

**INFLUENCE OF ADVERTISING ON CONSUMER PURCHASE DECISION IN
ONLINE SHOPS IN KENYA; A CASE STUDY OF KILIMALL**

MERCY SOPIATO

**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF MANAGEMENT AND
LEADERSHIP IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF THE DIPLOMA OF INTERNATIONAL RELATIONS AND DIPLOMACY
OF THE MANAGEMENT UNIVERSITY OF AFRICA**

SEPTEMBER 2021

DECLARATION

Declaration by the student

This project is my original work and has not been presented for a diploma in any other University.

Signature

Date.....

MERCY SOPIATO

DIR/5/00024/2/19

Declaration by the supervisor

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

Signature

Date.....

EDWIN OMAMBIA

The Management University of Africa

DEDICATION

I am pleased to thank my family members especially my parents for their support offered to me. The project is also dedicated to my friends who have been supportive during the time of coming up with the project during my course.

ACKNOWLEDGEMENT

To my supervisor Edwin Omambia I would like to express my gratitude for the professional guidance he provided in the writing of my project I would like to express my gratitude to The Management University of Africa for allowing me to conduct this study. For all the institutions that helped me complete my research, I thank you for your help and support. The final thanks go out to both my mother and sister who encouraged me and sacrificed a lot on my behalf during this difficult educational journey of mine. I owe you a debt of gratitude. Everyone who helped make this research a reality by providing information, especially the staff at the kilimall, who answered the questionnaire and provided information that helped me complete the project, I thank you. Because of you, I was able to successfully complete my project. Please accept my thanks.

ABSTRACT

Advertising, as part of communication strategies for marketing, is the key for building, creating and sustaining brands, as it also plays a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision. Consumer purchase decisions vary greatly and are influenced by several factors. The purpose of this study was to determine the influence of advertising on consumer purchase decision in online shops in Kenya and it was guided by the following specific objectives: to determine the influence of television advertising on consumer purchase decision in online shops, to determine the influence of internet advertising on consumer purchase decision, to determine the influence of print (newspaper) advertising on consumer purchase decision and to determine the influence of outdoor (billboard) advertising on consumer purchase decision. The study adopted a descriptive design where a quantitative research method was used to ensure establishment of correlations and cause effect relationship that is important in viability of the constructs. The target population of the study was 120 employees of kilimall where a sample of 48 respondents was obtained. The data collections instrument for the study was questionnaire to acquire the data from the respondents. The study was piloted to ensure the validity and reliability of the research instrument for a reliable study. The data obtained was analyzed using SPSS and then presented on tables and figures for interpretation. The study finding indicated that Most of respondents (77%) agreed that TV advertising leads to increased creation of online shop brand awareness, while 23% of the respondents disagreed. The results indicated that internet advertising enables provision of detailed information with no time or space restriction to consumers to a great extent according to 30%, moderate extent at 43%, less extent at 18% and no impact at 9%. The results established that 77% agreed that creation of appealing messages generates emotions, interest and desires among readers which drive their consumer needs while 23% did not agree to this. The findings established that 43% of the respondents indicated that frequency of exposure increases regular online products purchasers 25% of them indicated that it was moderately reliable. 20% indicated that it was very reliable, 7% indicated that it was less reliable while only 5% said that it was not reliable. The study recommends that Television has a greater influence than other forms of media. Because consumers see and hear advertisements on television, they are easily and quickly remembered. According to the study, advertisers should use television advertisements effectively, and the message should be adequately supported by visuals, in order to win new customers, develop brand loyalty, and persuade effectively. It was discovered that internet advertising is more informational but less enjoyable; also, repeated internet advertising messages serve as a reminder; and internet advertising can reach a huge number of people quickly, easily, affordably, and globally. Advertisers are advised to invest adequately in online advertising by placing more advertisements on internet platforms so that more customers can access the information.

TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT.....	v
LIST OF FIGURES	ix
ACRONYMS AND ABBREVIATIONS	x
OPERATIONAL DEFINITION OF TERMS.....	xi
CHAPTER ONE	1
INTRODUCTION TO THE STUDY	1
1.0 Introduction	1
1.1 Background of Study	1
1.2 Statement of the Problem	4
1.3 Objectives of Study.....	5
1.4 Research Questions.....	5
1.5 Significance of the study	6
1.6 Scope of the study.....	6
1.7 Chapter Summary	6
CHAPTER TWO	7
LITERATURE REVIEW	7
2.0 Introduction	7
2.1 Theoretical Literature Review	7
2.2 Empirical Literature Review	9
2.3 Summary and Research Gap	15
2.4 Conceptual framework.....	16
2.5 Operationalization of Variables.....	17
2.6 Chapter Summary	18
CHAPTER THREE	19
RESEARCH DESIGN AND METHODOLOGY	19
3.0 Introduction	19

3.1 Research design	19
3.2 Target population.....	19
3.3 Sample and Sampling Techniques.....	20
3.4 Data Collection Instrument	21
3.5 Pilot Study	21
3.6 Data Collection Process	22
3.7 Data Analysis Procedure	22
3.8 Ethical Considerations	23
3.9 Chapter Summary	24
CHAPTER FOUR.....	25
RESEARCH FINDINGS AND DISCUSION.....	25
4.0 Introduction	25
4.1 Presentation of research findings.....	25
4.2 Limitations of the study	32
4.3 Chapter summary.....	33
CHAPTER FIVE.....	34
SUMMARY, RECOMMENDATIONS AND CONCLUSIONS	34
5.0 Introduction	34
5.1 Summary of Findings.....	34
5.2 Conclusion.....	36
5.3 Recommendations.....	36
5.4 Suggestions for Further Studies.....	37
REFERENCES.....	38
APPENDIX I: LETTER OF INTRODUCTION	40
APPENDIX II: QUESTIONNAIRE.....	41

LIST OF TABLES

Table 3. 1 : Target population.....	20
Table 3. 2 : Sample size.....	20
Table 4. 1 : Response Rate	25
Table 4. 2 : Respondents Gender	26
Table 4. 3 : Age of the Respondents	26
Table 4. 4 : Level of education	27
Table 4. 5 : Duration of an Employee in the Organization.....	27
Table 4. 6 : TV advertising on creation of online shop brand awareness	28
Table 4. 7 : Repeated TV advertising messages on remainder to customer of available products	28
Table 4. 8 : Internet on offering interactive alternative to mass media through web pages and emails	29
Table 4. 9 : Internet advertising on provision of detailed information with no time or space restriction.....	30
Table 4. 10 : Print advertising on higher recognition of advertising content	30
Table 4. 11 : Creation of appealing messages on increased drive to consumer needs.....	31
Table 4. 12 : High frequency of exposure on increased regular online products purchasers	31
Table 4. 13 : High level of trustworthiness on increased sales volume	32

LIST OF FIGURES

Figure 2. 1 : Conceptual Framework	17
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ACRONYMS AND ABBREVIATIONS

SPSS	Statistical Package for Social Science
AD	Advertisement
CBB	Consumer Buying Behavior
AGA	Attention Grabbing Advertisement
TV	Television

OPERATIONAL DEFINITION OF TERMS

Consumer Behavior	The processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.
Advertising	Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor.
Consumer	is a person or a group who intends to order, orders, or uses purchased goods, products, or services primarily for personal, social, family, household and similar needs, not directly related to entrepreneurial or business activities.

