjected to a reliability test to establish their internal consistency. All the variables under study yielded Cronbach's alpha values greater than 0.7 should the item be deleted from analysis as shown in Table 4.1, they were considered to be internally consistent and reliable (Field, 2013).

Table 4.1: Internal Validity Test

Variable	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Social Media Marketing	64.2136	105.777	0.893	0.819
Website Marketing	67.2621	94.333	0.778	0.871
Search Engine Optimization	65.8252	102.695	0.781	0.860

4.4 Demographic Profile of Respondents

On examining the respondents age, results from Figure 4.1 shows that most of the motor dealers (42.7%) fell in the age bracket of 36-45 years. This meant the industry was dominated by a youthful age.

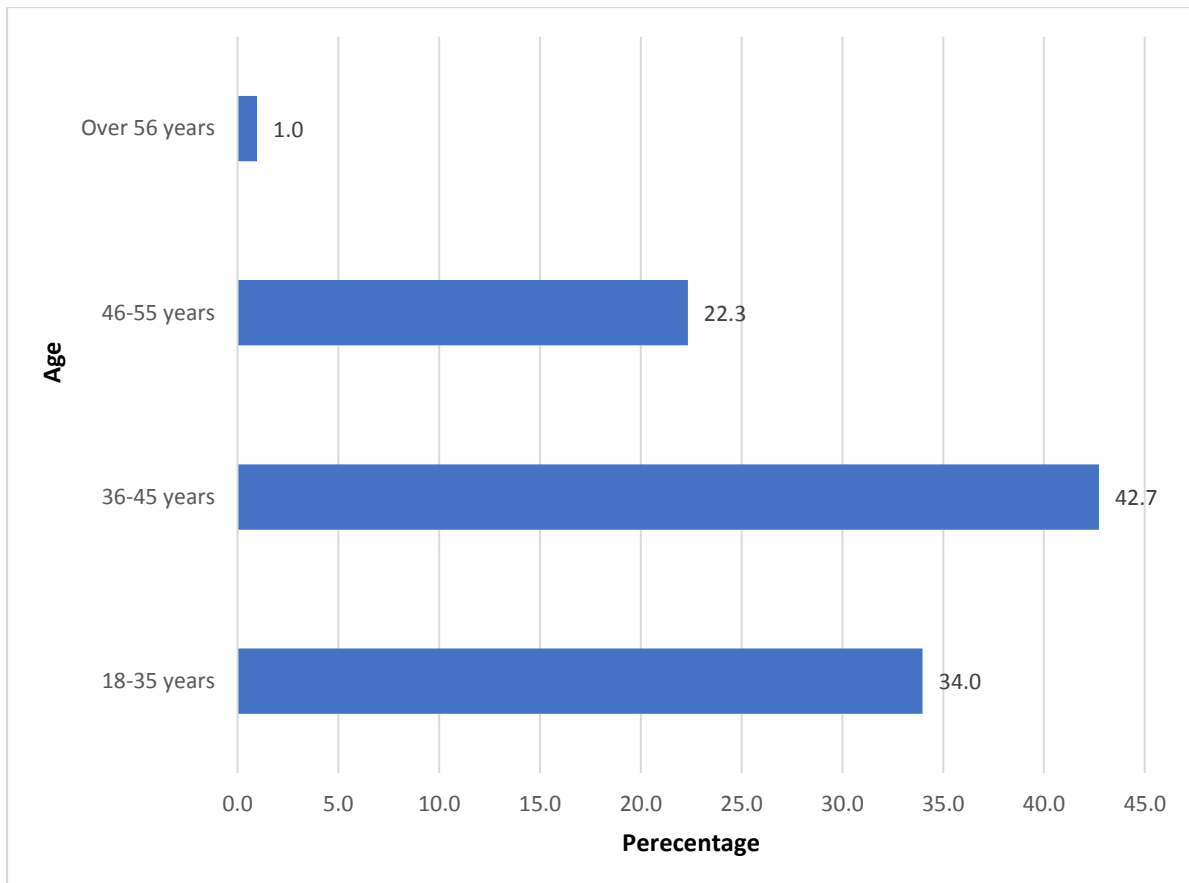


Figure 4.1: Respondents Age

An examination of the respondent’s gender in Table 4.2 shows most (66%) of the managers or owners of the motor dealership business were of the male gender. Indicating the industry is dominated by the male gender. It was further observed that most of the businesses under study had been in operation within the motor vehicle industry in Kenya for a period of over 10 years and 28.2% of the businesses had been in operation for a period of 7-10 years.

Table 4.2: Demographic Profile of Respondents

Variable	Frequency	Percent	Cumulative Percent
Please indicate your age			
18-35 years	35	34.0	34.0
36-45 years	44	42.7	76.7
46-55 years	23	22.3	99.0
Over 56 years	1	1.0	100.0
Please indicate your gender?			
Male	68	66.0	66.0
Female	35	34.0	100.0
How long has your firm operated within the motor vehicle industry in Kenya?			
Less than 3 years	6	5.8	5.8
4-6 years	19	18.4	24.3
7-10 years	29	28.2	52.4
Over 10 years	49	47.7	96.1
Total	103	100.0	

On cross tabulating age and years in business operation, the results in Table 4.3 show that most of the business that had been in operation for over 10 years were managed or owned by respondents in the age bracket of 26-55 years.

Table 4.3: Business Age Versus Respondent Age

Age	Less than 3 years	4-6 years	7-10 years	Over 10 years	Total
18-35 years	3	10	8	14	35
36-45 years	2	4	17	21	44
46-55 years	1	5	4	13	23
Over 56 years	0	0	0	1	1
	6	19	29	45	103

4.5 Social Media Marketing

A descriptive analysis of social media marketing was done and the results summarized in Table 4.4. A majority of the respondents (39.8%) strongly agree and with 33% agreeing that the firms in the motor vehicle industry regularly manage customer complaints and queries using social media platforms. Most of the firms (53%) strongly agreed that they engage in consumer sensitization and awareness campaigns through the use of various social media platforms. The use of social media platforms in conducting promotions and advertising was cited by 58% of the respondents as a common practice while 59% of the respondents indicated that firms in the motor vehicle industry boosts their social media posts to grow their market share and attract new customers

Table 4.4: Social Media Marketing Descriptive

Variable	Response	Frequency	Percent
As a firm we regularly manage customer complaints and queries on our social media platforms.	Disagree	7	6.8
	Moderately agree	21	20.4
	Agree	34	33.0
	Strongly Agree	41	39.8
As a firm we conduct consumer sensitization and awareness campaigns through our various social media platforms	Moderately agree	14	13.6
	Agree	36	35
	Strongly Agree	53	51.5
The firm regularly conducts promotions and advertisements through our social media platforms to extend our marketing activities	Moderately agree	18	17.5
	Agree	27	26.2
	Strongly Agree	58	56.3
The firms boosts our social media posts to expand our geographical market which is key to attracting new customers	Moderately agree	17	16.5
	Agree	27	26.2
	Strongly Agree	59	57.3
The utilization of social media platforms has been central to the firm expanding our customer segmentation and reach in the market	Moderately agree	7	6.8
	Agree	36	35.0
	Strongly Agree	60	58.3
The firm relies on the social media reviews to gather information on how existing/potential customers perceive our service offering	Disagree	3	2.9
	Moderately agree	28	27.2
	Agree	38	36.9
	Strongly Agree	34	33.0
	Total	103	100.0

On cross tabulating the years in which the firm had been in operation with their adoption of social media platforms, the results in Table 4.4 shows that most of the older firms (aged) over 10 years strongly agreed that they had leverage on the social media platforms as a central option in customer segmentation and reach in the auto mobile market.

