

INTERNET MARKETING AND CONSUMER PURCHASE DECISION

A case study of Jumia Uganda

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DECLARATION

I, Emodit Noah declare that the work presented in this dissertation is entirely my original work and has never been submitted for any academic award in any University or other institution of learning.

Signature.....

Date..... 29th July 2023

APPROVAL

This is to certify that this dissertation has been conducted and submitted in approval of the appointed supervisor

Signature.....

Dr. Henry Mugisha

Supervisor

Date..... 29th July, 2023

DEDICATION

I dedicate this dissertation to my Mother Miss. Acan Sarah, Father Mr. Aidony John, Rev.Can. Christine Shimanya, my sisters Ms Akiteng Janet and Ms Ayano Melda, my independent-minded and supportive supervisor Dr Henry Mugisha, who desired to see me progress to greater heights thus instilling confidence, vision, and hope to keep going and eventually triumph.

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I thank all the respondents for accepting to respond to the study questionnaires and making this a success.

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Table of Contents

DECLARATION	i
APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
CHAPTER ONE	1
INTRODUCTION	1
1.1 Introduction.....	1
1.1.1 Historical Background to the study.....	1
1.1.2 Theoretical Background.....	3
Technology Acceptance Model (TAM)	4
Innovation Diffusion Theory	4
1.1.3 Conceptual background	5
1.1.4 Contextual Background	6
1.2 Problem statement.....	8
1.3 Objectives of the study.....	9
1.3.1 General Objective	9
1.3.2 Specific Objectives	9
1.4 Research Questions.....	10
1.5 Conceptual framework.....	10
Figure 1:1 Conceptual framework showing Internet marketing and Consumer purchase decision in Jumia Uganda.	10
1.6 Significance of the study.....	11
1.7 Justification of the study	11
1.8 Scope of the study	12
1.8.1 Geographical scope.....	12
1.8.2 Time scope.....	12
1.8.3 Content scope.....	12
1.10 Operational Definitions of Terms and Concepts.....	12
CHAPTER TWO	14
LITERATURE REVIEW	14
2.1 Introduction.....	14
2.2 Theoretical Review	14

2.2.1 Technology Acceptance Model (TAM).....	14
2.2.2 Innovation Diffusion Theory	16
2.3 Empirical Review.....	17
2.3.1 Social Media Marketing and Consumer Purchase Decision	17
2.3.2 Website Marketing and Consumer Purchase Decision	20
2.3.3 Email Marketing and Consumer Purchase Decision.....	21
2.5 Summary of Literature Review.....	21
3.1 Introduction.....	22
3.2 Research Design.....	22
3.3 Study Population.....	22
3.4 Sample size and selection	22
3.5 Data Collection Methods	23
3.5.1 Quantitative data collection method.....	24
3.5.2 Qualitative data collection method.....	24
3.6 Data Collection Instruments.....	24
3.6.1 Documentary Review Checklist.....	24
3.6.2 Questionnaire	24
3.6.3 Interview Guide.....	24
3.7 Procedure of Data Collection.....	25
3.8 Validity and Reliability of Data Collection Instruments.....	25
3.8.1 Validity of the instruments.....	25
3.8.2 Reliability of the instruments	25
3.9 Data analysis	26
3.9.1 Qualitative Data Analysis	26
3.9.2 Quantitative Data Analysis	26
3.10 Measurement of Variables	27
3.11 Ethical Consideration.....	27
CHAPTER FOUR.....	29
PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS	29
4.1 Introduction.....	29
4.2 Response Rate.....	29
Table 4.1: Response Rate.....	29
4.3.1 Findings on respondents' age groups.....	30

Table 4.2: Age groups.....	30
4.3.2 Findings of gender of the respondents	30
Table 4.3: Findings on gender of respondents	30
4.3.3 Findings on Marital status.....	31
Table 4.4: Findings on marital status.....	31
4.4 Empirical findings.....	31
4.4.1 Descriptive statistics showing the effect of social media marketing on consumer purchase decision in Jumia Uganda.....	32
Table 4.5: Responses on social media marketing and consumer purchase decision	32
Table 4.6: Correlation between social media marketing and consumer purchase decision.	35
Table 4.7: Linear regression results for social media marketing and consumer purchase decision.	36
4.4.3 Descriptive statistics showing the influence of website marketing on consumer purchase decision in Jumia Uganda.....	36
Table 4.8: Responses on website marketing on consumer purchase decision.....	37
Table 4.9: Correlation between Website marketing and consumer purchase decision.	39
Table 4.10: Linear regression results for social media marketing and consumer purchase decision.	40
4.4.3 Descriptive statistics showing the effect of email marketing on consumer purchase decision in Jumia Uganda.....	40
Table 4.11: Findings on email marketing and consumer purchase decision	41
Table 4.12: Correlation between email marketing and consumer purchase decision.....	43
Table 4.13: linear regression results for social media marketing and consumer purchase decision.	44
Table 4.14: findings on do you visit internet marketing tools	44
Table 4.15: Findings on do you make purchase after visiting and accessing information from internet marketing tools about products and services.....	45
Table 4.16: Findings on do you think internet marketing tools are essential for consumer purchase decision.....	45
CHAPTER FIVE	46
SUMMARY, DISCUSSION, CONCLUSION AND RECOMMENDATIONS	46
5.1 Introduction.....	46
5.2 Summary of findings.....	46
5.2.1 Social media marketing and consumer purchase decision in Jumia Uganda	46
5.2.2 Website marketing and consumer purchase decision in Jumia Uganda.....	46

5.2.3 Email marketing and consumer purchase decision in Jumia Uganda	47
5.3 Discussion of findings.....	47
5.3.1 Social media marketing and consumer purchase decision in Jumia Uganda	47
5.3.2 Website marketing and consumer purchase decision in Jumia Uganda.....	48
5.3.3 Email marketing and consumer purchase decision in Jumia Uganda	49
5.4 Conclusion	50
5.4.1 Social media marketing and consumer purchase decision in Jumia Uganda	50
5.4.2 Website marketing and consumer purchase decision in Jumia Uganda.....	50
5.4.3 Email marketing and consumer purchase decision in Jumia Uganda	51
5.5 Limitation to the study	51
5.6 Contribution of the study	51
5.7 Area for further study.....	52
REFERENCES	53
APPENDIX 1: QUESTIONNAIRE	58
APPENDIX 11: Interview guide for senior managers, finance, marketing, teller management, logistics and Jumia group staff.	59
Appendix 111: Document Review Checklist.....	60

LIST OF TABLES

Table 4.1: Response Rate.....	29
Table 4.2: Age groups.....	30
Table 4.3: Findings on gender of respondents	30
Table 4.4: Findings on marital status.....	31
Table 4.5: Responses on social media marketing and consumer purchase decision	32
Table 4.6: Correlation between social media marketing and consumer purchase decision.	35
Table 4.7: Linear regression results for social media marketing and consumer purchase decision.	36
Table 4.8: Responses on website marketing on consumer purchase decision.....	37
Table 4.9: Correlation between Website marketing and consumer purchase decision.	39
Table 4.10: Linear regression results for social media marketing and consumer purchase decision.	50
Table 4.11: Findings on email marketing and consumer purchase decision	41
Table 4.12: Correlation between email marketing and consumer purchase decision.....	43
Table 4.13: linear regression results for social media marketing and consumer purchase decision.	44
Table 4.14: findings on do you visit internet marketing tools	44
Table 4.15: Findings on do you make purchase after visiting and accessing information from internet marketing tools about products and services.	45
Table 4.16: Findings on do you think internet marketing tools are essential for consumer purchase decision.	45

LIST OF FIGURES

- Figure 1:1 Conceptual framework showing Internet marketing and Consumer purchase decision in Jumia Uganda 10