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.0 Introduction

The chapter presented the background of the study where it also explores the company or organization where the study was done. Statement problem, objectives, research questions, the significance, scope and the limitation of the study. The entire study was anchored on this chapter.

1.1 Background of Study

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor (Kotler & Keller, 2009). Advertising is one of the five elements in marketing communication mix, which have different elements to engage audience, sales promotion, direct marketing, personal selling, publicity and public relation. Advertising is an investment in a long-term 'process that moves consumers over time through a variety of stair-step stages, beginning with product awareness 'and moving ultimately to actual purchase (Sanusi, Ajilore, & Oloyede, 2014). Advertisements communicate functional and emotional values of brands and products to the consumers which in turn creates strong, favorable and unique associations of brands in the mind of the consumers (Christodoulides & Chernatony, 2010).

The study of consumer behavior became a concern of marketers, as they may learn how consumers choose their Goods and services required to meet multiple needs, which are the factors that are influencing their choice. The increasing complexity of economic life, has led to the necessity of knowledge of human economic behavior mechanism which is becoming larger and more complicated, requiring separate study of the two intrinsic components: human behavior as a producer of goods and services and the consumer's behavior (Dinu, G. and Dinu, L. 2012). Adjugger (2008) mentioned that advertising is one of the most popular kinds of marketing strategies. Companies can apply media advertising to promote product to their customers. Chamberlin (2013) argued that advertising affects demand because (i) it conveys information to

consumers with regard to the existence of sellers and the prices and qualities of products in the marketplace and (ii) it alters consumers' wants or tastes. This led to the distinction between the "informative" and the "persuasive" effects of advertising in the economics literature (as surveyed. In this framework, advertising can affect each of these three stages: "awareness," "consideration," and, finally, "choice."

In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires. According to (Kotler and Keller ,2006) advertising mix consists of eight modes of advertising which are; personal selling, direct marketing, advertising, sales promotion and exhibitions, public relations and publicity, events and experience, interactive marketing, and word of mouth.

Advertising objective is a specific communication and achievement level to be accomplished with a specific audience in a specific period of time. If, the desired results are to be achieved, the product must be good and acceptable to the consumer; advertising must be carefully planned in advanced; right appeals/claims must be adopted; the right type of media must be used; the cost must not be excessive; reasonable frequency must be provided; right distribution channel must be selected; and the price of the commodity must be right i.e. acceptable to the consumer (Aaker, & Biel 2013).

Abideen¹ et al, (2011), conducted a study on the impact of advertising on consumer buying behavior by focusing on mobile phone purchases in Pakistan. The study found that advertising is the main factor which influences mobile phone purchases. The study further established that advertisements which appealed to the emotions of consumers were more likely to result in purchases

In Malaysia, Zourikalatehsamad, Payambarpour, Alwashali, and Abdolkarimi (2015) aimed to evaluate the effectiveness of online advertising on consumer purchase behavior in Malaysian organizations. A survey was distributed among Students of UTM university during the winter 2014 and 160 responses were collected. Regression analysis was used to test the hypothesized relationships of the model. Results showed that the predictors (cost saving factor, convenience

factor and customized product or services) have a positive impact on intention to continue seeking online advertising.

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

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

1.1.1 Kilimall

Kilimall is an online shopping mall for Electronics, Home & Living, and Fashion. It also connects merchants and consumers via a professional e-commerce marketplace. The online shopping mall offering products that span various categories including clothing, books, personal care, phones, home appliances, computers, healthcare, baby products, fashion bags, make-up, and much more.

Kilimall offers an online payment system, logistics system Kill Express, and lipapay. It also provides a range of services are designed to ensure optimum levels of convenience and customer

satisfaction with the retail process. Kilimall was founded by Yang Tao in July 2014 and is based in Nairobi, Kenya.

1.2 Statement of the Problem

In today's competitive and dynamic environment all marketers communicate with their target markets through advertising. The way of their communication and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the consumers. When the information is too weak or too irrelevant, the advertising has no chance of having an effect on consumers' buying behaviour of their products or services (Mittal, & Pachauri, 2013).

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

From the literature above, it is clear that many of these studies on online advertising and its impact on consumer behavior in developed world but only a few studies have been carried out in emerging markets such as Kenya. Alvin (2017) studied the effectiveness of online advertisement on consumer decision; a case of Radio Africa Group limited Nairobi, Kenya. The study recommended further research in other institutions in order to generalize the findings. Wanjoga (2002) focused on consumer attitudes towards online advertising: the case of internet users in Nairobi. A further research on online factors affecting online advertising was recommended.

Mwangi (2017) focused on the Influence of social marketing on consumer behavior: a case of Nyeri Town constituency. The study suggested further research in the following areas; use of consumer perception, memory and motivations as consumer behavior measurable. Oyoo (2016) analyzed the use of social media in advancing brand loyalty within fine dining restaurant in Nairobi County. Future studies were recommended to focus on the cost of implementing social media marketing and its effect on performance.

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

1.3 Objectives of Study

The general objective of this study was to find out the influence of advertising on consumer purchase decision in online shops in Kenya; a case study of kilimall.

1.3.1 Specific Objectives

- i. To determine the influence of television advertising on customer decision to purchase products in kilimall.
- ii. To establish the influence of internet advertising on customer decision to purchase products in kilimall.
- iii. To establish the influence of print (newspaper) advertising on customer decision to purchase products in kilimall.
- iv. To assess the influence outdoor (billboards) advertising on customer decision to purchase products in kilimall.

1.4 Research Questions

- i. How does television advertising influence customer decision to purchase products at kilimall?
- ii. To what extent does internet advertising influence customer decision to purchase products at kilimall?
- iii. How does print (newspaper) advertising influence customer decision to purchase products at kilimall?
- iv. To what extent does outdoor (billboards) advertising influence customer decision to purchase products at kilimall?

1.5 Significance of the study

The study will be important to the kilimall company since it provided the relevant information on the factors influencing customer decision to purchase products in online shops. The established factors from the study were used by the company to formulate policies that helped in improved management.

This study will provides the literature that future researchers in the related field can review to know the already existing situation and gaps available on which they can pitch their studies by coming up with constructs from the study.

1.6 Scope of the study

The research study explored the influence of advertising on consumer purchase decision in online shops in Kenya, a case study of kilimall .The study targeted staff in leadership positions and those not in leadership positions working at kilimall. Therefore the total population targeted was 48 employees of the company.

1.7 Chapter Summary

The chapter highlighted the background of the study on the global and local perception on influence of advertising on consumer purchase decision in online shops in Kenya. The statement problem that establishes the reason for the study, the research objectives offers the premises on which the whole research project is done. The scope identifies the coverage areas of the study and significance of the study.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This section covered the theoretical review, empirical review, conceptual framework, critique of existing literature relevant to the study, summary of reviewed literature and research gap.

2.1 Theoretical Literature Review

Theoretical literature review provides the link between existing theories related to the subject of the study. The study was guided by the following theories; Theory of Reasoned Action and Cognitive Dissonance Theory.