Table 4.5: Cross Tabulation of Years of Operation and Use of Social Media Platforms

		The use of social media platforms in expanding customer segmentation and reach in the market			Total
		Moderately agree	Agree	Strongly Agree	
How long has your firm operated within the motor vehicle industry in Kenya?	< than 3 years	0	6	0	6
	4-6 years	4	3	12	19
	7-10 years	0	12	17	29
	Over 10 years	3	15	31	45
Total		7	36	60	103

Figure 4.2 shows that most of the firms agreed (36.9%) and 33% strongly agreed that they were using social media reviews to gather information on how existing/potential customers perceived their service offering. This meant the use of technology in market research by players in the motor vehicle industry was gaining traction in place of traditional marketing research strategies.

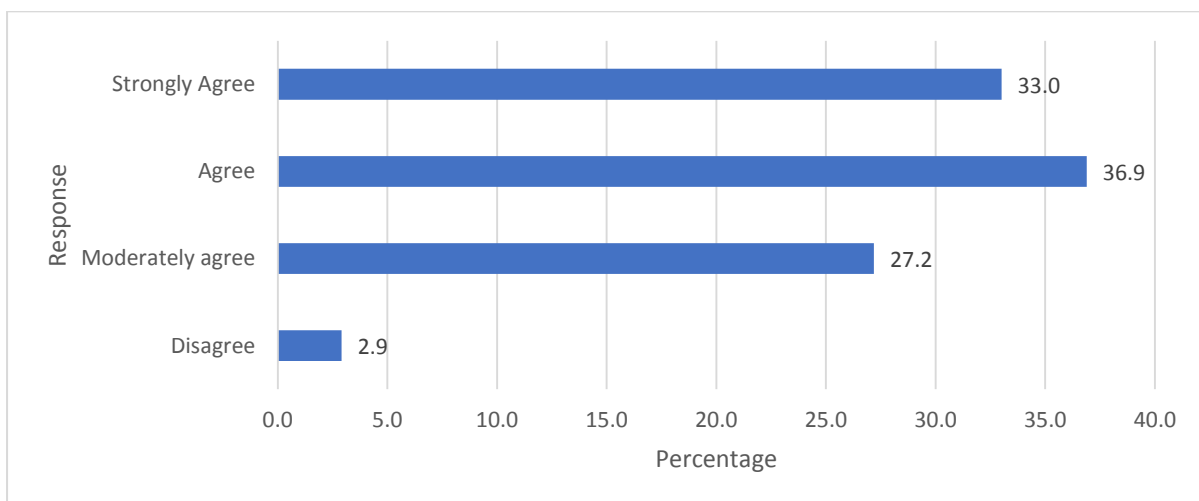


Figure 4.2: Adoption of Social Media in Undertaking Research

4.5.1 Mean Analysis of Social Media Marketing

The study adopted the mean score analysis resulting in Table 4.6. From the analysis social media marketing comprised of six elements out of which the element that best described social media marketing was the use of social media platforms as a central approach to the firm expanding customer segmentation and market reach (means score =4.51). This was followed by the decision by the firm to boost its social media posts to expand our geographical market which is key to attracting new customers (mean score=4.41) and the firm regularly conducts promotions and advertisements through the social media platforms to extend its marketing activities (means score =4.38). The resulting weighted mean score = 4.21 meant that the respondents agreed that social media marketing played a critical role in helping firms in the motor vehicle industry influence customer purchase intentions.

Table 4.6: Mean analysis of Social Media Marketing

Social Media Marketing Element	Minimum	Maximum	Mean	Std. Deviation
The utilization of social media platforms has been central to the firm expanding our customer segmentation and reach in the market	3.00	5.00	4.5146	0.62409
The firms boosts our social media posts to expand our geographical market which is key to attracting new customers	3.00	5.00	4.4078	0.75973
The firm regularly conducts promotions and advertisements through our social media platforms to extend our marketing activities	3.00	5.00	4.3883	0.76994
As a firm we conduct consumer sensitization and awareness campaigns through our various social media platforms	3.00	5.00	4.3786	0.71560
As a firm we regularly manage customer complaints and queries on our social media platforms.	2.00	5.00	4.0583	0.93751
The firm relies on the social media reviews to gather information on how existing/potential customers perceive our service offering	2.00	5.00	4.0000	0.85176
Weighted mean score			4.2913	

4.6 Website Marketing

The elements that make up website marketing were subjected to a frequency analysis and the results summarized in Table 4.7. Most of the respondents agreed (41.7%) that their firms had

developed an interactive website that allows customers to post queries and review other customers posts as shown in Figure 4.3 below. This meant firms in the motor vehicle industry were harnessing the power of the website to influence customers.

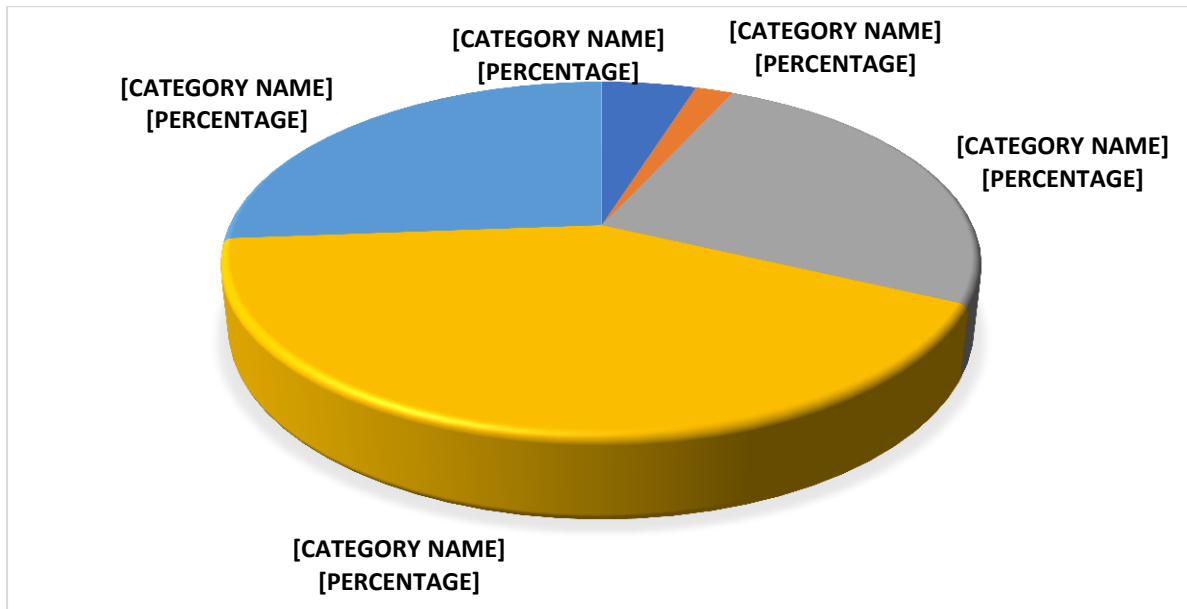


Figure 4.3: Firm has developed an interactive website

A frequency analysis in Table 4.7 shows most of the respondents either agreed (37.9%) or strongly agreed (28.2%) that of the firms were using the website to post new content of their range of product offerings. Most of the respondents agreed (34%) that the firm regularly relied on the website for queries to communicate with customers and offer customer feedback.

The analysis in Table 4.7 shows that most of the respondents agreed (42.7%) that their firms regularly reviewed complaints submitted on the company web page to improve engagement and solve customer problems. Further, most of the respondents agreed (51.5%) that the utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for customers. In addition, most of those interviewed agreed (46.6%) that the firm relied on the company website to advance their product placement and promotion to reach a

wider market segment. This analysis implies that most of the marketing functions of motor vehicle industry players had shifted to the web which now becomes the new market place.