ABSTRACT

This study assessed the influence of internet marketing on consumer purchase decision in Jumia Uganda. Specifically the study was guided by the following objectives: to establish the effect of social media marketing on consumer purchase decision in Jumia Uganda; to determine the influence of website marketing on consumer purchase decision in Jumia Uganda and to establish email marketing on consumer purchase decision in Jumia Uganda. The study predominantly employed qualitative and questionnaire approach, a sample size of 217 was selected where a response rate of 96 percentages were obtained, 12 interview guides and a documentation review checklist were used to collect data samples of respondents. Data was analysed by use of both qualitative and quantitative analysis techniques. Data analysis involved use of both descriptive and inferential statistics such as; mean, standard deviation, percentage, correlation coefficient and regression analysis. Findings show that there was a positive correlation ($r=.26.6$) between social media marketing and consumer purchase decision in Jumia Uganda. Thus social media marketing accounted for 26.6% change in consumer purchase decision in Jumia Uganda. Findings also showed that there was a positive correlation ($r=.042$) between website marketing and consumer purchase decision in Jumia Uganda. Thus website marketing accounted for 42% change in consumer purchase decision in Jumia Uganda. Lastly, findings revealed that there was a positive correlation ($r=.66.2$) between e-mail marketing and consumer purchase decision in Jumia Uganda. Thus e-mail marketing accounted for 66.2% change in consumer purchase decision in Jumia Uganda. It was concluded that Jumia Uganda observes internet marketing activities such as online visitor, display adverts sharing of content, optimised search engine optimization, e-mail campaigns so as to affect consumer purchase decision. It is thus recommended that there is need for Jumia Uganda to ensure that internet marketing activities offer information satisfaction since it affects the quality of goods that are offered hence need to improve the quality of service.

Furthermore, online shopping pages should offer immerse choice, data servicing, steadfastness and item examination considering developing trust online is complicated than the normal outlets.

Lastly, consumer with internet experience should be in position to embrace and utilize online information due to the high confidence likely influenced by online reviews which impact consumer purchase decision.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents the background to the study, the statement of the problem, the purpose of the study, the objectives of the study, the research questions, the hypothesis, the conceptual framework, the significance of the study, definitions of the terms and concepts.

The study seeks to focus on internet marketing and consumer purchase decision in Uganda. A case study of Jumia Uganda in Kampala.

1.1.1 Historical Background to the study

Internet marketing is considered to be changing the context and practice of marketing currently because it is rapidly growing. As the world becomes more connected, it is important for companies to keep up with new developments and trends as they try to reach new audiences (Singh et al., 2014). Technology and software are changing at such a high rate that it seems impossible to keep up with inclination. Products and services are surfacing and adopting to the online sphere (Jones et al., 2011).

Internet marketing often called online marketing or E-marketing is essentially any marketing activity that is conducted online through the use of internet technologies (Jones et al., 2011). It comprises not only advertising that is shown on websites, but also other kinds of online activities like email marketing and social media marketing. Every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a computer or similar devices (Jenyo, 2015).

The internet is the newest and youngest medium, having been around in its current form for a while. The very first internet connected network was developed as a joint project between the US Military and several research organizations (Singh et al., 2014). New advances came slowly at first: with the first cross country link installed between computers in USA in 1970, network email was invented in 1971 and improvements made to email in 1972, international connections were established in 1973, the term internet was first used in 1974, and the first real online protocols were introduced in 1980s (Barry, 2009). With more than 1 million hosts on the internet,

everything accelerated on the early 1990s as web browser software and the World Wide Web was introduced to the public by 1993; businesses started taking an interest in the Internet (Barry, 2009).

The history of the internet in Uganda dates back to 1993 with reference to a Fidonet node at Makerere University (Muheebwa, 2015). Limited commercial email services became available in 1994 and the first host using the .ug (Uganda) domain name was detected in July 1995 (Muheebwa, 2015). By October 1995, several organizations were offering internet connectivity like Makerere University in Kampala (Muheebwa, 2015). Internet services were being provided for the students and the faculty. In addition, starlight communication and Informail were providing internet access while Transmail and Infomanet were providing email services (Minger et al., 2000; Muheebwa, 2015).

There were a growing number of internet cafes offering email services which contributed to the growing awareness of the internet. The number of internet subscriber was around 4,100 at the end of 1999 (Muheebwa, 2015). A more probable figure based on interviews and estimates of the number of user per subscription, suggests that there were around 25,000 internet users in Uganda at the beginning of 2000 which include regular and casual email users. However in 2016, total number of fixed internet subscribers increased by 13.17 percent, a clear indication the internet subscribers, viewers have drastically grown over the years and is still at the rise (Uganda Bureau of Statistics, 2017).

In 2004, the concept of “web 2.0” the interactive, commercial, cooperative and user centric web exploded in to the public. Its main characteristics were the rise of social networking, invention of tools that made and customizing personal paged increasingly simple and the big push by online marketers to make their advertising and products more accessible and desirable to online markets (Singh., et al 2014, Muheebwa, 2015). Companies started thinking about advert placement and started buying advertising space on related websites with links back to their pages and often accompanied with data gathering measures such as asking customers to enter their contact information were introduced (Singh et al., 2014).

The last and most profound change to the marketing space was the rise of social media which was gradual from 2004 and meteoric from 2006. Social media platforms such as social networking sites opened the way for user-filtered and recommended content including marketing

material (Korenich et al., 2013). As social media platforms grew people created exponentially more connections with each other through sharing content, the vision of viral marketing the online equivalent of word of mouth became real. In other words, users can exchange media files with each other (Korenich et al., 2013).

Internet marketing has re-invested itself in the current web being dominated by social media marketing, Website marketing. Email marketing an essential tool for virtually every business (Singh et al., 2014) Jumia is the largest online retail store in Uganda which was established in May 2014 with the aim and vision to become the one stop shop for retail in Africa. Customers are spending more and more time online and are turning to the internet for better services, convenience and life enhancing tool: like online consumer purchase decision with widest assortment of products and over 220,000 orders annually, 10,000 orders during the black Friday which at inception did average delivery of a week, today on average, delivery in 3-5 days to all regions across Uganda. Web communities, social networks, website marketing, email marketing and any of the dozens of other things that the web makes possible (Jumia Uganda Report, 2018).

Social media marketing has made an indelible mark on the web landscape and concurrently on marketing tactics. According to Jumia Uganda report 2018, 30% of the traffic generated from social media which involves using peer recommendations, sharing, building brand personality and addressing the market as a heterogeneous group of individuals.

Website marketing had become familiar with web users with Jumia Uganda offering a wide assortment of 200,000 products (Jumia Uganda Report, 2018). Marketers in Uganda today have to think of very innovative and eye catching strategies to entice wary viewers.

1.1.2 Theoretical Background

The study will be guided by two theories namely Technological Acceptance Model (TAM) and Innovation Diffusion Theory which will guide the study to establish the extent to which they are predictive of consumers' purchase decision effect in the context of internet marketing. These theories are further illustrated as below;

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) advanced by Fred Davis (1989), has emerged as a powerful and parsimonious model (Yousafzai et al., 2007). TAM based on the assumption that individuals are rational decision makers and makes the hypothesis that a person's acceptance of technology in the case of this study, internet marketing is determined by his or her voluntary intention to use that technology and his or her perception concerning its usefulness. There is need to understand why people reject or accept internet marketing and this model addressed those reasons. TAM highlights why a person believes that using a particular technology would benefit him or her and thus the relevancy of this theory to the study. The revised Model by Davis et al (1989) is constructed from external stimulus, perceived usefulness and perceived ease of use, behaviour intention and actual usage (Davis et al., 1996). However TAM ignores some important theoretical constructs like what scales can be used for measuring and conflicting results on the web acceptance that can be addressed by other theories like Innovation Diffusion theory (Olushola et al., 2017).

Innovation Diffusion Theory

Diffusion of Innovation is a theory profound by Everett Rogers in 1962 that seeks to explain how, why, and at what rate new ideas and technology spread. Rogers (2003), defines diffusion as the process in which an innovation is communicated through certain channels over time among the members of a social system. Innovation diffusion theory seeks to enable innovation to spread successfully which relates to the internet marketing tool that is to say social media marketing, website marketing and email marketing and thus the theory is paramount in guiding the study.