2.1.1 Theory of Reasoned Action (TRA)

The Theory of Reasoned Action was developed by Martin Fishbein and Icek Ajzen in 1975 as an improvement over the information integration theory. Fishbein and Ajzen formulated the theory after trying to determine the differences between attitude and behavior.

TRA is made up of three concepts: behavioral intention (BI), attitude (A), and subjective norms (SN). Individuals' behavioral intentions, according to Fishbein and Ajzen (1980), are influenced by their attitude and subjective norms. $BI = A + SN$ is the model's equation, with BI indicating behavioral intention, A representing attitude, and SN representing subjective norms.

According to TRA, a consumer is likely to display a specific behavior as indicated by their attitude toward a specific scenario or product paired with subjective norms that may be created through peer pressure or socialization. A consumer, for example, will acquire a personal disposition toward a product based on their thoughts or beliefs. This inclination, paired with the need to stay current, may drive a consumer to make a decision based on the available choices that fit their set of beliefs and personality, resulting in a certain set of behavior.

The consumer's attitude is influenced by his or her belief in an outcome and judgment of the outcome. Attitude influences intention, which in turn influences behavior. Internal and relative to the individual are the belief and evaluation (Shrum, Liu, Nespoli and Lowrey, 2012). Subjective norms are beliefs about what others and experts think, as well as the drive to conform to others

or social standards. These standards also have an impact on intention, which influences and dictates the conduct displayed (Shrum, Liu, Nespoli and Lowrey, 2012). External effects include other people's views and motivations. The Theory of Reasoned Action has been found to influence customers to buy a specific brand (Shrum, Liu, Nespoli and Lowrey, 2012).

2.1.2 Cognitive Dissonance Theory

Theory was proposed by Leon Festinger in (1957); Leon Festinger proposed that human beings strive for internal psychological consistency in order to mentally function in the real world. A person who experiences internal inconsistency becomes psychologically uncomfortable, and is thus motivated to reduce the cognitive dissonance, either by adding new parts to the cognition causing the psychological dissonance, or by actively avoiding social situations and contradictory information that are likely to increase the magnitude of the coherence. People lower the magnitude of their cognitive dissonance in four ways in practice: Change the behavior or cognition, justify the action or cognition by modifying the contradictory thought, Justify the behavior or cognition by introducing new cognitions, and ignore or dismiss evidence that contradicts existing beliefs (Conner, 2012)

The cognitive theory was propounded by Festinger mainly to explain certain post buying behavior. According to it, a consumer's information, perception, beliefs, and attitudes shape his or her desire and stimulation. According to the theory, even after a well-thought-out purchase, customers experience discomfort, anxiety, or cognitive dissonance. Dissonance is known to occur primarily in three ways: to begin, any logical error might cause cognitive dissonance. Second, dissonance might occur when a person senses an inconsistency between his attitude and his behavior or between two of his behaviors. Third, dissonance can emerge when a deeply held expectation is contradicted, according to the study (Conner, 2012). This post-decision discomfort is produced by nice“(cognitive dissonance) created by uncertainties about the decisions made. Consumers evaluate the virtues of the products purchased with substitutes or begin examining the product's flaws. According to Festiners' theory, purchasers in this situation will try to reassure themselves by gathering more information, which is likely to diminish their buying confidence.

Dissonance theory sheds new light on the role of advertising of increasing the repurchase probability of the advertised product. A seller's product advertisement reassures the consumer as

to the wisdom of the purchase by emphasizing its desirable features and therefore helps to reduce post-purchase dissonance. Dissonance reduction, in turn, reinforces the purchase decision. Further, promotion should emphasize existing and satisfied users to reassure and congratulate them for making wise decision (Oshikawa, 2018). Provision of after-sale service (such as free transportation and installation, instruction booklets) and developing effective mechanism for handling customer complaints to ensure effective but consonant performance that promises the flow of product support and viral, Its application area was consumer behavior and more specifically, post-purchase situation.

2.2 Empirical Literature Review

Empirical review provides insight into the past studies done, in what subject or topic they were done, the methodologies used, findings established, conclusion and recommendation and the gaps that needs to be filled the future studies or current study.

2.2.1 Television advertising and customer purchase decisions

The Differential Effects of the Influence of Print and Electronic Advertising on Purchasing Decisions of Tertiary Students on the Cape Coast were investigated by Mark and Owusu, (2017). The data was analyzed via descriptive and inferential statistics. The study's findings revealed that, when compared to print advertising media, electronic advertising media had a stronger influence on tertiary students' purchase decisions in the Cape Coast Metropolis. In the Cape Coast Metropolis, it is concluded that electronic advertising media influences tertiary students' decisions to buy telecom products more than print advertising media.

Kumar Bishnoi and Sharma (2009) investigated the impact of television advertising on purchasing behavior: A Comparative Study of Urban and Rural Teenagers. The purpose of this study was to determine whether customers' residential backgrounds have a varying influence on their purchasing decisions as a result of the influence of TV advertising. According to the survey, rural youths prefer television advertising than their urban counterparts. TV advertising has increased their engagement in product selection and purchase; they prefer to buy TV-advertised products, and it is useful when purchasing new products. If they do not need the brands shown on television, urban youths do not purchase them. They also like the advertising for the things they use and believe that the products are as good as advertised on television. Male adolescent

purchasing behavior is more impacted by television commercials than female adolescent purchasing behavior.

Siddiqui (2014) conducted research on the effect of television advertisements on consumer purchasing intentions. The aim of this paper was to emphasize the impact of various advertisement contents on consumer purchase intentions in UHT Milk. The study's findings indicate that consumers' purchase intentions can be increased as a result of the quality elements exhibited in product advertising on television. While it was also discovered that amusing celebrity association, product content credibility presented in TV advertising, effective marketing repetition and appeals are all favorably connected with customer purchase intentions. Furthermore, the most particular key aspects impacting this buy intention are product accessibility information, emotional appeal, and an effective message theme.

Mohideen and Saravanan (2016) investigated the effect of television advertisements on consumer durable goods purchase decisions in the tiruchirappalli district. The data was examined using descriptive statistics and correlation analysis. The study concluded that television advertising have a significant impact and effect on viewers. Most advertisements frequently deliver their messages so well in just a few seconds that the viewer has unconsciously grasped the notion and internalized it by purchasing the newest product offered. The impacts of television advertising are astonishing, impacting everyone, including children, teenagers, and adults, to the point that self-worth and self-appreciation are gradually dwindling. As a result, advertisers should focus more on informed product advertising, which will have a greater impact on customers.

Lalitha (2013) investigated the effect of television advertisements on rural people's purchasing behavior. The results show that advertising supply customers with a lot of information about the products and also encourage them to buy them. Rural customers say that modern marketing has greatly aided them in learning about new products, fashion, and changing lifestyles. Although advertisements can raise awareness and understanding about products, their influence on

purchase behavior is limited. Most consumers stick to the idea of purchasing a product based on previous experience since they are hesitant to explore new things.

2.2.2 Internet advertising and customer purchase decisions

Priyanka (2012) researched the impact of internet advertising on customer behavior (with particular reference to e-mails), and discovered that Internet users (of all ages) share the same impression of website advertisements. However, individuals of all ages agreed that internet advertising is extremely instructive, but at the same time, these adverts irritate people of all ages. People have done shopping using the Internet, i.e. e-commerce. Interactivity is present in internet advertisements, according to respondents. The credibility of online advertisements is evaluated by 14 respondents. Finally, 12 people agreed that web advertisements are interesting. The study concluded that internet advertising is informative for people of all ages and is primarily utilized for accessing E-mail.