Table 4.7: Website Marketing

Website Element	Response	Frequency	Percent
The firm has developed an interactive website that allows customers to post queries and review other customers posts.	Strongly Disagree	5	4.9
	Disagree	2	1.9
	Moderately agree	26	25.2
	Agree	43	41.7
	Strongly Agree	27	26.2
The firm utilizes our website to post new content on the range of products offering	Disagree	8	7.8
	Moderately agree	27	26.2
	Agree	39	37.9
	Strongly Agree	29	28.2
The firm regularly relies on our website queries to communicate with our customers and offer customer feedback	Strongly Disagree	6	5.8
	Disagree	7	6.8
	Moderately agree	34	33.0
	Agree	35	34.0
	Strongly Agree	21	20.4
The firm regularly reviews the complaints submitted on our website to improve engagement and solving of our customer problems	Strongly Disagree	6	5.8
	Disagree	4	3.9
	Moderately agree	29	28.2
	Agree	44	42.7
	Strongly Agree	20	19.4
The utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for our customers	Disagree	5	4.9
	Moderately agree	23	22.3
	Agree	53	51.5
	Strongly Agree	22	21.4
The firm relies on the websites to advance our product placement and promotion to a wider market segment	Disagree	8	7.8
	Moderately agree	21	20.4
	Agree	48	46.6
	Strongly Agree	26	25.2
	Total		103

4.6.1 Mean Analysis of Website Marketing

The mean score analysis of website marketing in Table 4.8 shows that the use of websites to advance product placement and promotion to a wider market segment had the highest mean (mean score=3.89), followed by the use of interactive websites supports the firm in maintaining a one-stop shopping experience for customers (mean score=3.89) and that many of the firms utilized the website to post new content on the range of products offering had a mean score of 3.841. The resulting weighted mean score = 3.7832 meant that the respondents agreed that firms in the motor vehicle business were adopting the use of website marketing to a moderate extent in influencing customer purchase intentions.

Table 4.8: Mean Analysis of Website Marketing Components

Component of Website Marketing	Minimum	Maximum	Mean	Std. Deviation
The firm relies on the websites to advance our product placement and promotion to a wider market segment	2.00	5.00	3.8932	0.87349
The utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for our customers	2.00	5.00	3.8932	0.79104
The firm utilizes our website to post new content on the range of products offering	2.00	5.00	3.8641	0.91874
The firm has developed an interactive website that allows customers to post queries and review other customers posts.	1.00	5.00	3.8252	1.00418
The firm regularly reviews the complaints submitted on our website to improve engagement and solving of our customer problems	1.00	5.00	3.6602	1.02473
The firm regularly relies on our website queries to communicate with customers and offer feedback	1.00	5.00	3.5631	1.07256
Weighted mean score			3.7832	

4.6.2 Correlation between Website Marketing and Consumer Purchase Intention

Resulting from a correlation analysis, it was observed that all the variables relating to website marketing were significantly correlated with consumer purchase as displayed in Table 4.9. The highest correlation existing between; The firm relies on the website to advance product

placement and promotion to a wider market segment, with a significant relatively strong positive correlation ($r=0.606$, $p=0.000$) with consumer purchase intention at 0.01 level in a 2-tailed test, followed by the firm regularly relies on website queries to communicate with customers with a significant moderately strong positive correlation ($r=0.470$, $p=0.000$) with consumer purchase intention at 0.01 level in a 2-tailed test. Third, the correlation between the firm regularly reviews the complaints submitted on the website to improve engagement and solving of customer problems was positive and significant ($r=0.430$, $p=0.000$) with consumer purchase intention at 0.01 level in a 2-tailed test. This outcome meant that website marketing had a significant correlation with consumer purchase intention.

Table 4.9: Correlation of Website Marketing and Consumer Purchase Intention

		The firm has developed an interactive website that allows customers to post queries and review other customers posts.	The firm utilizes our website to post new content on the range of products offering	The firm regularly relies on our website queries to communicate with our customers and offer customer feedback	The firm regularly reviews the complaints submitted on our website to improve engagement and solving of our customer problems	The utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for our customers	The firm relies on the websites to advance our product placement and promotion to a wider market segment	Consumer Purchase Intention
The firm has developed an interactive website that allows customers to post queries and review other customers posts.	Pearson Correlation	1						
	Sig. (2-tailed)							
The firm utilizes our website to post new content on the range of products offering	Pearson Correlation	.665**	1					
	Sig. (2-tailed)	0.000						
The firm regularly relies on our website queries to communicate with our customers and offer customer feedback	Pearson Correlation	.602**	.466**	1				
	Sig. (2-tailed)	0.000	0.000					
The firm regularly reviews the complaints submitted on our website to improve engagement and solving of our customer	Pearson Correlation	.666**	.607**	.773**	1			
	Sig. (2-tailed)	0.000	0.000	0.000				
The utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for our customers	Pearson Correlation	.791**	.668**	.615**	.729**	1		
	Sig. (2-tailed)	0.000	0.000	0.000	0.000			
The firm relies on the websites to advance product placement and promotion to widen market share	Pearson Correlation	.560**	.434**	.630**	.572**	.650**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		
Consumer Purchase Intention	Pearson Correlation	.370**	.349**	.470**	.430**	.423**	.606**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	103	103	103	103	103	103	103

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

4.7 Search Engine Optimization

Using descriptive statistics, the elements that comprised search engine optimization were analyzed the outcome displayed in Table 4.10. A majority of the respondents agreed (52.4%) that their firms had optimized the website to improve on product visibility on the main search engines. While 48.5 of the respondents agreed that their firm relied on website visitor tracking to gather information on the popularity and ease of access to their product, a further 48.5% agreed that firms in the motor vehicle industry relied on user search queries of products to optimize online service offering. From Figure 4.4 it was observed that most of the respondents agreed (36.9%) that the firm relied on keyword review to formulate and publish relevant marketing content among top search engines.

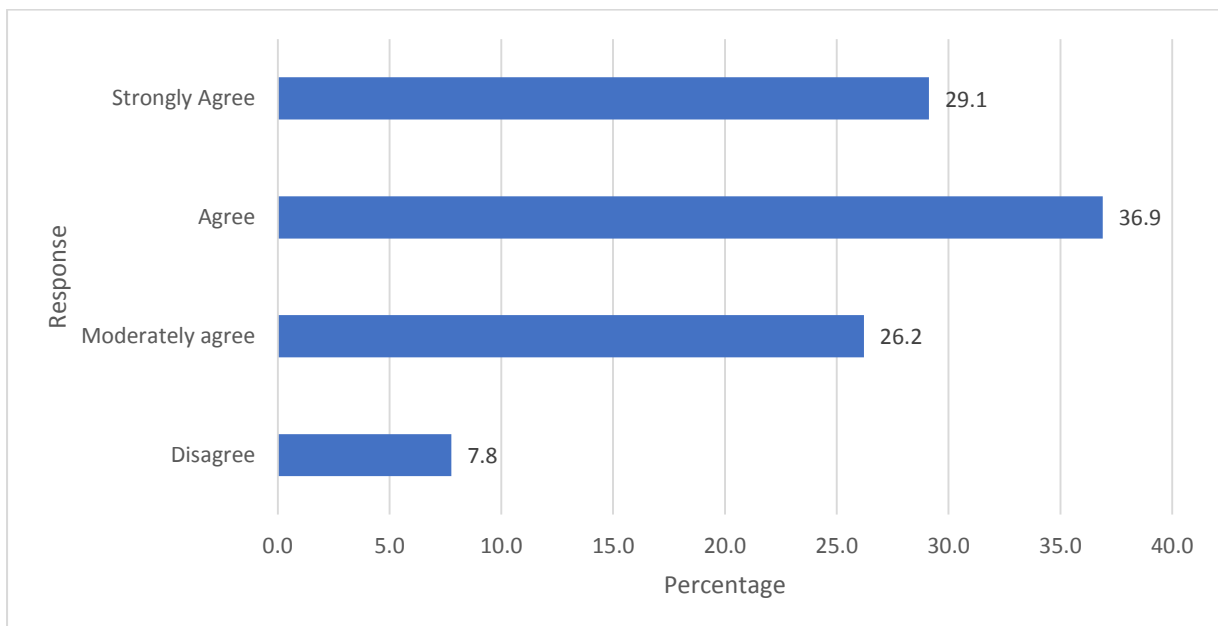


Figure 4.4: Use of keyword review to formulate and publish relevant marketing content