Innovation diffusion theory proposes elements that relate to the study like innovation which may have been invented a long time ago but if individuals perceive it as new then it may still be an innovation, communication channels which participants create and share information with one another as well as time and social systems (Roger,2003). Nevertheless, this theory tends to lack the necessary infrastructure or networks to promote and adopt a new technology reason for another theory (Patriocio, 2017).

1.1.3 Conceptual background

The key concepts that guide this study are internet marketing and consumer purchase decision.

Internet marketing is essentially any marketing activity that is conducted online through the use of internet technologies. To comprise not only website marketing which involves the use of online display advertisements such as banners, skyscrapers and rich media in order to achieve brand awareness and encourage consumer purchase decision. Website marketing also entails various formats like floating ads, interstitials and pop ups (Aviciene et al., 2013). However there are also other kinds of online activities like social media marketing with many social sites like Facebook which is the leading social network in Uganda with 2.6 million users of whom 1.5 million are active users that's to say 82.17% users of which 3,112 are followers in Jumia Uganda, twitter with 3.97% users, YouTube with 3.32% users, Pinterest with 9.15%, Instagram with 0.36% users of which 6684 are followers of Jumia Uganda as stated by Star counter global stats (2009). Social media channels are used to promote a company and its products or services (Barefoot & Szabo, 2010). The content generated on the social media platforms are then used to inform customers about services, brands through posts, blogs, likes, share etc (Xiang & Gretzel, 2010). Last but not least is email marketing which is considered most popular online marketing tool. Email marketing essentially means the use of emails by a company to market the products or services. Email marketing techniques include mail chimp, constant contract, toddle, spinnaker pro nevertheless there many other email marketing tools.

There is no specific definition for consumer purchase decision however, it is described by a process which involves five stages whereby the consumer recognise the need, gather information and resources, evaluate alternatives and make decision (Katler and Armstrong, 2005). In addition Olshavsky & Granbois, 1979 state that consumer purchase decision comprises the various steps a consumer passes through when making a purchase decision.

Engel et al, 1978 have presented a comprehensive model dealing with ultimate consumer purchase decision. The starting point of the consumer purchase decision is the problem recognition which is likely to occur when a consumer is faced with a problem. Among consumers there seems to be different problem recognitions styles. Some consumers are actual state type, who perceive that they have a problem when a service fails to perform satisfactorily

(Kanuk, 2003). In contrast other consumers are desired state type for whom the desire for something new may trigger the decision process (Kanuk, 2003).

According to Isobel, (2005) problem recognition occurs when an individual senses a difference from what he or she perceives to be the ideal state of affairs compared to the actual state of affairs at any moment in time. Problem recognition is a critical stage in the decision process because it motivates the consumer to take action.

Information search is where the consumer usually searches his or her memory before seeking external sources of information regarding a given consumption related need (Kanuk, 2003). Evaluation of alternative is as a result of information processing, consumers use past and current information to associate brands they are aware of their desired benefits. Solomon, (2000) states that evaluation of alternatives is when consumers compare what they know about different brands with what they consider most important to narrowing the field of alternatives before they finally resolve to pay for the service. Consumers prefer the brand that will give the most satisfaction based on the benefits they seek. Some attributes upon which alternatives are evaluated are silent attributes such as price, reliability and some are determinant attributes. Consumers evaluate competing attributes in terms of salient benefits about relevant consequences and combine this knowledge to make choice (Wayne, 2007).

The outcome of consumer evaluation is an intention to buy. The final sequence in consumer purchase decision involves purchasing of the intended brand. Once the product has been purchased, the consumer evaluates its performance which is post purchase evaluation (Assael, 2004).

1.1.4 Contextual Background

The internet is the fastest growing medium with 3.6 billion global internet users by 2017. It is indicated through research that more than 20% population of the world is already engaged in using the internet for their purpose of their requirements (Taylor, 2002). According to (UBOS Report, 2017) Uganda's internet marketing is growing steadily in terms of subscribers and the number of active subscribers has now reached 13.7% and is still on the rise. This has become a new beginning of possibilities for new enterprises of all shapes and sizes. Owing to the fact

internet is the most widely used information channel (Laukkanen, 2007). This has offered new markets for internet based services like the case of Jumia Uganda which is an online marketing company.

Every aspect of internet marketing is digital, meaning that it is electronic information that is transmitted on a consumer or similar device. Although the relative importance of internet marketing of an organization still largely depends on the nature of its products and services and the purchase decision of its target audience, there has been a global dramatic change in media consumption over the last 10 years towards digital media which means that the internet is becoming important for all categories (Jenyo, 2015).

Hence, the internet as a communication medium has broadened the scope of marketing communications considering the number of people who can be easily reached including the locations where they are reached. Internet marketing has also increased the richness of marketing activities by combining text, video for example Jumia YouTube videos, and audio content in to rich messages (Jenyo, 2015).

Furthermore, the internet marketing has succeeded in expanding the information intensity of the marketplace immensely by providing marketers and customers with well detailed real-time information about consumers as they transact in the market. Consumers are much more available to receive marketing messages due to the “Always-on” environment created by internet to results to an extraordinary increase in marketing opportunities for firms 9Laudon 7 Traver, 2013).

As in the case of social media marketing which is almost always primarily to create as many leads as possible. This can be through pay per click campaigns and free tactical strategies to draw customers to take an action on the organization social media page. Ultimately, the organization wants these potential clients to visit the social media page and purchase a product or service. For example a company can use Facebook to invite friends to like their page or make a paid awareness campaign to a target audience on the platform which will result in to the potential customer who can be reached with adverts through the company’s social media platform like Jumia Uganda on Facebook and Instagram about the latest products or services hence leading the customer to making a purchase decision (Zerella, 2010).

Organizations use email marketing to keep customers up to date about their products ad services by sending emails to the customer base about a catalogue of products with the intention of customer purchase decision (Venugopal, 2019). The organization sends special offers to the target audience about their products and services which intern build a lasting relationship because of direct emails sent on a regular basis to the customers (Thomas, 2008).

Website marketing is essentially to make potential customers aware of the brand. By making customers aware about the brand the organization is giving customer trust and patronage. Website marketing provides the organization with a way to communicate the unique selling points of the service thereby stimulating demand which will intern lead to increased customer purchase decision by driving traffic and sales of products or services of the company. The organization use of different display advertising tools like interstitial banners which are shown between pages of websites, pop up ads which appear on the web page being viewed, banner advertisement (Baines, 2014).

1.2 Problem statement

There has been rapid growth of internet marketing as explained in various literatures. According to Statista (2016), there are more than 3.5 billion users worldwide with Africa contributing 435 million users owing to the internet penetration in Africa which stands at 34%. Internet connectivity is still on the rise in Uganda which currently has 19 million users and 44% penetration rate which is above that of Africa and ranked 15th in internet usage across Africa with 77% accessing the internet through smart phones including tablets and 23% using computers (Jumia Uganda Report, 2018). However, consumer purchase decision makes up less 1% despite the growing internet presence consequently there is a small market size.

Jumia Uganda has subsequently observed a major increase in the number of internet users accessing the online shop with average visits growing from 200,000 in 2016 to 300,000 in 2017 and a recorded increase in sales by 41.8% in the fourth quarter 2017 (Jumia Uganda Report, 2018).

With the growing use of the internet marketing tools like social media which constitutes 30% of traffic, website marketing, email marketing, Search Engine Optimization (SEO) all vital for the

online presence cash on delivery is still the preferred method of payment which constitutes 83% and remains a popular option as opposed to others which constitutes 17% (Jumia Uganda Report, 2018).