According to Meena (2017), who studied the impact of online advertising on customer purchasing behavior, Internet advertising provides enhanced company awareness, a simple method to spread information, advanced methods of targeting consumers, and an immediate and direct channel to the consumers. Online advertising connects sellers with targeted consumers. The advertisement should not be invasive or distracting in any way. Such advertising should be creative in order to attract an increasing number of customers. With the rising use and fission of the Internet, the World Wide Web is gradually becoming a mainstream advertisement platform. In order to get the most out of this new media, it is necessary to first understand the target audience and then strategize effectively.

Ngowi (2015) investigated the effectiveness of internet advertising on consumer behavior using Moshi cooperative university students as a case study. The study discovered that internet advertising was effective in terms of reach and awareness generation due to its diversified usage, but that its dependability as an advertising medium was low when compared to TV. Internet advertising has a substantial impact with customer purchasing decisions and is thus an important variable in influencing consumer behavior. According to the findings of the study, there is a direct link between internet advertising and customer purchase decisions.

Aqsa and Kartini (2015) examined the impact of internet advertising on customer attitudes and interests in making online purchases (Survey on Students of Internet users in Makassar). According to the findings of the research, online advertising that appeared during this disinterment was well received by internet users. It discusses how the appearance and design of advertising might influence people's perceptions of online advertising. However, the positioning of online advertising layout demands consideration since Internet users are irritated by the layout of online advertisements on the internet. Consumer views are significantly influenced by online advertising. Ads on the internet are designed to be both visually appealing or display ads, as well as advertising information messages that include product quality, price, and other information to form various kinds of feelings and judgments as a result of ad views, feelings, and judgments affect consumer attitudes toward advertising and trust associated with online advertising.

Alvin (2017) investigated the effects of online advertising on customer decision-making; a case study of Radio Africa Group Limited in Nairobi, Kenya. According to the findings of the study, online advertising is critical for a company like Radio Africa, which relies on communication to generate interest and brand exposure. Furthermore, the marketing methods used determine gains in brand loyalty and, as a result, impact purchase behavior of the services and products provided. It was also discovered that customers have an attitude, and the type of attitude they display determines their mental position on a certain subject. Some of these strange attitudes are influenced by the quality of internet advertising and the type of the material on the online advertisement.

2.2.3 Print media (newspaper) and customer purchase decisions

Owusu and Nyarku (2014) studied the Influence of Print Advertising on Tertiary Students' Decisions to Purchase Telecom Products in the Cape Coast Metropolis. The study's findings revealed that magazine advertisements, rather than newspaper advertisements, influenced tertiary students' decisions to acquire telecom products. It was also discovered that the link between print advertising and customer purchasing decisions is moderated by price and service quality delivery.

Bansal and Gupta (2014) investigated the effect of newspaper advertisement on customer behavior. The study examines the psychological influence of a newspaper advertisement on a consumer, as well as his opinion of the advertising effectiveness. In addition, the study compares

human perception of a newspaper advertisement to the intended perception of that advertisement. Psychological influence and perception have been demonstrated to have a significant impact on customer behavior. According to the study, 40% of advertising were informative, while only 26% were considered to be informative; the influence of educational material and its likelihood of being loved by a buyer was greatest for electronics and durable items. It was discovered to be the lowest for clothes, where people were more influenced by emotional appeal. Similar comparisons were made for other aspects of newspaper advertisement, such as product quality and performance perception, components/content, and special offers.

Huml and Cerkasov (2015) conducted research on the influence of printed pamphlets on customer purchasing behavior. The study investigated the disparities in preferences of distinct target groups. The study sought to ascertain client preferences and demands regarding the dissemination of non-direct response printed advertising content. The summary allows for the conclusion that buyers in general seek printed advertising material, regardless of the type of assortment that is significant to them. The method of dissemination is also essential. Making a complaint about printed advertising material is not something that clients do very often.

Das, Dash, Sahoo, and Mishra (2018) investigated the impact of celebrity endorsements on customer purchasing behavior in print and social media marketing. The purpose of this study was to identify and assess cause-and-effect links between purchasing behavior of items and their behavior in both print and social media advertisements. The analysis reveals that each of the three hypotheses has a specific quantity of evidence supporting it. Aside from that, there are some interesting findings, such as consumers believing that celebrity-based print advertisements do not influence their purchasing behavior, and consumers believing that the information offered in print advertisements is not particularly useful. Print advertisements, on the other hand, appear to be important in understanding purchasing behavior as a latent variable.

Janiszewski (2012) examined the effect of print advertisement organization on an individual's attitude toward a brand name. Three tests were conducted to demonstrate the creation of subconscious affects. The positioning of a brand name in relation to verbal or pictorial material affects preference for the brand name. The differences in preference were best described by the matched activation theory, which holds that placing the brand name in a single hemisphere facilitates processing when the opposing hemisphere is the dominant contributor to attended

material processing. According to the research, subconsciously generated affect has the capacity to impact choice and remain over time, indicating the potential application of subconscious processing principles to consumer behavior.

2.2.4 Outdoor (billboards) advertising and customer purchase decisions

Iqbal and Batool (2016) investigated the impact of billboard advertising on customer purchasing behavior; the goal of this study was to identify the characteristics that have a stronger influence on customer purchasing behavior while making a purchase choice via billboard advertisement. After employing correlation and regression approaches, the study indicated that billboard location and catching billboards have a stronger influence on client purchasing behavior. It is established that billboard advertisements affect customer purchasing behavior more when they are appealing to the eye, simple to understand, and appropriately located, delivering messages to the right individuals. According to the findings of the study, consumers have generally good attitudes of outdoor advertisements. Outdoor advertisements, they believe, are more eye-catching and innovative than other sorts of advertisements, and their physical scale offers them a powerful visual impact. Respondents also agreed that outdoor advertisements add variety and beauty to the cityscape and do not degrade the environment. However, some people are unaware of the existence of outdoor advertising. According to the study's findings, outdoor advertising that generate new ideas, are effective at informing and persuading people, and are environmentally conscious can be seen positively by customers. Outdoor advertisements, in particular, are becoming more prominent and visible among customers with higher educational and financial levels.

Achieng (2009) investigated the effectiveness of billboard advertising in Nairobi using soft beverages as a case study. This study used a descriptive survey research approach. According to the study's findings, soft drink businesses used billboards for promotional purposes on average. This was due to their attractiveness and ability to immediately draw the customer's attention. On the same point, it was discovered that the number of billboards was insufficient, particularly in rural areas. The majority of the promotions were discovered to be media advertisements.

Kokkonen (2017) studied the impact of outdoor advertisements on corporate brand awareness. The study's goal was to investigate the Assignor Company's present brand awareness as well as the impact of outdoor advertising sites on corporate brand awareness. According to the research

findings, the company was known in the area, but deeper awareness of it was lacking. The locations of the outdoor advertisements could not be seen. The findings revealed that outdoor advertising sites had a minimal impact on corporate brand recognition. The impact, however, may have been greater if the places were more visible. This revealed that the company's brand awareness was primarily achieved through other marketing methods.