Table 4.10 also shows that most of the firms under study strongly agreed (46.6%) that the firm regularly updates their content to enhance the relevancy and of their online ranking, while 41.7% of the respondents agreed that the firm utilizes competitive link analysis to improve optimization against other competitors in the industry. This outcome meant that

firms in the motor vehicle industry were aggressively turning tides to favour them relative to competition by employing the use of search engine optimization strategies.

Table 4.10: Search Engine Optimization Descriptive

Search Engine Optimization	Response	Frequency	Percent
The firm has optimized our website to improve our product visibility in the main search engines	Disagree	12	11.7
	Moderately agree	15	14.6
	Agree	54	52.4
	Strongly Agree	22	21.4
The firm relies on website visitor tracking to gather information on the popularity and ease of access to our products by customers	Moderately agree	24	23.3
	Agree	50	48.5
	Strongly Agree	29	28.2
The firm relies on user search queries on our products to optimize our online service offering	Moderately agree	30	29.1
	Agree	23	22.3
	Strongly Agree	50	48.5
The firm relies on keyword review to formulate and publish relevant marketing content among top search engines	Disagree	8	7.8
	Moderately agree	27	26.2
	Agree	38	36.9
	Strongly Agree	30	29.1
The firm regularly updates our content to enhance the relevancy and our online ranking	Disagree	6	5.8
	Moderately agree	21	20.4
	Agree	28	27.2
	Strongly Agree	48	46.6
The firm utilizes competitive link analysis to improve our optimization against other competitors in the industry	Moderately agree	28	27.2
	Agree	43	41.7
	Strongly Agree	32	31.1
	Total	103	100.0

4.7.1 Mean Analysis of Search Engine Optimization

The mean score analysis in Table 4.11 shows that the component of search engine optimization with the highest mean were; The firm relies on user search queries on our products to optimize our online service offering (mean score=4.19), The firm regularly updates our content to enhance the relevancy and our online ranking (means score=4.14), The firm relies on website visitor tracking to gather information on the popularity and ease of access to our products by customers (mean score=4.04) and The firm utilizes competitive link analysis to improve our optimization

against other competitors in the industry (mean score=4.03). The weighted mean score = 4.022 was interpreted to mean that most of the firms in the motor vehicle industry agreed that search engine optimization was applied in influencing customer purchase intentions.

Table 4. 11 Mean Analysis of Search Engine Optimization

Component of Search Engine Optimization	Minimum	Maximum	Mean	Std. Deviation
The firm relies on user search queries on our products to optimize our online service offering	3.00	5.00	4.1942	0.86385
The firm regularly updates our content to enhance the relevancy and our online ranking	2.00	5.00	4.1456	0.94358
The firm relies on website visitor tracking to gather information on the popularity and ease of access to our products by customers	3.00	5.00	4.0485	0.71919
The firm utilizes competitive link analysis to improve our optimization against other competitors in the industry	3.00	5.00	4.0388	0.76597
The firm relies on keyword review to formulate and publish relevant marketing content among top search engines	2.00	5.00	3.8738	0.92545
The firms has optimized our website to improve our product visibility in the main search engines	2.00	5.00	3.8350	0.89768
Weighted mean score			4.0227	

4.8 Factor Analysis of Digital Marketing Tools

Factor analysis was used to decompose the many variables that comprised digital marketing tools and extract the key components of the underlying factors. While the initial conception of the study was that there were three critical factors that comprised digital marketing tools, Exploratory Factor Analysis (EFA) was employed in uncovering the structure of factors (components) and their factor loadings that defined digital marketing tools in the motor vehicle industry. EFA was used to clarify the matrix of correlations by uncovering few factors with the highest influence on consumer purchase intentions (Kiboro, Iravo, Mbugua,

& Owino, 2020). In this study, EFA was applied in a four step procedure comprising; a pretest to evaluate the suitability of the data for factor examination, second factor extraction (as an initial solution), third, factor rotation and finally factor interpretation.

4.8.1 Pretests of Factor Analysis

The data set on digital marketing tools was subjected to two pretests of factor analysis; Bartlett’s test of sphericity and Kaiser-Meyer-Olkin (KMO) measurement of adequacy of sampling. The KMO measure was applied in specifying the amount of variance in the variables comprising of factors in the digital marketing tools. A KMO value of 0.873 was extracted as shown in Table 4.12 and in reference to the Cerny and Kaiser (1977) rule that KMO values greater than or equal to 0.7 means the data set is acceptable, the current data set on digital marketing tools was deemed fit for use in EFA in this research.

Table 4.12: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.873
Bartlett's Test of Sphericity	Approx. Chi-Square	1842.685
	df	153
	Sig.	0.000

Using the Bartlett's test, the strength of association amongst the digital marketing variables was examined. A null hypothesis that the variables comprising digital marketing were not correlated was set and subjected to the Bartlett's Test of Sphericity. The resulting p-value = 0.000 in Table 4.12 meant the outcome was significant since it was less than 0.05 and therefor the null hypothesis was rejected as spelt by Tabachnick and Fidell (2007) denoting the elements comprising digital marketing in the correlation matrix were not correlated. The passage of the two pretest conditions meant that the digital marketing variables under study could be used in factor analysis.

4.8.2 Unrotated Solution

The study employed a two front approach in factor extraction; first the Principal Component Analysis (PCA) technique or unrotated solution was derived and in the second step the rotated solution was extracted using the Varimax with Kaiser Normalization rotation technique. Table 4.13 presents the outcome of the total variance explained, showing the concept of digital marketing comprised of 18 components. Using the initial Eigenvalues, the 18 digital marketing components cumulatively explained 75.5% of the variations in consumer purchase intentions, leaving only 24.5% of the variations unexplained. In reference to the extractions sums of squared loadings, component 1 explained 59.767%, component 2 explained 11.316% and component three explained 1.335% of the variations in consumer purchase intention.

Table 4.13: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.218	56.767	56.767	10.218	56.767	56.767
2	2.037	11.316	68.083	2.037	11.316	68.083
3	1.335	7.419	75.502	1.335	7.419	75.502
4	0.741	4.115	79.617			
5	0.621	3.447	83.064			
6	0.542	3.009	86.073			
7	0.488	2.710	88.783			
8	0.376	2.089	90.873			
9	0.357	1.985	92.858			
10	0.280	1.558	94.416			
11	0.236	1.309	95.725			
12	0.158	0.878	96.603			
13	0.143	0.795	97.398			
14	0.126	0.698	98.096			
15	0.110	0.609	98.705			
16	0.106	0.588	99.293			
17	0.074	0.409	99.703			
18	0.054	0.297	100.000			

Extraction Method: Principal Component Analysis.