Research indicates that 81% of those who browse e commerce sites for goods and services do not actually make online purchase decisions (Gupta, 1995; Wine, 1998; Warrington et al., 2001). This is due to lack of trust in online shopping, reliability of some sites delivery, mobile payment wallets process and internet users need data connection which is expensive hence the consumer purchase decision is unlikely to grow in step with the rising internet penetration in Uganda. Therefore, the proposed study seeks to investigate why despite the increase in online visitor, likes, subscribers, consumers are still reluctant while the majority opt to abandon the purchase decision process thereby contributing to the low 0.5% trade that occurs online. Thus commerce communities witness increased online participation however there is low consumer purchase decision.

1.3 Objectives of the study

1.3.1 General Objective

To determine the influence of internet marketing on consumer purchase decision in Jumia Uganda.

1.3.2 Specific Objectives

- (i) To establish the influence of social media marketing on consumer purchase decision in Jumia Uganda.
- (ii) To determine the influence of Website marketing on consumer purchase decision in Jumia Uganda.
- (iii) To establish the influence of Email marketing on consumer purchase decision in Jumia Uganda.

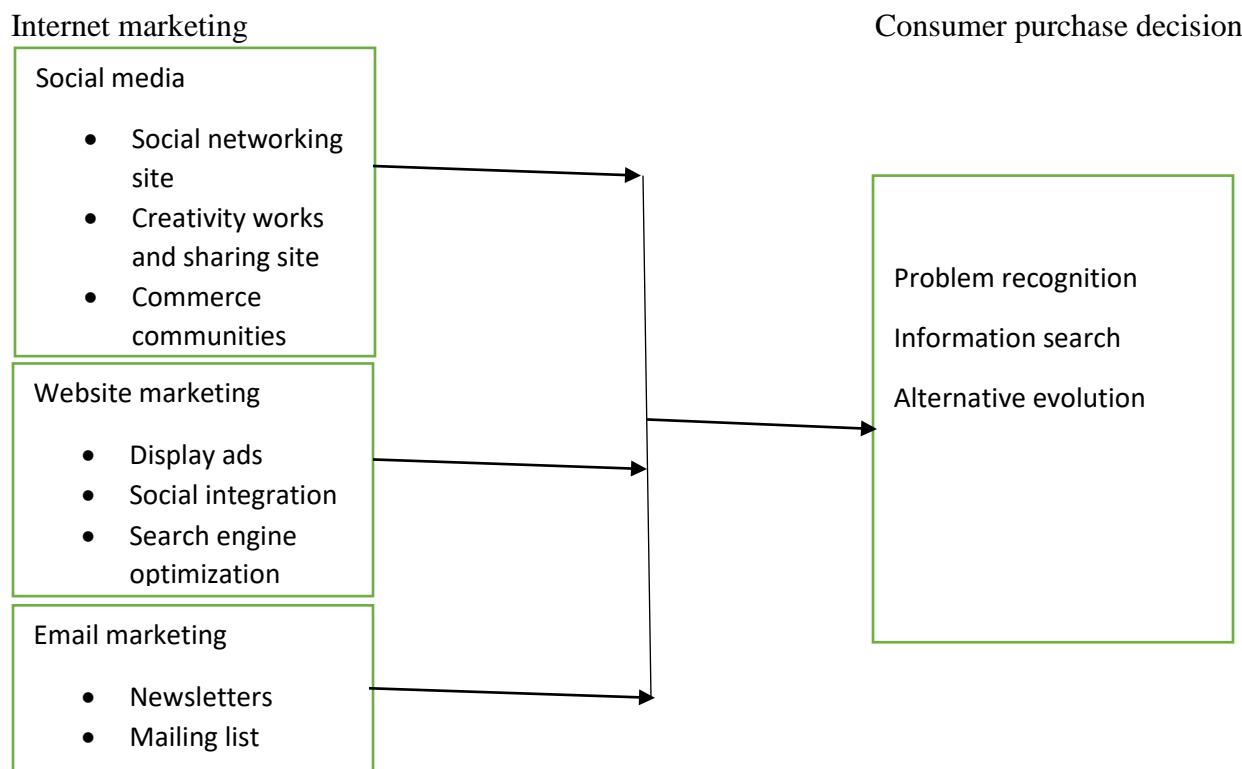
1.4 Research Questions

- (i) How has Social media marketing influenced consumer purchase decision in Jumia Uganda?
- (ii) What is the influence of Website marketing on consumer purchase decision in Jumia Uganda?
- (iii) What is the influence of Email marketing on consumer purchase decision in Jumia Uganda?

1.5 Conceptual framework

Sekeran (2003), states that a conceptual framework helps to postulate or hypothesize and test certain relationships which progress the understanding of the situation.

Figure 1:1 Conceptual framework showing Internet marketing and Consumer purchase decision in Jumia Uganda.



Source: Adapted from Davis (1989) and Hewer (2002)

Figure 1.1: Conceptual framework

The conceptual framework shown in figure 1 above attempts to explain the relationship between the Independent Variable (Internet marketing) and dependent variable (Consumer purchase decision).

The conceptual framework is modified and developed basing on (Davis, 1989) and (Hewer, 2002).

Internet marketing tools include social media, website marketing and email marketing. Social media includes social networking sites, creativity works, sharing sites and commerce communities.

Social media activities can create awareness and influence consumers' knowledge and perception of products or services. Through online advertisements, informative content, social media campaigns, and search engine visibility, companies can expose consumers to their offerings and communicate the benefits and features.

Website marketing includes display ads, social integration and search engine optimization. **Email marketing** includes newsletters and mailing lists. The independent variable of internet marketing affects dependent variables of consumer purchase decision. These are problem recognition, information search, alternative evaluation, purchase and post purchase.

1.6 Significance of the study

It is anticipated that the proposed study will be significant in the following areas;

The study will be beneficial to both the internal and external stakeholders. The internal stakeholders include the Jumia management and employees while the external stakeholders entail the regulatory body and customers.

The study findings are hoped to add to the existing body of knowledge about internet marketing and consumer purchase decision.

1.7 Justification of the study

Internet marketing has revolutionized the market because consumers can make purchase decisions owing to the fact that internet marketing has become an important channel for companies to increase visibility by providing products and services in addition offer direct sales to potential consumers. However, despite internet marketing penetration, consumer purchase decision has lagged behind. One would expect that judging from the huge online visits that the uptake of consumer purchase decision would have skyrocketed nevertheless, the reverse is the case considering the low consumer purchase decisions.

1.8 Scope of the study

1.8.1 Geographical scope

The study will be conducted at Jumia Uganda in Lumba Avenue Nakasero, Kampala and involved management, employees and customers. The management, employees and customers will be the unit of the investigation.

1.8.2 Time scope

The study will cover the period from April 2023 to July 2023 along with examining internet marketing and consumer purchase decision in Kampala, a case study of Jumia Uganda. This is because the trends indicate increased online visits despite continued low customer purchase decision which offers availability of good quality and reliable data (Jumia Uganda Report, 2018).

1.8.3 Content scope

The study will be confined to the relationship between internet marketing and consumer purchase decision in Uganda.

1.10 Operational Definitions of Terms and Concepts

The study will refer to a computer network consisting or a worldwide network of computer networks that use the IP network protocols to facilitate data transmission and exchange. The internet includes commercial, educational, governmental and other networks, all of which use the same set of communication protocols (Baines, 2010)

Internet marketing: Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably (Chaffey, 2009).

Kaplan and Haenlein (2010) define internet marketing as a group of internet based applications that build on the ideological and technological foundations of Web 2.0, which facilitates the creation and exchange of user generated content. It consists of different internet applications such as blogs, social networking sites, content communities, collaborative projects, virtual game world and social worlds.

Consumer Purchase Decision: Consumer purchase decision refers to the process by which individuals or households decide to buy a particular product or service. It involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

Social media: According to Boyd and Ellison (revised definition, 2008): "Social media is a networked communication platform that enables users to create, share, and interact with user-generated content and engage in social networking."