Sayyar Rezvan, Norouzi, and Firouzi (2015) investigated the effects of outdoor advertisements on the behavioral mechanisms of final customers in the Iranian food industry. According to the findings, there is a considerable relationship between purchasing food items and environmental advertisements. Furthermore, for the single questionnaire items, the first hypothesis, namely the relationship between environmental marketing and consumer behavior, is validated. Other hypotheses (3 subsidiary hypotheses) from demographic features (age, gender, income, education) did not have significant effects. However, there was a considerable disparity in education.

Mustafa (2007) examined the effects of outdoor advertising on consumers. The study's goal was to evaluate the influence ratio of outdoor advertisements on survey participants (consumers) in Sivas, as well as to measure the effects on participants' purchasing behavior. According to the findings of the study, consumers have generally good attitudes of outdoor advertisements. Outdoor advertisements, they believe, are more eye-catching and innovative than other sorts of advertisements, and their physical scale offers them a powerful visual impact. However, some people are unaware of the existence of outdoor advertising. According to the study's findings, outdoor commercials that generate new ideas are effective at informing and persuading people, and are environmentally conscious can be seen positively by customers. Outdoor advertisements, in particular, are becoming more noticeable and visible among customers with higher educational and financial levels.

2.3 Summary and Research Gap

Amir (2015) conducted a study on the function of advertisement media in consumer buying behavior in Tanzania; the study discovered that advertisement has a direct influence on consumer buying behavior; the study discovered that television advertisement appears to be the most influencing factor. Furthermore, the study discovered that an online campaign has begun to build consumer trust in purchasing things online. The study was conducted in a different country than

this study, which is clear because the two countries have distinct policies and regulations on advertising and sports betting. Amir's study also used interviews for primary data and a data collection sheet for secondary data, which contrasts with this study, which used simply a questionnaire for primary data. Hayat et al. (2013) did research on the impact of consumer perception and advertising on consumer purchasing behavior. The study discovered that advertisements had a significant favorable impact on consumer purchasing behavior. It was also discovered that quality advertising and favorable perception can play a significant part in changing consumer purchasing behavior. This study generates a gap because it is conducted in different countries with varied customer perceptions based on cultural variations and purchasing trends. Wanjoga (2002) investigated consumer attitudes about advertising in Nairobi and discovered that consumers were aware of internet advertisements but had no preferences for the sorts of marketing advertising techniques. This study differs from Wajonga's in that it did not apply inferential statistics and a regression model, resulting in a research gap based on the research methodology.

2.4 Conceptual framework

The study applied the following conceptual framework to illustrate how various variables participated in the study. The conceptual consist of independent and dependent variables. The independent variables are; television advertising, internet advertising, print (newspaper) advertising and outdoor (billboards) advertising, while dependent variable is consumer purchase decision.

Independent Variables

Dependent Variable

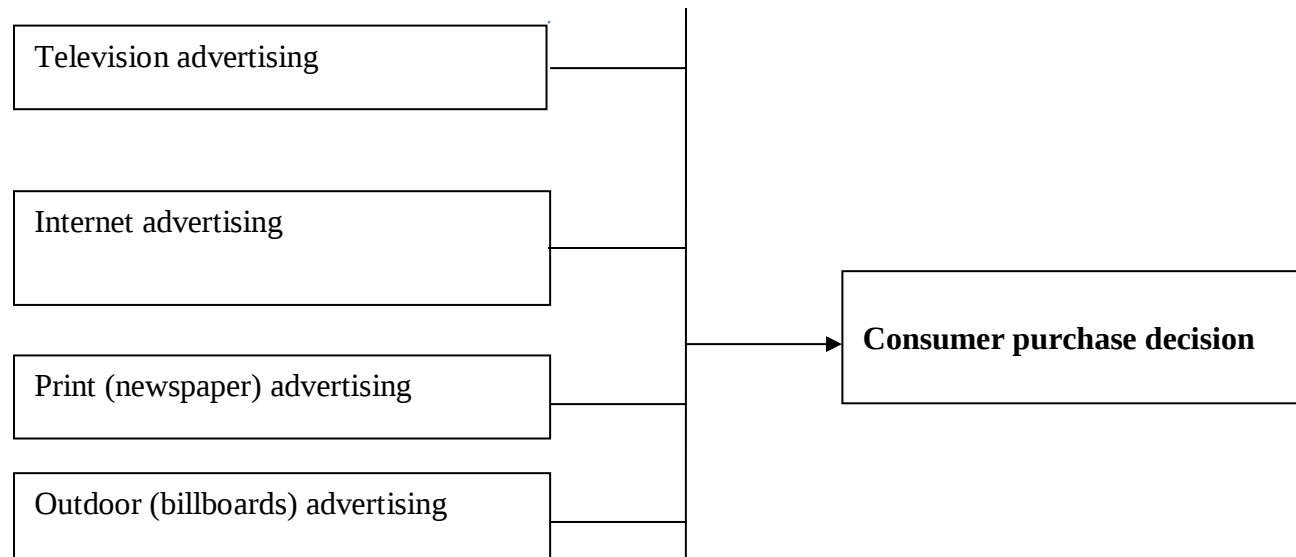


Figure 2. 1 : Conceptual Framework

2.5 Operationalization of Variables

2.5.1 Television advertising

Promotion of ideas, concept, product or services and information by the betting firms through television to influence purchase decisions

2.5.2 Internet advertising

Promotion of online firms' products and services via websites, e-mail, ad-supported software, text messaging, and internet-enabled cell phones.

2.5.3 Print (newspaper) advertising

Promotion of ideas, concepts, the product, service or information the magazine, poster, newspaper, and brochure by the betting firms to reach and influence customers on purchase decisions.

2.5.4 Outdoor (billboards) advertising

Promotion of online shopping enterprises' services or information via billboards, hoardings, public transportation, building walls, or electronic displays in order to influence clients' purchase decisions.

2.6 Chapter Summary

The chapter presented theories related to the study, also the chapter reviewed literature related to the independent variables. The chapter conceptualized the independent and depend variable and operationalized the variables.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

This chapter provided a detailed description of the selected research design. It describes research methodologies such as what was done and how it was done. This covered the research design, target population, sample and sampling techniques, instruments, pilot study, data collection procedures, data analysis and presentation, ethical consideration and finally the chapter summary

3.1 Research design

Wyk (2018) states that research design articulates what data is required, what methods were used to collect and analyze this data, and how all of this was used to answer the research question. The study used descriptive survey design as it answered the questions who, what, when, where and how, Cooper and Schindler (2018). The study used a descriptive design where residents were questioned and their responses were recorded for analysis in order to get their opinion. This design allows the participants to describe what they find meaningful and does not restrict them to predetermined categories. It allowed high credibility and allows the researcher to probe for more details that ensures the participants interpret questions as intended. Thus, it was possible to get results that showed a reflection of the whole industry.

3.2 Target population

Kothari (2014) defines population of the study as the sum total of individuals from which the researcher selects a sample of the study. The group of people to whom we want our research results to apply Study population. The respondents for this study were the employees of kilimall who were 120. The targeted population was as summarized in table 3.1.