Using a graphical scree plot, the study further affirmed that the three components identified under total variance explained analysis were critical ingredients of digital marketing strategy in the auto mobile industry. Anchoring on Norusis (2003) assertion that a

scree plot frequently shows a distinctive disruption between the sharp slope of the big factors and the slow trailing off of the other factors, the study examined the four factors preceding the scree in Figure 4.5 below. And that factors most critical to this study are those before the beginning of the scree. In this case, the point of inflexion in the scree plot occurs after the third component, where the scree secedes below the eigenvalue=1. This was interpreted to mean that the first three components were the most satisfactory descriptors of the disparities the digital marketing data set.

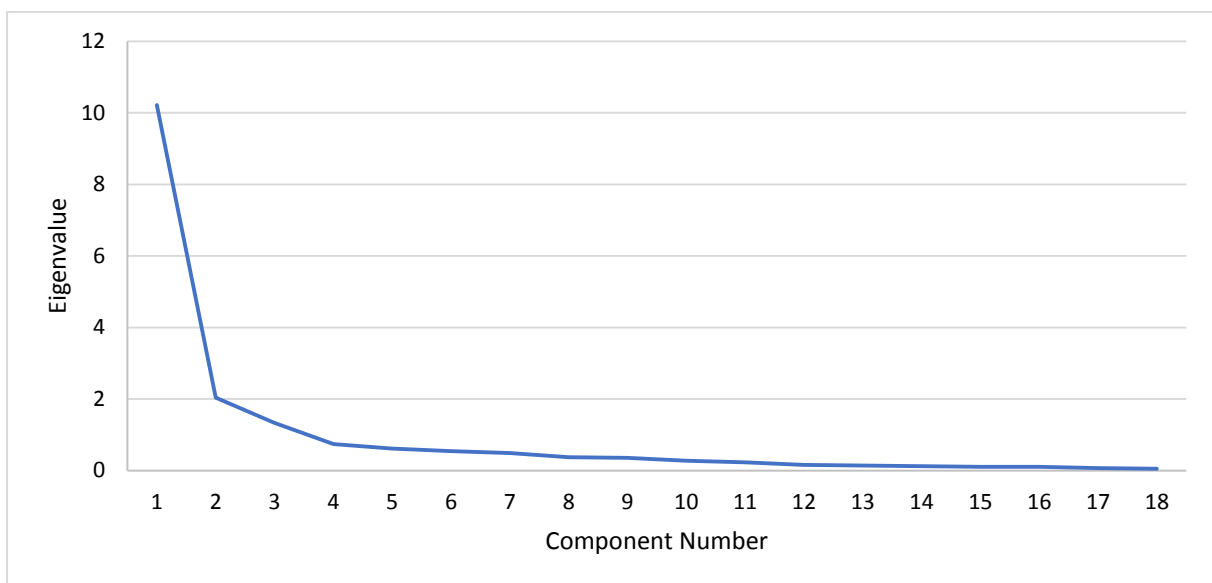


Figure 4. 5: A Scree Plot of Digital Marketing Components

4.8.3 Rotated Solution

Initially the unrotated component matrix of digital marketing components displayed in Table 4.14, resulted in 5 components with 18 items loaded in total. The results indicate that all the 18 items initially loaded on component 1. Component 2, component 3, component 4 and component 5 equal attracted factor loadings but whose values were largely less than 0.5. Matsunaga (2010), citing lack of consensus in literature on the limit point for factor loading recommend using a 0.4 cut off. The rampant cross loading of factors necessitated the need for factor rotation to elucidate the components not explained by the first extraction.

Table 4.14: Unrotated Component Matrix

Items on Digital Marketing	Component				
	1	2	3	4	5
As a firm we regularly manage customer complaints and queries on our social media platforms.	0.831	-0.163			
As a firm we conduct consumer sensitization and awareness campaigns through our various social media platforms	0.846	0.158	0.128	-0.224	
The firm regularly conducts promotions and advertisements through our social media platforms to extend our marketing activities	0.659	0.377	0.532		
The firms boosts our social media posts to expand our geographical market which is key to attracting new customers	0.599	0.404	0.554		
The utilization of social media platforms has been central to the firm expanding our customer segmentation and reach in the market	0.702	0.338	-0.150	-0.456	0.135
The firm relies on the social media reviews to gather information on how existing/potential customers perceive our service offering	0.861		-0.314		
The firm has developed an interactive website that allows customers to post queries and review other customers posts.	0.775	0.207	-0.324	0.281	0.267
The firm utilizes our website to post new content on the range of products offering	0.625	0.644		0.237	
The firm regularly relies on our website queries to communicate with our customers and offer customer feedback	0.807		-0.176	-0.195	
The firm regularly reviews the complaints submitted on our website to improve engagement and solving of our customer problems	0.807	0.319	-0.139	-0.159	0.113
The utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for our customers	0.811	0.188	-0.223	0.267	
The firm relies on the websites to advance our product placement and promotion to a wider market segment	0.800	-0.153	0.125	0.315	-0.207
The firms has optimized our website to improve our product visibility in the main search engines	0.744	-0.328		0.208	0.314
The firm relies on website visitor tracking to gather information on the popularity and ease of access to our products by customers	0.740		-0.242	-0.112	-0.483
The firm relies on user search queries on our products to optimize our online service offering	0.787	-0.372	-0.198	-0.117	
The firm relies on keyword review to formulate and publish relevant marketing content among top search engines	0.724	-0.445	0.266	0.123	-0.217
The firm regularly updates our content to enhance the relevancy and our online ranking	0.683	-0.583	0.147		0.124
The firm utilizes competitive link analysis to improve our optimization against other competitors in the industry	0.692	-0.381	0.434	-0.142	0.250

Extraction Method: Principal Component Analysis.

a. 5 components extracted.

The digital marketing tools under study were subjected to factor rotation using a Varimax with Kaiser Normalization rotation technique. Coefficients having absolute values greater than 0.4, were retained for analysis as shown in Table 4.15. The initial 18 items in the research instrument were regrouped into three components. Component 1 had six items load on it, and the items with the highest factor loadings were; ‘The firm has developed an interactive website that allows customers to post queries and review other customers posts’ (0.836), ‘The utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for our customers’ (0.768), and ‘The firm regularly reviews the complaints submitted on our website to improve engagement and solving of our customer problems’ (0.756). The six items under component 1 were interpreted as the factor website marketing.

From Table 4.15, component 2 attracted six items, where the items with the highest factor loadings were; ‘The firm regularly updates our content to enhance the relevancy and our online ranking’(0.889), followed by, ‘The firm relies on keyword review to formulate and publish relevant marketing content among top search engines’(0.840), ‘The firm utilizes competitive link analysis to improve our optimization against other competitors in the industry’ (0.815), and ‘The firm relies on user search queries on products to optimize online service offering’ (0.705). The six items under component 2 were collated and interpreted as the factor Search engine optimization.