Website marketing: Philip Kotler and Kevin Lane Keller (2012), suggest that Website marketing involves using a company website to build brand equity, generate customer relationships, and support other marketing efforts.

Email marketing: Email marketing involves sending commercial messages to a group of people via email with the goal of promoting products or services, building customer relationships, and driving conversions (Chaffey and Ellis-Chadwick, 2019).

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the review and evaluation of related literature which is done according to the objectives of the study; establishing the effect of social media on consumer purchase, finding out the influence of website marketing on consumer purchase and to establish the effect of email marketing on consumer purchase in the Jumia Uganda. The chapter presents the theoretical review, actual and summary of reviewed literature.

2.2 Theoretical Review

2.2.1 Technology Acceptance Model (TAM)

Researchers have developed and used various models to understand, predict and explain why people accept or reject information systems. TAM that was introduced by Davis et al., (1989) is one of the most cited models that researchers use to study underlying factors that motivator used to accept and adopt a new information system (Shibly, 2011). The primary goal of TAM is to provide an explanation of factors affecting the acceptance of computer application in general. In the case of these studies the focus is acceptance internet marketing.

In addition, this model helps researchers and practitioners to identify why a particular system is unacceptable (Davis, 1989). Davis suggests that using information system is directly determined by the behavioral intention to use it, which is in turn influenced by the users' attitudes toward using the system and the perceived usefulness of the system. Attitude and perceived usefulness are also affected by the perceived ease of use. Thus the attitude towards internet marketing which gradually affect consumer purchase decisions. According to TAM, greater perceived usefulness and the perceived ease of an information system will positively influence the attitude towards this system. The attitude in turn leads to greater intention to use the systems, which positively affects one's actual use of the system, TAM supposes that, other things being equal, perceived usefulness is influenced by perceived ease of use because the easier a technology is to use, the more useful it can be. Perceived usefulness is defined as the degree to which a person believes that using a particular system would enhance his or her performance. Perceived ease of use refers to the degree to which a person believes that using the system will be free of effort. Attitude explains a person's favorable or unfavorable assessment regarding the behavior in question.

Intention is a measure of the strength of a person's willingness to use effect while performing certain behavior. The external variables in the model refers to a set of variables that can influence information system adoption indirectly through perceived ease and perceived usefulness (Davis et al, 1989)

According to Taylor and Todd (1995), construct of TAM are almost measured in the same way in every context. Furthermore, TAM is a reliable instrument and empirically sound. Several meta-analysis studies have proved sufficient data about TAM to be highly credible and rationally explain up to 40 percent of behavioral intention to use (King & He, 2006; Yousafzai et al, 2007). In addition, several studies have applied TAM to evaluate user's adoption in different setting such as electronic commerce (Grefen & Straub, 2003) electronic learning (Arbaugh, 2000) and government (Alhujran, 2009).

The rapid growth of the Internet marketing and its extended reach has helped developing countries adopt online consumer purchase decision, thus enabling consumers to make transactions worldwide. Internet marketing provides a wide platform not only to service providers for their marketing and promotional activities but also to consumers to conduct information search and make purchase decisions. Over the years, the internet has become a major source of information, ideas and feedback to consumers hence internet marketing influences different aspects of consumer purchase decision (Grover, 2017). These channels have been used to convey messages designed to develop consumer awareness, attitudes and feelings towards the brand thus with the changing environment, with increasing role of internet marketing, designed to influence consumer purchase decision.

In the domain of consumer behavior research, there are general models of buying behavior that depicts the process which consumers use in making a purchase decision. These models are very important to marketers as they have the ability to explain and predict consumers' purchase decision (Jenyo, 2015)

The traditional framework for analysis of the buyer decision process is a five-step model. Given the model, the consumer progresses firstly from a state of problem recognition, to the search for information on problem solutions. The information gathered provides the basis for the evaluation of alternatives. The development and comparison of purchase evaluation criteria result in the actual decision to buy. Finally, post-purchase behavior is critical in the marketing perspective, as

it eventually affects consumers' perception of satisfaction / dissatisfaction with the product/service (Wells et al, 2000).

Internet marketing is predominant factor affecting consumer purchase decision. There are various tools used by marketers to affect the consumer purchase decision nevertheless the research will focus on 3 dimensions that is: social media, online advertising and email marketing. Internet marketing can therefore be used to identify customers' needs and wants and can be used to address customers in regards to information search, evaluation of alternatives and purchase consequently leads to customer satisfaction (Jenyo, 2015).

2.2.2 Innovation Diffusion Theory

Developed by Everett Rogers in 1962, this theory seeks to explain how, why, and at what rate new ideas and technology spread. Rogers' diffusion of innovations theory is the most appropriate for investigating the adoption of technology in higher education and educational environments (Medlin, 2001; Parisot, 1995). In fact, much diffusion research involves technological innovations so Rogers (2003) usually used the word "technology" and "innovation" as synonyms. For Rogers, "a technology is a design for instrumental action that reduces the uncertainty in the cause-effect relationships involved in achieving a desired outcome" (p. 13). It is composed of hardware and software. While hardware is "the tool that embodies the technology in the form of a material or physical object," software is "the information base for the tool" (Rogers, 2003, p. 259). Since software (as a technological innovation) has a low level of observability, its rate of adoption is quite slow. For Rogers (2003), adoption is a decision of "full use of an innovation as the best course of action available" and rejection is a decision "not to adopt an innovation" (p. 177). Rogers defines diffusion as "the process in which an innovation is communicated thorough certain channels over time among the members of a social system" (p. 5). Form the definition expressed above, innovation, communication channels, time, and social system are the four key components of the diffusion of innovations.

Innovation Diffusion Theory is highly relevant to the topic of internet marketing and consumer purchase decision. This theory explains how innovations, such as new products or ideas, are adopted and spread among individuals or groups over time. When applied to the context of

internet marketing and consumer purchase decisions, the theory provides insights into how consumers adopt and make decisions about online products and services.

The theory emphasizes the role of communication channels in influencing the diffusion of innovations. In the context of internet marketing, various communication channels such as social media, websites, email marketing, and online advertising play a crucial role in disseminating information about products and services. Marketers can use this theory to identify the most effective channels to reach their target audience and influence their purchase decisions.

2.3 Empirical Review

2.3.1 Social Media Marketing and Consumer Purchase Decision

Social media marketing has become a major factor in influencing various aspects of consumer purchase decision including awareness, information acquisition, evaluation of alternatives and is described as the act of using social networks, online communities, blogs or any other internet form of media for marketing (Wendy, 2010). Social media allow users to reach hundreds or even more people through sharing in the social world. That way, customers are interacting with brands and contributing to marketing of the services (Charlesworth, 2009). In so doing, social media provides visibility and awareness for the brand; this is the awareness that is essential to lead to consumer purchase decision. Social network is a website where people connect with friends and is important for business, as they offer a number of opportunities for interacting with customers and companies can have an account on those social networks to make the interactions possible (Zerella, 2010).

Social media is the combination of various internet tools that enable users to generate exchange and modify content continuously which is essential to create brand awareness and can lead to consumer purchase decision especially after the consumer evaluation of alternatives (Noone et al., 2011). These internet tools include social networking sites like Facebook, Myspace, Viber and others, creativity works and sharing sites such as video sharing sites; YouTube, photo sharing site, Instagram, content sharing combines with assistance: piczo.co, commerce communities like Jumia Uganda, Ebay, Amazon, Craigslist (Lempert, 2006). The most famous social networks like Facebook, YouTube, Twitter have become a very important marketing tool of various economic entities and research shows that 81% of consumer purchase decisions are influenced by social post (Lempert, 2006).

The intention of social media marketing is to create a thematic content that can lead to an effective marketing campaign which eventually leads to increased consumer purchase decision (Wendy, 2010). This will generate brand awareness and the brand will be top of mind with the consumers if he or she decides to buy the product or service. This is made possible because companies can use social media sites to communicate to their customers through platforms such as blogs as well as Facebook and Myspace groups (Vollmer & Precourt, 2008). Social media sites used by companies interact with the customers leads to consumer purchase decision of the services offered by the organization in this study being Jumia Uganda. A report by Deloitte titled ‘Hospitality 2015’ states that social media and new technologies are playing the key role over the next 5 years towards the growth in various industries.

