DIGITAL MARKETING SURVEY REPORT – KAKUMA REFUGEE CAMP

**NAME**: Mubarak Daud Mosmur

**CONTACT:** +254715598274

**EMAIL**: mubarakdaud968@gmail.com

**INSTITUTION:** Action for Refugees Life

**COURSE:** Data Analytics

**NATIONALITY**: Sudanese

YEAR: 2024

**Gender Distribution**

* **Female:** 102 respondents (**49.8%**)
* **Male:** 103 respondents (**50.2%**)

**Nationality Distribution**  
The survey captured a diverse representation of nationalities among respondents:

* **South Sudanese:** 32 respondents (**15.6%**)
* **Sudanese:** 29 respondents (**14.1%**)
* **Kenyan:** 24 respondents (**11.7%**)
* **Rwandese:** 24 respondents (**11.7%**)
* **Ugandan:** 22 respondents (**10.7%**)
* **Congolese:** 19 respondents (**9.3%**)
* **Somalian:** 18 respondents (**8.8%**)
* **Ethiopian:** 17 respondents (**8.3%**)
* **Burundian:** 16 respondents (**7.8%**)
* **Tanzanian:** 3 respondents (**1.5%**)
* **Somalian (lowercase):** 1 respondent (**0.5%**)

**Familiarity with Digital Marketing**  
The survey assessed respondents' familiarity with digital marketing:

* **Yes:** 124 respondents (**60.5%**)
* **No:** 81 respondents (**39.5%**)

**Commonly Used Digital Marketing Channels in E-Commerce**  
The survey identified the most popular digital marketing channels among respondents:

* **Email Marketing:** 99 respondents (**48.3%**)
* **Social Media:** 87 respondents (**42.4%**)
* **Search Engine Marketing (SEM):** 17 respondents (**8.3%**)
* **Social Media + Email Marketing:** 1 respondent (**0.5%**)
* **Social Media + Email Marketing + SEM:** 1 respondent (**0.5%**)

**Frequency of Interaction with Digital Marketing Content**  
The survey analyzed how often consumers engage with digital marketing content on e-commerce platforms:

* **Occasional Purchases:** 96 respondents (**46.8%**)
* **Daily Engagement:** 81 respondents (**39.5%**)
* **Seasonal Peaks:** 27 respondents (**13.2%**)
* **Daily Engagement + Occasional Purchases:** 1 respondent (**0.5%**)

**Most Influential Digital Marketing Formats in Consumer Support Decisions**  
The survey examined which digital marketing formats influence consumer support decisions the most:

* **Emails:** 90 respondents (**43.9%**)
* **Social Media:** 62 respondents (**30.2%**)
* **Ads:** 44 respondents (**21.5%**)
* **Other:** 6 respondents (**2.9%**)
* **Combination Formats (e.g., Ads + Emails, Emails + Social Media):** 3 respondents (**1.5%**)

**Other Influential Digital Marketing Channels**  
When asked to specify other influential channels not listed:

* **Unspecified:** 204 respondents (**99.5%**)
* **WhatsApp Status:** 1 respondent (**0.5%**)

**Awareness of Digital Marketing Campaigns on E-Commerce Websites**  
The survey assessed consumer awareness of digital marketing campaigns on e-commerce websites:

* **Selective Awareness:** 97 respondents (**47.3%**)
* **Highly Aware:** 68 respondents (**33.2%**)
* **Ad Fatigue:** 40 respondents (**19.5%**)

**Perception of Credibility in Digital Marketing on E-Commerce**  
The survey explored how consumers perceive the credibility of digital marketing in e-commerce:

* **Transparency and Ad Honesty:** 94 respondents (**45.9%**)
* **Social Proof and Influencer Endorsements:** 60 respondents (**29.3%**)
* **Trust in Brand and Reviews:** 51 respondents (**24.9%**)

**Time Spent Engaging with Digital Marketing Content on E-Commerce Platforms**  
The survey analyzed how much time consumers spend engaging with digital marketing content on e-commerce platforms:

* **5 minutes:** 107 respondents (**52.2%**)
* **2 minutes:** 58 respondents (**28.3%**)
* **10 minutes:** 40 respondents (**19.5%**)

**Main Reasons Consumers Click on E-Commerce Ads or Promotional Content**  
The survey identified the primary reasons consumers click on e-commerce ads:

* **Personalized Content:** 101 respondents (**49.3%**)
* **Relevant Discounts:** 66 respondents (**32.2%**)
* **Product Discovery:** 30 respondents (**14.6%**)

**Impact of Exposure to Digital Marketing on Consumers' Decision-Making**  
The survey explored how exposure to digital marketing influences consumers' decision-making:

* **Learning About Products/Brands:** 99 respondents (**48.3%**)
* **Enhancing Credibility Through Reviews and Brand Stories:** 97 respondents (**47.3%**)
* **Creating Urgency Through Targeted Ads and Offers:** 5 respondents (**2.4%**)

**Impact of Digital Marketing on Brand Loyalty and Customer Retention**  
The survey examined how digital marketing affects brand loyalty and customer retention in e-commerce:

* **Enhances Customer Experience:** 90 respondents (**43.9%**)
* **Strengthens Engagement:** 76 respondents (**37.1%**)
* **Encourages Repeat Purchases:** 38 respondents (**18.5%**)

**Digital Marketing Types Leading to Impulsive Purchases on E-Commerce Sites**  
The survey explored which types of digital marketing drive impulsive purchases on e-commerce platforms:

* **Personalized Retargeting Ads:** 93 respondents (**45.4%**)
* **Flash Sales and Limited-Time Offers:** 56 respondents (**27.3%**)
* **Influencer Recommendations:** 55 respondents (**26.8%**)

**Importance of Social Media in Influencing E-Commerce Purchase Decisions**  
The survey examined the role of social media in influencing e-commerce purchase decisions:

* **Targeted Advertising:** 87 respondents (**42.4%**)
* **Instant Engagement:** 65 respondents (**31.7%**)
* **Trust and Credibility:** 51 respondents (**24.9%**)

**Role of Social Media Influencers in Shaping Consumer Perceptions**  
The survey explored the role of social media influencers in shaping consumer perceptions of e-commerce brands:

* **Brand Visibility:** 88 respondents (**42.9%**)
* **Trendsetting:** 63 respondents (**30.7%**)
* **Authentic Endorsements:** 34 respondents (**16.6%**)
* **Social Proof:** 19 respondents (**9.3%**)

**Likelihood of Making a Purchase Based on an Advertisement or Promotion**  
The survey examined how likely consumers are to make a purchase based on advertisements or promotions seen on social media platforms or e-commerce websites:

* **Very Likely:** 69 respondents (**33.7%**)
* **Not Very Likely:** 87 respondents (**42.4%**)
* **Occasionally Likely:** 48 respondents (**23.4%**)

**Type of Digital Marketing Content Influencing Shopping Decisions**  
The survey identified the types of digital marketing content that most influence consumers' shopping decisions:

* **Social Media Ads:** 112 respondents (**54.6%**)
* **Email Promotion:** 57 respondents (**27.8%**)
* **Influencer Endorsement:** 34 respondents (**16.6%**)
* **Email Promotion + Social Media Ads:** 2 respondents (**1.0%**)