Table 3. 1 : Target population

Categories	Frequency	Percentage %
Senior Management	10	8
Middle Level Management	30	25
Low Level Management	80	67
Total	120	100

3.3 Sample and Sampling Techniques

A sample is a smaller group or sub-group obtained from the accessible population (Mugenda & Mugenda, 2013). The sample size from the population was carefully chosen to represent the whole population. Sampling is a procedure, process or technique of choosing a sub-group from a population to participate in the study (Ogula, 2005). Sampling is the art of choosing items, objects or individuals for the purpose of the study. The researcher applied random sampling method to obtain the participants for questionnaires. The sample frame of the study comprised a representative sample of the employees working in kilimall. At least 40% of the total population is representative (Borg and Gall, 2003). The sample was computed as shown in Table 3.2.

Table 3. 2 : Sample size

Categories	Frequency	Sample ratio	Sample
Senior Level Management	10	0.4	4
Middle Level Management	30	0.4	12
Low Level Management	80	0.4	32
Total	120	0.4	48

3.4 Data Collection Instrument

The instrument that was used to collect data was questionnaires. A questionnaire is a formulated written set of questions where the respondents record the answers within available described alternatives. This was used for the purpose of collecting primary quantitative data (Mugenda & Mugenda, 2003). Additionally, the questionnaires were used for the following reasons: its potentials in reaching out to a large number of respondents within a short time, able to give the respondents adequate time to respond to the items, offers a sense of security (confidentiality) to the respondent and it is objective method since no bias resulting from the personal characteristics (Borg, 2007)

The questionnaire was divided into the main areas of investigation except the first part which captured the demographic characteristics of the respondents. Other sections were organized in accordance with the major research objectives.

3.5 Pilot Study

Pilot study is a distinct preliminary investigation before the actual, Kothari (2011). Before the actual data collection, the researcher considered a cluster of 10 percent from the target population of 120 people who would not be part of the final study. These would enable the researcher to assess the clarity of the questionnaire items to help in modifying the items that would be found out to be inadequate thus improving the quality of the research instrument.

3.5.1 Validity

Validity refers to the degree to which proof and theory support the interpretation of test scores occasioned by use of tests. The validity of instrument is that degree to which it measures what it is supposed to measure. According to Mugenda and Mugenda (2013), Validity is the accuracy and meaningfulness of inferences, which are based on the research results. It is the degree to which results got from the analysis of the information truly represent the variables of the study. The analysis instrument was valid in terms of content and face validity. The content connected technique measures the degree to which the question items reflected the particular areas this was done by kilimall staffs.

3.5.2 Reliability Test

Reliability is that ability of a research instrument to constantly measure characteristics of interest over time. It is the degree to which a research instrument produces consistent outcomes or data after repeated trials. If a researcher administers a test to a subject twice and gets the same score on the second administration as the first test, then there is reliability of the instrument (Mugenda & Mugenda, 2013). Reliability is concerned with consistency, dependability or stability of a test (Kombo & Tromp, 2016). The researcher measured the reliability of the questionnaire to establish its consistency in testing what they are intended to measure. To estimate the reliability of the instruments the test re-test technique was used. It encompassed administering a similar test twice to the same group of respondents who had been identified. Reliability alludes to the repeatability, steadiness or inward consistency of a questionnaire from 0.7 of the target population (Cronbach, 2011).

3.6 Data Collection Process

Before starting the process of data collection, the researcher acquired all the necessary documents, including an introduction letter from the University. Audience with the sampled native authorities in the region was also sought to explain the purpose of the study. Upon getting clearance, the researcher distributed the questionnaires to the sampled persons who were employees of Kilimall. This was possible with assistance from one of the Organizations employee's. Use of questionnaires was most convenient since it was expected to ease the data collection process as all the selected respondents would be reached in time. During the distribution of the instruments, the purpose of the research was explained to the respondents.

3.7 Data Analysis Procedure

Data analysis adopted both quantitative and qualitative approaches. Quantitative data from the questionnaire was coded and fed into the computer for calculation of descriptive statistics. Descriptive statistics such as frequency and percentages were computed in order to present the quantitative data in form of tables, charts and graphs based on the major research questions. The qualitative data created from open ended questions were categorized in themes according to research objectives and reported in narrative form alongside quantitative presentation. The qualitative data was later used to support the quantitative data.

3.8 Ethical Considerations

3.8.1 Informed Consent

The participants were informed to make the choice to participate or not in the study at the convenient place and time by filling the questionnaire and interview after informing the respondent on the purpose of the study and after the respondent had understood the subject of discussion after they were informed in prior.

3.8.2 Voluntary Participation

It was made clear to the respondents that the participation in the research study was voluntary and that they would be free to decline or withdraw whenever they felt to do so during the period of study.

3.8.3 Confidentiality

All respondents were guaranteed of the confidentiality of the information they would provide to the researcher. The researcher assured them that such information would not be shared by the top management of the organization.

3.8.4 Privacy

The privacy of the respondents was observed by the researcher by agreeing to meet the respondents at their convenient locations.

3.8.5 Anonymity

The respondents were not mention or their names being written on the questionnaires to safeguard their anonymity during the study.

3.9 Chapter Summary

This chapter describes the research methodology the researcher used to gather and analyze data from the respondents. It also describes how descriptive research design was used to select the study area. The data was gathered through questionnaires. To derive conclusions regarding the population under study, descriptive and inferential statistics was used. Finally, the respondent's anonymity was protected to ensure informed consent out of their voluntary participation is well protected from any other third-party individual or organization. The next chapter discusses how data gathered from the respondents was analyzed, interpreted and presented.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.0 Introduction

This chapter outlines a summary of the data captured by the researcher and uses statistical techniques to present the findings. The data was analyzed using tables and percentages.

4.1 Presentation of research findings

4.1.1 Response Rate

The researcher explored the actual number of the respondents that participated in the study from the total sample. The results were tabulated in the table as shown;

Table 4. 1 : Response Rate

Category	Respondents frequency	Percentage
Returned	44	92
Unreturned	4	8
Total	48	100

From the table 4.1, majority of the respondents at 92% showed that they can be relied on in this study. 8% of them did not manage to return the questionnaires. This shows that the study was successful as majority of respondents took part. Mugenda & Mugenda (2013) argued that a response above 70% is excellent when carrying out a study.

4.1.2 Background information

4.1.2.1 Respondents Gender

The study sought to determine the age of those respondents that took part in the study. The findings were presented on the table as shown:

Table 4. 2 : Respondents Gender

Gender	Frequency	Percentage
Male	24	55
Female	20	45
Total	44	100

From the table 4.2, it is evident that most of the respondents were male. They constitute 55% while female employees are only 45%. These findings indicate that the organization met the requirements of the 2010 constitution which states that no gender within an organization should be more than two-thirds.

4.1.2.2 Age of the Respondents

There was need to find out the age of respondents to determine dominant age group in the study

Table 4. 3 : Age of the Respondents

Age (Years)	Frequency	Percentage
20-30	3	7
31-40	10	23
41-50	19	43
Above 50	12	27
Total	44	100

From the table 4.3 most of the respondents were between the ages of 41-50 years at 43% followed by respondents above the age of 50 at 27% and then the age bracket of 31-40 at 23%, 20-30 at 7%. Most of employees have not reached the retirement age.