If an online company is not engaging in any of the social media activities like tweeting, liking or having a blog, it just means that the company is missing out on the huge opportunity in the internet marketing owing to the fact that this helps organizations share their experience with millions of customers and is vital to consumers purchase decision in terms of creating awareness. This is because social media is perceived by consumers as a more trustworthy source of information regarding products and services (Foux, 2006). To stay competitive in the digital world the company has to be engaged or involved with their intended audience by participating in online discussions, forums, podcast, ratings and review commentary while increasing awareness which can increase consumer purchase decision (Wendy, 2010). In the long run, the organizations win the trust of the customers by connecting with them at a deep level.

Social media can fulfill customers need online and transform them into potential customers for business. A firm can, for example attract customers by advertising the special features of the landscape where it is situated in the social media subsequently attract customers interest by using photographs as is the case in Instagram (Papademetriou et al., 2017).

Christodoulines (2007), states that customers view information about a company or brand that they obtain from blogs, social networking sites and the like as being more relevant, believable and important to them in their interactions. This is especially done through features for rating and reviewing social media sites which allow users to review any product or service. According to an April 2009 Nielsen Media Research Survey, 70% of consumers trust consumers read reviews

about the product or service they intend to purchase, and only after reading those reviews can they proceed to make consumer purchase decision (Zerella, 2010).

Social media savvy customers are by all counts a highly diverse lot and reaching them effectively requires the use of different messages for different groups (Heo & Cho, 2009; Stern, et al., 1990). For example, some social media users follow a wide variety of posts and enjoy the benefits of special offers while others have mixed feelings about being marketed to on social media. Changes in customer perceptions and expectations have also forced companies to shift resources from offline to online strategies with their corresponding social media platforms such as Facebook, Twitter, blogs (among others) and utilize customers analytics in order to measure impact (Pate & Adams, 2013).

Social networking sites have become another marketing channel that allows service providers to use communication, transaction, and distribution sites in one location, similar to a traditional web page (Qualman, 2011).

As a communication channel, service providers can use Twitter, Facebook, MySpace, or YouTube to inform followers about new services, promote a special event, place an ad, or post information. Social networking sites excel as communication channels. Through Facebook, Twitter, and YouTube, consumers can receive recommendations from followers or a service provider, or they can just choose to “like” a service (Li et al., 2009). Social networking sites have also become a method to let the world know what service providers are doing right and wrong. As communication channels, social media provide consumers with informational and instrumental value. Informational value motivates consumers to gather information and share that information (Weigand, 2009; Li et al., 1999).

Social networks can be linked to a positive association providing instrumental value that assists these consumers in making consumer purchase decisions about what, when and where to get services (Weigand, 2009; Li et al., 1999). Advertisers are diversifying their advertising Ad Age Staff (2012) to meet the demands of informed consumers. Services providers attempt to reach a community of likeminded individuals who may wish to purchase similar services through social media. With instant access to consumers via social media becomes part of a global community of people where they can access information about services (Vollmer, 2008). The satisfaction received from sharing information about the purchase online is verified by seeing others

purchase similar services based on their recommendation (Weigand, 2009; Gangadharbatla, 2008; Li et al., 1999). Using recommendations of celebrity spokespersons to influence consumer purchases decision was established by television advertising and now celebrity spokespersons are “liked” or “followed” on social networking sites. Marketers use consumers’ friends on Facebook by posting their recent purchase in hopes of persuading their “friends” to purchase the same or similar services (Daboll, 2012; Jones et al., 2009).

As a transaction channel, social networking sites allow consumers to pay for services or, by clicking a link, send the consumer to another website (Weigand, 2009; Li et al., 1999).

2.3.2 Website Marketing and Consumer Purchase Decision

Website marketing is a very important part of internet marketing and it plays an informative role through the use of appropriate media in informing, influencing effectively the public on the need to make consumer purchase decision of certain goods or services to satisfy their needs. It is also called internet advertising through which company can deliver the message about the products or services to the targeted audience. Internet based advertising provides the content and adverts that best matches to consumer needs (Thomas, 2008). Website marketing refers to a form of marketing communication that uses the internet for the purpose of advertising regardless of what device is being used to access it (Baines, 2014). There many formats that have been developed which exploit the interactivity and extensibility capabilities like rich media for example embedded multimedia ads, pop up ads, video streaming, display ads, cost per click, ad words search advertising which enables advertisers to target customers on the basis of specific keywords strings thus increase on consumer purchase decision (Goldfarb, 2013). This enables customers to read reviews before making a consumer purchase decision which in essence implies that by the time a visitor to the brand site makes an inquiry about a service he or she is closer to making a consumer purchase decision (Taylor, 2013). The interactivity aspect of online advertising allows for customers to communicate directly with the organization as a result this creates brand awareness which in turn influences the consumer purchase decision. The aim of internet advertising is to increase website traffic and encourage online purchase and repeat consumer purchase decision activity (Cheng et al., 2009). This involves marketers paying media owners for carrying their messages on their website and as this creates brand awareness it results into consumer purchase.

2.3.3 Email Marketing and Consumer Purchase Decision

Email marketing is one of the most popular and essential marketing technique widely used in organizations. Specialists in the field believe that an efficient and coherent email marketing program is that which is able to help create relationships between the organization and clients (Chaffey & Smith, 2012; Chadwick & Doherty, 2013). Email Marketing is one of the most frequently used internet marketing tools. When message about the product or service is sent through email to existing or potential consumer, it is defined as email marketing (Thomas, 2008). Email marketing based on the definition is one kind of direct marketing tactic in terms of using electronic devices to enhance the quality of services also increase customer attention and awareness which with no doubt bring more return for the firm and businesses in gaining profit by consumer purchase decisions. Email marketing can be considered as electronic mails which deliver commercial messages to customers (Dehkordil, 2012). Email marketing includes opt-in and opt-out, the use of mailing lists to message directly to customers so as to promote sales or an event, announce a new product and service, to make use of email newsletters and discussion lists subscriptions which subsequently when used properly go beyond sending a sales message rather they help to create trust and to make brand awareness, retain customers, build brand and customer loyalty, create customer referrals and generate revenues through consumer purchases decision (Baines, 2014). For items such as newsletter, the company can use effective tools available that will help manage the process and enable the company to customize the newsletters so that is consistent with the brand (Taylor, 2013). Company can bring complete attention of the customer by creating attractive mix graphics, text and links on the services. mostafaRead in the year 2000 illustrated email marketing as invaluable tool in internet marketing that has high rate and also low cost in distribution and this two wonderful ability have made this tactic rapidly the most useful term in marketing through the internet.

2.5 Summary of Literature Review

The literature review suggests that internet marketing affects consumer purchase decision. The study seeks to find out reasons behind the customer purchase decision reluctance and why customers abandon the purchasing process before completing. The researcher intends to investigate answers to this gap in this study. Other new areas for research include internet analytics, mobile internet and social media and networking.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the research methodology detailing how the research will be designed, the study population from which samples will be drawn, the sample size and sampling techniques that will be used. In addition it highlights the data collection methods, procedure and instruments for data collection, validity and reliability tests, data analysis and measurement of variables.

3.2 Research Design

The researcher will carry out a cross sectional survey design. It will involve the use of both quantitative and qualitative approaches. Amin (2005), argues that the cross sectional survey design is one of the most preferable way of obtaining holistic, in depth insights while gathering data from a sample of a population. The study will employ two methods which will supplement each other and reduce biases thus achieve high validity and reliability owing to the fact that the quantitative methods will be used to acquire numerical information on samples for statistical analysis and to make appropriate conclusions to the population (Mugenda and Mugenda 1999), while the qualitative approach will enrich the discussion on the relationship between variable by providing narrative and descriptive information by capturing views, perceptions and behaviors (Arya and Yesh 2001).