In reference to Table 4.15, component 3 had six items load on it. The items with the highest factor loading on this component were; ‘The firms boosts our social media posts to expand our geographical market which is key to attracting new customers’(0.866), followed by ‘The firm regularly conducts promotions and advertisements through our social media platforms to extend our marketing activities’ and ‘The firm relies on the social media reviews to gather

information on how existing/potential customers perceive our service offering' (0.771). The six items under component 3 were interpreted as the factor social media marketing

Table 4.15: Rotated Component Matrix

	Component			Factor Interpretation	Number of Items	Cronbach's Alpha
	1	2	3			
As a firm we regularly manage customer complaints and queries on our social media platforms.			0.611			
As a firm we conduct consumer sensitization and awareness campaigns through our various social media platforms			0.517			
The utilization of social media platforms has been central to the firm expanding our customer segmentation and reach in the market			0.697	Social media marketing	6	0.882
The firm relies on the social media reviews to gather information on how existing/potential customers perceive our service offering			0.771			
The firm regularly conducts promotions and advertisements through our social media platforms to extend our marketing activities			0.859			
The firms boosts our social media posts to expand our geographical market which is key to attracting new customers			0.866			
The firm has developed an interactive website that allows customers to post queries and review other customers posts.	0.814					
The firm utilizes our website to post new content on the range of products offering	0.638					
The firm regularly relies on our website queries to communicate with our customers and offer customer feedback	0.702			Website marketing	6	0.907
The firm regularly reviews the complaints submitted on our website to improve engagement and solving of our customer problems	0.756					
The utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for our customers	0.768					
The firm relies on the websites to advance our product placement and promotion to a wider market segment	0.629					
The firms has optimized our website to improve our product visibility in the main search engines		0.676				
The firm relies on website visitor tracking to gather information on the popularity and ease of access to our products by customers		0.448				
The firm relies on user search queries on our products to optimize our online service offering		0.705		Search engine optimization	6	0.908
The firm relies on keyword review to formulate and publish relevant marketing content among top search engines		0.840				
The firm regularly updates our content to enhance the relevancy and our online ranking		0.889				
The firm utilizes competitive link analysis to improve our optimization against other competitors in the industry		0.815				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

From the EFA analysis, a three factor structure comprising of; social media marketing tools, website marketing tools and search engine optimization tools was derived. The output in Table 4.15 shows the Cronbach's alpha (α) for the factor Social media marketing was $\alpha=0.882$, the factor Website marketing had an alpha (α)= 0.907 , the factor Search engine optimization resulted in an $\alpha=0.908$. This meant that the internal construct validity for each of the three factors were met and hence the three variables that comprise digital marketing tools in the study were reliable as spelt out by Field (2013).

4.9 Effect of Digital Marketing Tools on Customer Purchase Intention

The study employed the use of multiple regression analysis (MRA) in examining the effect of the resulting digital marketing tools on customer purchase intention in the motor vehicle industry in Kenya. Guided by the assumption that a linear relationship existed between digital marketing tools on customer purchase intention, the study adopted the use of Ordinary Least Square (OLS) method of estimation to extract a regression line of best fit. The study used the estimated model depicted in equation (1) below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \quad \text{equation (1)}$$

In this model, In this model, Y = customer purchase intention, β_0 = the model intercept, X_1 = social media marketing, X_2 = website marketing, X_3 = search engine optimization, β_1 , β_2 , and β_3 =Coefficients of the model and ϵ = Error term.

4.9.1 Pretest Diagnosis

The data set was tested for the assumption of regression analysis including; normality test, multicollinearity test, existence of outliers, linearity test, and homoscedasticity and the outcome presented below. The Shapiro-Wilk test for normality was employed in checking the normal distribution of the data. Using the Shapiro-Wilk test, the null hypothesis that the data was not normally distributed was tested. The results in Table 4.16 shows that social media

marketing had a sig. value = 0.152, website marketing had a sig. value =0.289, search engine optimization had a sig. value = 0.321, consumer purchase intention had a sig. value = 0.062. The Shapiro-Wilk test results shows that in this study all the key variables had a non-significant p-value >0.05, and hence the null hypothesis earlier stated was not rejected and the study concluded that there was evidence that the data tested was normally distributed (Razali & Wah, 2011). The data was therefore good for regression analysis.

Table 4.16: Tests of Normality

Variable	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Social media marketing	0.129	103.000	0.123	0.901	103.000	0.152
Website marketing	0.127	103.000	0.248	0.944	103.000	0.289
Search engine optimization	0.153	103.000	0.328	0.923	103.000	0.321
Consumer purchase intention	0.198	103.000	0.052	0.827	103.000	0.062

a. Lilliefors Significance Correction

4.9.2 Test of Multicollinearity

Multicollinearity is test of the existence of significant correlation between the predictor variables. The study applied the use of VIF and Tolerance, where the VIF provided a measure of how much the variance for a given regression coefficient is increased compared to if all predictors were uncorrelated (Senthilnathan, 2019). Using a simple regression analysis with one predictor variable (social media marketing) as the dependent variable, the study undertook a collinearity test and the results are displayed in Table 4.17. According to Senthilnathan (2019) VIF values greater than 10 shows evidence of the existence of multicollinearity. The collinearity diagnostic statistics in Table 4.17 shows that Website marketing had a VIF= 1.828 and Tolerance=0.547 and search engine optimization had a VIF= 1.828 and Tolerance=0.547. Because the two predictors had VIF values that were below the threshold, they were consider not to have a multicollinearity problem.

Table 4.17: Collinearity Diagnostics

Model				Standardized	t	Sig.	Collinearity	
				Coefficients			Beta	Tolerance
1	(Constant)	1.271	0.165		7.716	0.000		
	Website marketing	0.535	0.048	0.679	11.191	0.000	0.547	1.828
	Search engine optimization	0.248	0.053	0.283	4.659	0.000	0.547	1.828

a. Dependent Variable: Social media marketing

4.9.3 Heteroscedasticity Test

The Breusch-Pagan Test data was employed in testing the data for homoscedasticity. Homoscedasticity is said to exist when the variance of errors is the same across all levels of the independent variables otherwise heteroscedasticity is indicated. The null hypothesis to be tested is that the data is homoscedastic. If the resulting p-value from the Analysis of Variance (ANOVA) table is ≤ 0.05 , then the data has heteroscedasticity problem, otherwise if the resulting P-value > 0.05 then the data set is homoscedastic. In Table 4.18, the resulting sig. values from the ANOVA table is Sig = 0.08 which means the sig. values > 0.05 , and therefore the data set had no problem of heteroscedasticity and was instead homoscedastic and considered adequate for regression analysis.

Table 4. 18: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.103	3	0.034	4.174	.008 ^b
	Residual	0.818	99	0.008		
	Total	0.922	102			

a. Dependent Variable: SQUAREDRESIDUALS

b. Predictors: (Constant), Social media marketing, Search engine optimization, Website marketing

4.9.4 Test of Outliers

The data set was subjected to descriptive analysis to determine the extreme scores. Given that the instrument used was a five point Likert scale, it was expected that the minimum value of the scores would be = 1 and the maximum value ≤ 0.05 . From Table 4.19, the values column

shows the minimum value = 1 and the maximum value=5. Hence the data set had no problem of outliers and was instead good for regression analysis.

Table 4.19: Extreme Values

Variable	Range		Case Number	Value
Social media marketing	Highest	1	8	5.00
		2	17	5.00
		3	26	5.00
		4	29	5.00
		5	36	5.00 ^a
	Lowest	1	99	2.83
		2	65	2.83
		3	32	2.83
		4	87	3.00
		5	85	3.00 ^b
Website marketing	Highest	1	17	5.00
		2	26	5.00
		3	39	5.00
		4	44	5.00
		5	52	5.00 ^a
	Lowest	1	99	1.83
		2	65	1.83
		3	32	1.83
		4	85	2.00
		5	53	2.00
Search engine optimization	Highest	1	17	5.00
		2	35	5.00
		3	38	5.00
		4	44	5.00
		5	52	5.00 ^a
	Lowest	1	99	2.67
		2	85	2.67
		3	65	2.67
		4	53	2.67
		5	32	2.67
Consumer purchase intention	Highest	1	2	5.00
		2	4	5.00
		3	7	5.00
		4	11	5.00
		5	16	5.00 ^a
	Lowest	1	99	2.75
		2	65	2.75
		3	32	2.75
		4	85	3.00
		5	53	3.00

a. Only a partial list of cases with the value 5.00 are shown in the table of upper extremes.

b. Only a partial list of cases with the value 3.00 are shown in the table of lower extremes.