4.1.2.3 Level of Education

The academic qualifications of the respondents were sought and the results were tabulated on the table as shown;

Table 4. 4 : Level of education

Category	Frequency	Percentage
Certificate	8	18
Diploma	17	39
Bachelors of Degree	14	32
Post Graduate	5	11
Total	44	100

Table 4.4 indicates that majority of the respondents are diploma holders with 39%, certificate 18%, 32% are bachelors of degree holders and 11% were postgraduate degree holders. This indicates that the organization had a good number of people with required skills hence well informed of internal and external expectations of the organization.

4.1.2.4 Duration of an Employee in the Organization

This was to find out the duration the research respondents had worked in the organization and the findings were tabulated on table as shown.

Table 4. 5 : Duration of an Employee in the Organization

Category	Frequency	percentage
0 to 5	12	27
6 to 10	23	52
11 to 15	6	14
Over 16	3	7
Total	44	100

Table 4.5 indicates that majority of the respondents have been employees at kilimall for less than 10 years. That is 27% of them have been employees for less than five years, 52% of them had joined more than six years ago while 14% of others had been employees for 11-15 years. Lastly only 7% of the respondents had been at the organization for more than 16 years.

4.1.3 Television advertising

4.1.3.1 TV advertising on creation of online shop brand awareness

The aim of the researcher was to establish if TV advertising leads to increased creation of online shop brand awareness or not. The data obtained was tabulated on the table as shown;

Table 4. 6 : TV advertising on creation of online shop brand awareness

Rate	Frequency	Percentage
Yes	34	77
No	10	23
Total	44	100

The above table 4.6 shows that most of respondents (77%) agreed that TV advertising leads to increased creation of online shop brand awareness, while 23% of the respondents disagreed.

4.1.3.2 Repeated TV advertising messages on remainder to customer of available products

This was to determine the extent at which repeated TV advertising messages helps in serving as a reminder to customer on availability of products. The data obtained was tabulated on the table as shown;

Table 4. 7 : Repeated TV advertising messages on remainder to customer of available products

Influences	Frequencies	Percentage
Great extent	23	52
Moderate extent	10	23
Less extent	7	16
No impact	4	9
Total	44	100

TV advertising was noted to help in serving as a reminder to customer on availability of products to a great extent according to 52%, moderate extent at 23%, less extent at 16% and no impact at 9%.

4.1.4 Internet advertising

4.1.4.1 Internet on offering interactive alternative to mass media through web pages and emails

The study sought to determine whether internet helps in offering interactive alternative to mass media through web pages and emails or not. The findings were presented on the table as shown;

Table 4. 8 : Internet on offering interactive alternative to mass media through web pages and emails

Rating	Frequency	Percentage
Yes	11	25
somehow	22	50
No	8	18
Don't know	3	7
Total	44	100

The study established that internet helps in offering interactive alternative to mass media through web pages and emails according to 25%, somehow at 50%, no at 18% and don't know at 7%.

4.1.4.2 Internet advertising on provision of detailed information with no time or space restriction

The extent at which internet advertising enables provision of detailed information with no time or space restriction to consumers was sought and the data presented on the table as shown;

Table 4. 9 : Internet advertising on provision of detailed information with no time or space restriction

Influences	Frequency	Percentage
Great extent	13	30
Moderate extent	19	43
Less extent	8	18
No impact	4	9
Total	44	100

The results indicated that internet advertising enables provision of detailed information with no time or space restriction to consumers to a great extent according to 30%, moderate extent at 43%, less extent at 18% and no impact at 9%.

4.1.5 Print advertising

4.1.5.1 Print advertising on higher recognition of advertising content

The study aimed at determining whether print advertising has an impact on higher recognition of advertising content than other modes of advertising or not and the findings were tabulated on the table shown;

Table 4. 10 : Print advertising on higher recognition of advertising content

Rating	Frequency	Percentage
Yes	22	50
somehow	15	34
No	5	11
Don't know	2	5
Total	44	100

The study noted that print advertising has an impact on higher recognition of advertising content than other modes of advertising according to 50% of the respondents, 34% for somehow, 11% for no and 5% for don't know.

4.1.5.2 Creation of appealing messages on increased drive to consumer needs

This was to explore whether creation of appealing messages generates emotions, interest and desires among readers which drive their consumer needs or not and the findings were tabulated on the table as shown

Table 4. 11 : Creation of appealing messages on increased drive to consumer needs

Influences	Frequency	Percentage
Strongly agree	14	32
Agree	20	45
Disagree	6	14
Strongly disagree	4	9
Total	44	100

The results established 77% agreed that creation of appealing messages generates emotions, interest and desires among readers which drive their consumer needs while 23% did not agree to this.

4.1.5 Outdoor advertising

4.1.5.1 High frequency of exposure on increased regular online products purchasers

This was to determine reliability of high frequency of exposure on increasing regular online products purchasers and the findings were presented on the table as shown;

Table 4. 12 : High frequency of exposure on increased regular online products purchasers

Rate	Frequency	Percentage
Very reliable	9	20
Reliable	19	43
Moderately reliable	11	25
Less reliable	3	7
Not reliable	2	5
Total	44	100

From table 4.12, 43% of the respondents indicated that frequency of exposure increases regular online products purchasers 25% of them indicated that it was moderately reliable. 20% indicated that it was very reliable, 7% indicated that it was less reliable while only 5% said that it was not reliable.

4.1.5.2 High level of trustworthiness on increased sales volume

The researcher sought to establish the extent at which high level of trustworthiness due to less frauds compared to online advertising leads to increased sales volume due to increased penetration and the data was presented on the table as shown;

Table 4. 13 : High level of trustworthiness on increased sales volume

Category	Frequency	Percentage
Very great extent	26	59
Great extent	6	14
Moderately	9	20
To small extent	3	7
No extent	0	0
Total	44	100

From the above table 4.13, it's clear that many respondents as 59% of them said that that high level of trustworthiness due to less fraud compared to online advertising leads to increased sales volume due to increased penetration is very great, furthermore 20% of those who were interviewed said that its influence is moderate, 14% of the others said that it was to a great extent while only 7% said that is has a small influence.

4.2 Limitations of the study

The respondents once in a while demanded for fees in order to provide the statistics required or wouldn't be comfortable and consequently this meant that not all the target variety of population would answer the questions, making undertaking the study difficult to gain the desired statistics threshold. The researcher explicitly explained the purpose of the study and the importance of participating in the study without any form of payment or coercion and that their participation

was purely voluntary. This helped majority of them to participate which met the required threshold for the study.

4.3 Chapter summary

The study focused on the findings from the field by presenting data from each variable in different sub-heading to make specific investigations. The data was presented in well labeled tables and graphs from which an interpretation was made and some statements made to clarify the findings for easy analysis in the next chapter.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

5.0 Introduction

This chapter presents summary of the findings, conclusions and recommendations based on the findings and suggestions for further research.