3.3 Study Population

Population refers to the entire group of people, events or things of interest that the researcher wants to study (Sekaran, 2003). The study will be conducted at Jumia Uganda in Kampala and the sample size will be determined using the Krejcie and Morgan (1970) table of sample size selection. The total accessible population will comprise of employees, management and customers. Therefore, the total accessible population for the respondents will include managers, finance department, marketing department, teller management, logistics and transport, Jumia group and customers.

3.4 Sample size and selection

The respondents will involve managers, finance officers, marketing officers, teller management, logistics and transport, Jumia group, and customers. The respondent will be selected basing on

Krejcie and Morgan (1970) sampling guidelines using the probability simple random sampling method, and non-probability method of purposive sampling criteria. The sample will be obtained using simple random and purposive sampling.

A simple random sampling technique will be used by the researcher to obtain information from employees. According to Amin (2005), a simple random sample is sample obtained from the population in such a way that samples of the same size have equal chances of being selected. Employees will be grouped according to their respective departments.

The technique will be used to select the sample of key informants from the target population.

Purposive sampling is a sampling technique where the researcher purposely choose subjects who in her/his view are thought to be important to the research topic (Sarantakos, 1988). Owing to the fact that not all the respondents of the study can be interviewed, the technique is necessary to obtain the desired information from the key informants.

3.5 Data Collection Methods

The researcher will rely on interviews and questionnaires data collection techniques to collect data. Interviews will involve direct conversation between the researcher (interviewer) and Jumia team (interviewee) to collect information about internet marketing and consumer purchase decision.

Questionnaires provide a structured approach to gather information from a large number of participants simultaneously and the researcher will administer questionnaires through online surveys in a standardized manner to aim at efficiency. This is aimed at maintaining respondent anonymity and confidentiality.

The researcher will the interview and questionnaire in order to gather primary data because its original and unique to the research study thus showing that it has not been previously collected by anyone else and the researcher will have control over the data collection methods.

The researcher will also use secondary data by utilizing the data that is already available at the Jumia house and other resources such as reports from URSB, public data bases, government publications and websites.

The data collection methods that will be used in this study include Qualitative data collection method and Quantitative data collection method. The instruments will help provide data which will be used to triangulate information that will be collected from the respondents.

3.5.1 Quantitative data collection method

Quantitative data collection method relies on random sampling and structured data collection instruments, which fit diverse experiences, into predetermined response categories. They produce results that are easy to summarize, compare and generalize.

3.5.2 Qualitative data collection method

The qualitative data collection method plays an important role by providing information useful to understand the process behind observed results and assess changes in people's perceptions of their well-being.

3.6 Data Collection Instruments

Data collection instruments for the study will include interview schedule. Documentary guide and questionnaire will be used to collect data

3.6.1 Documentary Review Checklist

Documentary review checklist is one of the methods used in secondary data collection. The researcher hopes to review many documents internet marketing and consumer purchase.

3.6.2 Questionnaire

Questionnaires are tools researchers use to measure the variables of interest (Robbins, 2009).

Questionnaires are ideal for collecting information from the respondents and have the merit of considering the research subject anonymity, convenient for the respondents, have a high response rate and more research subjects can be reached (Amin, 2005). Therefore the researcher is going to apply this method so as to obtain data from the respondents.

3.6.3 Interview Guide

The researcher will prepare the interview guides based on the research objectives. Face to face interviews will be administered between the interviewer and the respondent. This instrument will be chosen because it gives the respondent freedom to give his or her own views freely. The

Interview will be unstructured but will have a general plan that the interviewer will follow in asking the same questions in the same manner. This will help to obtain data on internet marketing and consumer purchase required to meet specific objectives of the study (Mugenda & Mugenda, 1999). The researcher will use interviews to get information that cannot be gathered.

Using the questionnaire as well as obtain an understanding of the perceptions, suggestions and recommendations from the respondents.

3.7 Procedure of Data Collection

Researcher will get a letter of introduction to the respondents from Uganda Christian University. Appointments with the respondents will be made. The researcher will administer the instruments to the sample.

3.8 Validity and Reliability of Data Collection Instruments

3.8.1 Validity of the instruments

Validity refers to the evidence that the instrument. Technique or process used to measure a concept does indeed measure the intended concept (Sekaran, 2003). In order to determine validity of the research instruments, the researcher will require experts to establish content validity. Validity will be evaluated by experts based on the assessment of items in the instruments as relevant and not relevant using the following formula:

$$CVI = \frac{\text{Total number of questions rated relevant}}{\text{Total number of question in the instrument}}$$

An instrument is valid when it has a CVI of above 0.7 (Amin, 2005).

3.8.2 Reliability of the instruments

Joppe. (2000) defines reliability as the extent to which results are consistent over time and an accurate representation of the total population under the study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered too reliable. The instrument produces the same results whenever it is used to measure what is intended from the respondents (Amin, 2005). Accuracy of the data was assured by cross checking data provided by the respondents. Cronbach's coefficient alpha (α) which tests the internal reliability of the instrument based on the following formula:

$$\alpha = \frac{K}{K + 1} \left(1 - \frac{\sum SD_i^2}{\sum SD_i^2 + \sum SD_j^2} \right)$$

$$K-1 \quad \sum SD_t^2$$

Whereby X = reliability coefficient

K = number of items included in the instrument

$1 - \sum SD_i^2$ = sum of variance of individual items

$\sum SD_t^2$ = variance of items in the instrument

Cronbach's alpha is expressed as a number between .00 and 1.00 for perfect reliability. (Tavakol & Denick, 2011, p.53; How2Strata, 2015). The closer Alpha gets to 1.00, the better.

3.9 Data analysis

The researcher will use both qualitative and quantitative methods in the data analysis.

3.9.1 Qualitative Data Analysis

Qualitative data analysis can be described as the process of making sense from research participants' views and opinions of situations, corresponding patterns themes, categories and regulator similarities (Cohen et al., 2007). The researcher will construct interpretive narrative from the data and try to capture the complexity of the phenomenon under study. The data will be analysed and organized based on patterns, repetitions and commonalities into themes based on the study variables. Then the data will be analysed to determine consistency and credibility of the information to support the qualitative data.

3.9.2 Quantitative Data Analysis

The gathered data from the questionnaire will statically be converted by means of SPSS computer software program. Descriptive statistics such as the measure of central tendency will be used to describe and summarise the data; they include the mean and frequency. The quantitative data will be presented in either table format or by means of charts and other graphs so as to present data visually for a quick understanding. Various programs will assist the design of the questionnaire and also with the organizing, analysis and interpretation of data.

3.10 Measurement of Variables

The measurement variables will be independent variables (internet marketing) while the dependent variables will be consumer purchase decision. To measure the variables the researcher will develop a five point Likert scale (strongly agree, agree, not decided, disagree and strongly disagree) to capture respondents' perceptions.

3.11 Ethical Consideration

A letter of introduction will be obtained from Uganda Christian University which will be presented to the company to be used as a case study. The researcher will first make introductions to the potential respondent and request them to respond to the questions in the questionnaires after which all the information attained will be used for the intended purpose.

Anonymity, confidentiality and privacy.

Anonymity refers to keeping secret by not identifying the ethnic or cultural background of respondents, refrain from referring to them by their names or divulging any other sensitive information about participants (Mugenda, 2003). The researcher will protect the information given in confidence by the respondent but if any infomation has to be revealed then consent must be sought from the respondent (Akaranga & Makau, 2016). Privacy implies the sensitivity of the data in the view of the individual or group being studied will be considered. The researcher will consider the setting in which the data is collected if undue invasion of privacy is to be avoided. The researcher will remain alert concerning the degree to which private information remains confidential. In addition, the participant will be assured that the data will be held in strict confidence (Akaranga & Makau, 2016).