4.10 Regression Analysis of Digital Marketing on Consumer Purchase Intention

The concept of digital marketing was hypothesized to comprise; social media marketing tools, website marketing tools and search engine optimization tools. The effect the effect of the resulting digital marketing tools on customer purchase intention in the motor vehicle industry in Kenya was examined by testing the following three research hypothesis;

H₀₁ Social media marketing has no significant effect on consumer purchase intention in the motor vehicle industry in Kenya.

H₀₂ Website marketing has no significant effect on consumer purchase intention in the motor vehicle industry in Kenya.

H₀₃ Search engine optimization has no significant effect on consumer purchase intention in the motor vehicle industry in Kenya.

A multiple linear regression analysis using the OLS method was applied in examining the effect of digital marketing tools on customer purchase intention resulting in three tables; a model summary, ANOVA and coefficients tables. The model summary in Table 4.20 shows Model 1 had a coefficient of determination (R^2)= 0.806. This meant that model 1 could predict 80.6% of the variations in a customer purchase intention in the motor vehicle industry in Kenya and hence provided a very good fit.

Table 4.20: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change
1	.898 ^a	0.806	0.800	0.29427	0.806	136.803	3	99	0.000

a. Predictors: (Constant), Social media marketing, Website marketing, Search engine optimization

b. Dependent Variable: Consumer purchase intention

In reference to model 1, the ANOVA output in Table 4.21. shows a sig-value = 0.000. The

resulting sig. value = 0.000 meant that the model predicted by; social media marketing tools, website marketing tools and search engine optimization tools was significant in explaining the linear relationship between the three predictors and customer purchase intention in the motor vehicle industry in Kenya.

Table 4.21: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.540	3	11.847	136.803	.000 ^b
	Residual	8.573	99	0.087		
	Total	44.113	102			

a. Dependent Variable: Consumer purchase intention

b. Predictors: (Constant), Social media marketing, Website marketing, Search engine optimization

The coefficients of digital marketing tools in Table 4.22 shows that the coefficient of social media marketing was significant with a p-value = 0.000 and therefore the study rejected H_{01} at 5% level, and the results were interpreted to mean that social media marketing had a significant effect on consumer purchase intention in the motor vehicle industry in Kenya. An examination of the coefficient of website marketing reveals the existence of a significant p-value = 0.006 and therefore H_{02} was rejected at 5% level and website marketing interpreted as having a significant effect on consumer purchase intention in the motor vehicle industry in Kenya. Finally, the analysis shows that search engine optimization had a significant p-value = 0.000 and therefore H_{03} was rejected at 5% level. This therefore meant that search engine optimization had a significant effect on consumer purchase intention in the motor vehicle industry in Kenya.

Table 4.22: Coefficients of Digital Marketing Tools

Model			Standardized Coefficients		t	Sig.	95.0% Confidence Interval for B	
			Beta				Lower Bound	Upper Bound
1	(Constant)	0.270	0.218		1.240	0.218	-0.162	0.702
	Social media marketing	0.727	0.105	0.686	6.951	0.000	0.520	0.935
	Website marketing	-0.210	0.075	-0.251	-2.792	0.006	-0.359	-0.061
	Search engine optimization	0.454	0.061	0.489	7.405	0.000	0.332	0.576

a. Dependent Variable: Consumer purchase intention

The outcome of the MRA in table 4.22, was used to derive the fitted model in equation (2),

$$Y = 0.270 + 0.727X_1 - 0.210X_2 + 0.454X_3 \quad \text{equation (2)}$$

From equation (2), Y = consumer purchase intention in the motor vehicle industry in Kenya, 0.270 = the model intercept, X₁ = social media marketing, X₂ = website marketing, X₃ = search engine optimization. The fitted model shows that in the absence of digital marketing tools, the performance of the motor vehicle industry in Kenya would be 0.270. The use of social media marketing tools had the highest effect on influencing consumer purchase intention, where a unit change in social media marketing tools would result in a 72.7% positive change in consumer purchase intention. Search engine optimization had the second highest effect on consumer purchase intention. A unit change in search engine optimization would result in a 45.4% positive change in consumer purchase intention. Website marketing had the third highest effect on consumer purchase intention. A unit change in website marketing would result in a 21.0% negative change in on consumer purchase intention. Resulting from the fitted model the study deduced that was digital marketing tools had a significant effect on influencing consumer purchase intention in the motor vehicle industry in Kenya, and the key driver of the digital marketing strategy is the use of social media marketing tools.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

In this chapter a summary of the findings, conclusion and recommendations of the study based on the general objective of the study which was to examine the effect of digital marketing tools on customer purchase intention in the motor vehicle industry in Kenya is presented.

5.2 Summary of Findings

This section covers a summarized version of the study findings, briefly discusses the results as corroborated related empirical studies. The discussion is embaded on providing answers to the research questions and portrays the extent of achievement of the specific research objectives.

5.2.1 The Influence of Social Media Marketing on Consumer Purchase Intention

The first objective of the study was to determine the sought to examine the influence of social media marketing on consumer purchase intention in the motor vehicle industry in Kenya. Resulting from an MRA, it was established that had a strong positive influence on consumer purchase intention in the motor vehicle industry in Kenya. A mean analysis ranked the components of social media marketing, where the components with the highest influence included; the use of social media platforms as a central approach to the firm expanding customer segmentation and market reach, followed by the decision by the firm to boost its social media posts to expand geographical market and attract new customers and the use of social media platforms by firm in regularly conducting promotions and advertisements.

These results are consistent with the with the works of Alalwan (2018) who noted that social media ads' informativeness, perceived relevance and content design could effectively

predict purchase intention. The resulting outcomes also resonate with Ghafourzay and Parilti (2020) findings that evidenced social media marketing dimensions proxied by interaction ability, customization, and electronic word of mouth as significant drivers of customer inspiration which also influences customer purchase intention. Similarly the results corroborate the works of Moslehpour et al. (2021) who reported that social media aspects of entertainment and influencer voice had a significant influence on consumer purchase intentions.

5.2.2 Effect of Website Marketing on Consumer Purchase Intention

Under the second research objective, the study sought to determine the effect of website marketing on consumer purchase intention in the motor vehicle industry in Kenya. It was determined that website marketing had a significant negative influence on consumer purchase intention. Resulting from an EFA, the factor website marketing attracted the greatest factor loadings from six elements three of which include: the firm has developed an interactive websites that allows customers to post queries and review other customers posts; second, the utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for customers, and third, the firm regularly reviews the complaints submitted on the website to improve engagement and solving of customer problems.

This results paralleled the outcome of a study by Chang et al (2014) who determined that the use of a well designed quality website increased perceived trust amongst hotel clients. The findings on website marketing was also related to Kaushik and Srinivasa's (2017) findings, who identified website quality, informativeness, interactivity and accessibility as the key determinants of its ability to influence customer retention. Similar findings were reported by Lee et al (2016) who observed that website quality affected the youthful customers purchase intention. They identified website quality that attracted customers more as comprising website design, privacy, security, and trust, and customer service

5.2.3 Effect of Search Engine Optimization on Consumer Purchase Intention

The third objective of the study sought to examine the influence of search engine optimization (SEO) on consumer purchase intention in the motor vehicle industry in Kenya. Using MRA, it was determined that search engine optimization had a significant positive effect on consumer purchase intention. Using EFA, it was noted that the items with the highest factor loading on the factor search engine optimization were; the firms boosts social media posts to expand its geographical market which is key to attracting new customers, followed by the firm regularly conducts promotions and advertisements through social media platforms to extend its marketing activities and the firm relies on the social media reviews to gather information on how existing/potential customers perceive our service offering.