5.1 Summary of Findings

5.1.1 Background information

The study indicated that majority of the respondents at 92% showed that they can be relied on in this study. 8% of them did not manage to return the questionnaires. This shows that the study was successful as majority of respondents took part. Mugenda & Mugenda (2013) argued that a response above 70% is excellent when carrying out a study. It is evident that most of the respondents were male. They constitute 55% while female employees are only 45%. These findings indicate that the organization met the requirements of the 2010 constitution which states that no gender within an organization should be more than two-thirds. Most of employees have not reached the retirement age. Most of the respondents were between the ages of 41-50 years at 43% followed by respondents above the age of 50 at 27% and then the age bracket of 31-40 at 23%, 20-30 at 7%. Most of employees have not reached the retirement age. The study indicates that majority of the respondents are diploma holders with 39%, certificate 18%, 32% are bachelors of degree holders and 11% were postgraduate degree holders. This indicates that the organization had a good number of people with required skills hence well informed of internal and external expectations of the organization. The study findings indicates that majority of the respondents have been employees at kilimall for less than 10 years. That is 27% of them have been employees for less than five years, 52% of them had joined more than six years ago while 14% of others had been employees for 11-15 years. Lastly only 7% of the respondents had been at the organization for more than 16 years.

5.1.2 How does television advertising influence customer decision to purchase products at kilimall?

Most of respondents (77%) agreed that TV advertising leads to increased creation of online shop brand awareness, while 23% of the respondents disagreed. TV advertising was noted to help in serving as a reminder to customer on availability of products to a great extent according to 52%, moderate extent at 23%, less extent at 16% and no impact at 9%.

5.1.3 To what extent does internet advertising influence customer decision to purchase products at kilimall?

The study established that internet helps in offering interactive alternative to mass media through web pages and emails according to 25%, somehow at 50%, no at 18% and don't know at 7%. The results indicated that internet advertising enables provision of detailed information with no time or space restriction to consumers to a great extent according to 30%, moderate extent at 43%, less extent at 18% and no impact at 9%.

5.1.4 How does print (newspaper) advertising influence customer decision to purchase products at kilimall?

The study noted that print advertising has an impact on higher recognition of advertising content than other modes of advertising according to 50% of the respondents, 34% for somehow, 11% for no and 5% for don't know. The results established that 77% agreed that creation of appealing messages generates emotions, interest and desires among readers which drive their consumer needs while 23% did not agree to this.

5.1.5 To what extent does outdoor (billboards) advertising influence customer decision to purchase products at kilimall?

The findings established that 43% of the respondents indicated that frequency of exposure increases regular online products purchasers 25% of them indicated that it was moderately reliable. 20% indicated that it was very reliable, 7% indicated that it was less reliable while only 5% said that it was not reliable. it's clear that many respondents as 59% of them said that high level of trustworthiness due to less fraud compared to online advertising leads to increased sales volume due to increased penetration is very great, furthermore 20% of those who were

interviewed said that its influence is moderate, 14% of the others said that it was to a great extent while only 7% said that it has a small influence.

5.2 Conclusion

On television advertising, the study concluded that TV advertising leads to increased creation of online shop brand awareness. The conclusion determined that TV advertising helps in serving as a reminder to customer on availability of products to a great extent.

On internet advertising, the conclusion was that internet helps in offering interactive alternative to mass media through web pages and emails. It was also concluded that internet advertising enables provision of detailed information with no time or space restriction to consumers to a great extent.

On print advertising, the study noted that print advertising has an impact on higher recognition of advertising content than other modes of advertising. The conclusion also noted that creation of appealing messages generates emotions, interest and desires among readers which drive their consumer needs.

On outdoor advertising, the conclusion agreed on frequency of exposure increasing regular online products purchasers to a large extent. The conclusion also noted that high level of trustworthiness due to less fraud compared to online advertising leads to increased sales volume due to increased penetration.

5.3 Recommendations

Television has a greater influence than other forms of media. Because consumers see and hear advertisements on television, they are easily and quickly remembered. According to the study, advertisers should use television advertisements effectively, and the message should be adequately supported by visuals, in order to win new customers, develop brand loyalty, and persuade effectively.

It was discovered that internet advertising is more informational but less enjoyable; also, repeated internet advertising messages serve as a reminder; and internet advertising can reach a huge number of people quickly, easily, affordably, and globally. Advertisers are advised to invest adequately in online advertising by placing more advertisements on internet platforms so that more customers can access the information.

It has been established that print advertising provides consumers with detailed information in a straightforward manner. It was clear that print advertising had the ability to develop enticing messages and reinforce current attitudes by describing how online shopping services are suitable for potential users. Newspaper advertising is recommended by the study because it provides precise information. Advertisers should think about uniqueness while designing print advertisements to make the message more appealing.

The study advises that the message format be clear and comprehensible in order to enhance message recall and have more of the billboard around the major town because of the high frequency of exposure.

5.4 Suggestions for Further Studies

There have been few researches on the impact of television, internet, print and outdoor advertising on consumer purchasing behavior. More research is needed to assess how these characteristics may influence customer purchasing behavior. Other interested investigators are encouraged to perform a more in-depth examination in order to discover and identify unidentified advertisement variables that can influence customers' purchasing behavior.

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APPENDIX I: LETTER OF INTRODUCTION

Dear Sir/ Madam,

Please find attached a questionnaire requesting your views on the **INFLUENCE OF ADVERTISING ON CONSUMER PURCHASE DECISION IN ONLINE SHOPS IN KENYA; A CASE STUDY OF KILIMALL**. This is part of my graduate research project for the award of diploma at The Management University of Africa (MUA). Your responses remained anonymous, strictly confidential and will not be used for any other purpose except for this research. Your feedback is highly appreciated.

Yours faithfully,

Mercy Sopiato

APPENDIX II: QUESTIONNAIRE

SECTION A: Background information

1. What is your gender?

Male ☐

Female ☐

2. What is your level of education?

Certificate ☐

Diploma ☐

Degree ☐

Masters ☐

Doctorate ☐

3. How long have you worked in this organization?

0-5 years ☐

6- 10 years ☐

Over 11 years ☐

SECTION B

For each of the statement below, kindly place a right tick as applicable.

Note that: **SA**: Means Strongly Agree **A**: Stand for Agree **U**: Means Undecided **D**: Stand for Disagree **SD**: Represents Strongly Disagree.

Television advertising

Statements	SA	A	U	D	SD
TV advertising is an important tool to generate and sustain online shops brand awareness among purchasers					
The TV advertising is both informative and entertaining					
Repeated TV advertising messages serves as a reminder to the consumer					

Internet advertising

Statements	SA	A	U	D	SD
Internet offers an interactive alternative to mass media communication through the use of web pages and emails					
The internet advertising is more informative but less entertaining					
Internet advertising enables the consumers with detailed information with no time or space restriction					

Print (newspaper) advertising

Statements	SA	A	U	D	SD
Print advertising have a higher recognition of advertising content than other modes of advertising					
Print advertising help in purchasing process and it appears to be simple among online purchasers					
Print advertising create appealing messages which generate emotions, interest, and desire among readers that drive consumer needs					

Outdoor (billboards) advertising

Statements	SA	A	U	D	SD
Billboard advertising has high frequency of exposure to regular online products purchasers					
Billboard advertising Instill brand recognition and emphasize a specific image keeping brand name in front of the masses					
Billboard advertising, has high level of trustworthiness, because it has less frauds than online advertising					

Thanks a lot for your cooperation