These outcomes were consistent with empirical studies by Zhao et al. (2018) who established that an increase in the volume of google searches corresponded with an increase in room sales and vice-versa. The study then deduced that search engine optimization could be used by marketers to predict short-term demand. In related findings, Wattanawekin (2017) determined that SEO is an essential component of online marketing, and it has a significant impact on customer purchase decisions. Odero (2019) ascertained that SEO improved product selection by facilitating fast information access and easy navigation through various product categories of interest and hence enhancing customer retention.

5.3 Conclusion

The study concludes that digital marketing tools have a significant effect of influencing consumer purchase intention in the motor vehicle industry in Kenya, and the key drivers of digital marketing strategy include the use of social media marketing tools, search engine optimization and website marketing. Social media marketing tools had been identified as the greatest influencer of consumer purchase intention followed by search engine optimization tools. The use of website was identified to largely depend on the quality of the website, where

a poor quality website was touted as likely to have a negative influence on customer purchase intention while an interactive and quality website would motivate customer purchase intention.

5.4 Recommendations

The study recommends that automobile dealers and motor company management have to embrace the use of digital marketing tools to gain competitive advantage locally and even internationally. While traditional marketing approaches are helpful, from the study findings it is commendable that players in the automobile sector leverage on the power of social media platforms to increase their market reach and positively influence customer purchase intentions. Managers have to incorporate the digital strategies in their marketing plans to achieve growth in performance and firm objectives.

It is recommended that policy formulators pay attention to the digital marketing tools as they can positively influence growth in the sector and hence revenue growth to the exchequer. Policy formulators should develop policy guidelines geared at encouraging the use of the digital space by players in the automobile sector and thus economic growth. Policy makers must study how marketing communication can be enhanced to influence growth within the industry and facilitate sector-wide success.

The study recommends that marketing scholars should explore more digital marketing frontiers to inform academicians and practitioners of new ways of influencing consumer purchase intentions. Further studies should focus on the new market place, the digital space in terms of its opportunities and potential influence on business performance.

5.5 Limitations of the Study

The study was limited to the automobile industry, while its possible to examine other sectors in the economy. The process of data collection was challenged by the lack of response from some of the target audience, who cited lack of time and unavailability during the period of data collection.

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APPENDICES

Appendix I: Introduction Letter

To the Manager/Owner

..... Motor Vehicle Dealership/Manufacturer

Ref: Collection of Research Data

Greetings, my name is Teresia, Master of Business Administration (Marketing) Student at KCA University. I'm required to undertake a research work within my specialization area; and I'm currently interested in analyzing the *effect of digital marketing tools on customer purchase intention in the motor vehicle industry in Kenya*.

Your firm has been selected to participate in the survey as you're among the operating motor dealers/manufacturers within Nairobi County. The research data being sought is only for stated academic goals, and is not to be shared with any unauthorized third party. Your

participation in this survey is entirely voluntary and at any point you may opt out of providing research responses.

I will greatly appreciate your assistance in filling the study questionnaire.

Thank you in Advance.

Appendix II: Research Questionnaire

Hello, the attached questionnaire aims to get information from managers/ owners of motor vehicle dealers/manufacturers on *the effect of digital marketing tools on customer purchase intention in the motor vehicle industry in Kenya*. I kindly ask for your kind assistance in answering the attached questions to the best of your ability.

Thank you for your participants in this research work.

Part A: Demographic Information

1. Please indicate your age?

18-35 years ()

36-45 years ()

46-55 years ()

Over 56 years ()

2. Please indicate your gender?

Male ()

Female ()

3. How long has your firm operated within the motor vehicle industry in Kenya?

Less than 3 years ()

4-6 years ()

7-10 years ()

Over 11 years ()

PART B: EXAMINE THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER PURCHASE INTENTION IN THE MOTOR VEHICLE INDUSTRY IN KENYA.

Kindly use the following scale to best indicate your perception on the following statements below;

5= strongly agree, 4 = agree, 3= moderately agree, 2 = disagree, 1= strongly disagree.

No.	Statement	1	2	3	4	5
1.	As a firm we regularly manage customer complaints and queries on our social media platforms.					
2.	As a firm we conduct consumer sensitization and awareness campaigns through our various social media platforms					
3.	The firm regularly conducts promotions and advertisements through our social media platforms to extend our marketing activities					
4.	The firms boost our social media posts to expand our geographical market which is key to attracting new customers					
5.	The utilization of social media platforms has been central to the firm expanding our customer segmentation and reach in the market					
6.	The firm relies on the social media reviews to gather information on how existing/potential customers perceive our service offering					

PART C: EXAMINE THE INFLUENCE OF WEBSITE MARKETING ON CONSUMER PURCHASE INTENTION IN THE MOTOR VEHICLE INDUSTRY IN KENYA.

Kindly use the following scale to best indicate your perception on the following statements below;

5= strongly agree, 4 = agree, 3= moderately agree, 2 = disagree, 1= strongly disagree.

No.	Statement	1	2	3	4	5
7.	The firm has developed an interactive website that allows customers to post queries and review other customers posts.					

8.	The firm utilizes our website to post new content on the range of products offering					
9.	The firm regularly relies on our website queries to communicate with our customers and offer customer feedback					
10.	The firm regularly reviews the complaints submitted on our website to improve engagement and solving of our customer problems					
11.	The utilization of an interactive websites supports the firm in maintaining a one-stop shopping experience for our customers					
12.	The firm relies on the websites to advance our product placement and promotion to a wider market segment					

PART D: EXAMINE THE INFLUENCE OF SEARCH ENGINE OPTIMIZATION ON CONSUMER PURCHASE INTENTION IN THE MOTOR VEHICLE INDUSTRY IN KENYA.

Kindly use the following scale to best indicate your perception on the following statements below;

5= strongly agree, 4 = agree, 3= moderately agree, 2 = disagree, 1= strongly disagree.

No.	Statement	1	2	3	4	5
13.	The firms have optimized our website to improve our product visibility in the main search engines					
14.	The firm relies on website visitor tracking to gather information on the popularity and ease of access to our products by customers					
15.	The firm relies on user search queries on our products to optimize our online service offering					
16.	The firm relies on keyword review to formulate and publish relevant marketing content among top search engines					
17.	The firm regularly updates our content to enhance the					

	relevancy and our online ranking					
18.	The firm utilizes competitive link analysis to improve our optimization against other competitors in the industry					

PART E: CONSUMER PURCHASE INTENTION IN THE MOTOR VEHICLE INDUSTRY IN KENYA.

Kindly use the following scale to best indicate your perception on the following statements below;

5= strongly agree, 4 = agree, 3= moderately agree, 2 = disagree, 1= strongly disagree.

No.	Statement	1	2	3	4	5
19.	Through engagement with potential customers on our digital channels we are aware of their purchase plans.					
20.	The firm has witnessed an increase in referrals to new customers through our engagement with users on our digital channels					
21.	The firm has seen an increase awareness on our product and service offering as results of engaging with users on our digital channels					
22.	The firm continuously provides updates and feedback to our existing and potential customers through our digital channels.					

Thank you for the Time.

Appendix III: Workplan

Activity	Estimated time period
Development of research proposal	February-May 2022
Proposal Defence	May 2022
Pilot Study	June 2022
Data Collection	June 2022
Data Analysis and Reporting	July 2022
Submission of Final Thesis	July - Aug 2022

Appendix IV: Research Budget

Printing	5000
Photocopying	10000
Traveling	20000
Airtime	5000
Research Asst.	15000
Publication Fee	15000
Miscellaneous	10000
Total	84,000