Informed consent is whereby a respondent person knowingly, voluntarily, intelligently and in a clear and manifest way gives his or her consent (Armingier, 1997). The research participation will be voluntary and based on fully informed consent (Pollock, 2012). The researcher will provide information through the use of anonymous questionnaires where the participant cannot be personally identified or harmed in any way and so that an informed, voluntary decision can be made. The participants will be told about the general nature of the study as well as about any potential harm that the study may cause and also guarantee the confidentiality of the research

subject by observing anonymity. In addition, they are offered the opportunity to review the report about the results and conclusion of the research (Akaranga & Makau, 2016).

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS

4.1 Introduction

This chapter covers data presentation, analysis and interpretation of results that was collected in regards to internet marketing and consumer purchased decision in Jumia Uganda. The trend of the discussion is towards achieving the specific objectives of the study. The variables of the study and their percentages are presented in tabular form and test to show the relationship between them and to show whether they were done objective by objective.

4.2 Response Rate

Of the 217 questionnaires that were administered 187 passed the data response clean-up process for acceptance for data analysis. This represented a response rate of 86.2%. The questionnaires which were rejected were partially filled. Of the 21 planned interviews, only 12 were conducted constituting 57 percent response rate as seen in the table below. Overall the response rate was 86.2 percent and according to (Amin, 2005) a response rate equivalent to 50 percent is good while that above 70 percent is excellent.

Table 4.1: Response Rate

Instrument	Planned	Actual	Percentage
Questionnaires	217	217	100%
Interview guide	21	12	57%
Total	238	229	96%

Source: Primary data

The table 4.1 above indicates that out of 217 questionnaires that were distributed, 217 were filled and returned giving a response rate of 100%. In addition, out of the planned 21 interviews, 12

were actually conducted which gave a percentage response rate of 57%. The overall response rate therefore was 96%. This response rate was deemed adequate since according to Mugenda and Mugenda (1999), an overall response rate of 50% is good enough to study.

4.3.1 Findings on respondents' age groups

The study observed the age brackets of respondents and the results are presented in the table 4.2

Table 4.2: Age groups

Age group	Frequency	Percentage
18-29	99	45.6
30-39	97	44.7
40-49	13	6.0
50 & above	8	3.7
Total	217	100.0

Source: Primary data

The findings show that most respondents 99 (45.6%) were aged between 18-29 years compared to 8 (3.7%) aged between 50 & above years, 13 (6.0%) aged between 40-49 years, 97 (44.7%) aged between 30-39 years. This was found relevant because respondents in different age groups have different views on internet marketing and consumer purchase decision and the respondent were assumed to be able to understand the study question and provide reliable data for the study.

The results imply that internet marketing among the sample of Jumia Uganda were young.

4.3.2 Findings of gender of the respondents

Table 4.3 presents findings on the gender of respondents and analysis follows.

Table 4.3: Findings on gender of respondents

Gender of respondents	Frequency	Percent
Male	98	45.2

Female	119	54.8
Total	217	100.0

Source: *Primary data*

The respondent gender was also considered in the study. The results on the table reveal that female respondents were (54.8%) compared to male who were (45.2%) thus the women are more interested in internet marketing compared to the men.

4.3.3 Findings on Marital status

Table 4.4 presents findings on the marital status of respondents and analysis follows.

Table 4.4: Findings on marital status

Marital status	Frequency	Percent
Married	64	29.5
Single	149	68.7
Widowed	1	.5
Divorced	3	1.4
Total	217	100.0

Source: *Primary data*

The respondent's marital status was also considered in the study as it affects internet marketing and the finding in table 4.4 comprise the frequency and percentage.

Results from the findings show that the majority 149 (68.7%) were single compared to the widowed 1 (0.5%). This was followed by the married 64 (29.5%), the divorced 3 (1.4%). The finding implies that single respondents were more involved in internet marketing.

4.4 Empirical findings

This section presents; analysis and interprets the empirical findings of the study according to the study objectives. The empirical findings are analysed using descriptive statistics and qualitative analysis.

4.4.1 Descriptive statistics showing the effect of social media marketing on consumer purchase decision in Jumia Uganda.

The finding present responses made in form of frequencies, percentages, mean, standard deviation on each statement about social media marketing as stated in the questionnaire. The first objective of the study was to establish the effect of social media marketing on consumer purchase decision in Jumia Uganda. Opinions and perceptions of the respondents were sought on this objective. Using the five point Likert scale format: Strongly agree = 1, Agree = 2, neither agree nor disagree = 3, Disagree = 4 or strongly disagree =5, responses were captured through a self-administered questionnaire. Table 4.5 displays the results.

Table 4.5: Responses on social media marketing and consumer purchase decision

Study variables	Percentages					Standard deviation
	1	2	3	4	5	
Customer knows about social networking sites	10.1	83.4	2.3	3.7	0.5	0.56101
Customer is knowledgeable about sharing while using social networking sites	9.2	68.2	14.3	7.4	0.9	0.75134
Customer has participated on various commerce communities	8.3	50.2	15.7	23.5	2.3	1.00803
Customer visits social networking sites regularly	11.1	71.0	10.1	7.8	0.0	0.71129
Customer shares content on products from social networking sites anywhere	8.8	71.4	11.1	8.3	0.5	0.72991
Customer believes that social networking sites have a wider variety of products advertised	6.0	53.0	8.8	31.8	0.5	1.00328
Customer owns more than 2 social networking sites	17.1	60.4	1.8	17.5	3.2	1.01776

Source: Primary data

Results in table 4.5 when asked whether customer knows about social networking sites, 10.1% strongly agreed, 83.4% agreed that customer knows about social networking sites. Only 2.3% neither agreed nor disagreed, 3.7% disagreed while 0.5% strongly disagreed. This means that the majority of the respondents agreed that online purchase is convenient. In support of the above findings, one of the top management key informants had this to say;

The most customer are aware about the social media presence and use it as a communication tool thus they are able to engage with Jumia group team. The optimized social media presence also drives a lot of traffic especially during Jumia black Friday thus in the long run Jumia creates trust with the target audience.

When asked if customer is knowledgeable about sharing while using social networking sites, 9.2% strongly agreed, 68.2% agreed, 14.3% neither agreed nor disagree, 7.4% disagree and 0.9% strongly disagree. This implies that the majority of the respondents believe that customer is knowledgeable about sharing while using social networking sites. There was also a considerable number 12.3% who neither agreed nor disagreed. In support of the above findings, one of the key informants had this to say;

Social media is a valuable platform for facilitating product sharing on a personal and organization level. This trend is common on social networking sites where individuals share product knowledge, promotions with friend, family in various platforms.

The study findings revealed that 8.3% of the respondents strongly agreed, 50.2% agreed, 15.7% neither agreed nor disagreed, 23.5% disagree and 2.3% strongly disagreed. The study reveals that the majority agreed that customer has participated on various commerce communities. In support of the above findings, one of the top management key informants had this to say;

Now days users of social media can easily share products information. At the same time they are encouraged by social media features to articulate their dislike towards products and services. Customer can also consult commerce communities to seek advice in their purchasing decision. Commerce communities allow potential customers to participate actively in the marketing and selling of products and services in online communities.

From the study findings in the table above, 11.1% strongly agree, 71% agree, 10.1% neither agree nor disagree and 7.8% disagree. There are no respondents who strongly disagreed. These study findings data show that the majority 71% agree that customer visits social networking sites regularly. In support of the above findings, one of the top management key informants had this to say;

Jumia Uganda uses social platforms to invite different audiences to get to know its brand. As a result it builds relationships with people who share same interest as a result they generate traffic online due to visits by the potential customer. For instance during the black Friday promotions Jumia Uganda experiences over 200000 visits.

The study findings in table 4.5 shows that customers share content on products from social networking sites anywhere, 8.8% strongly agreed, 71.4% agreed, 11.1% neither agreed nor disagreed, 8.3% disagreed and 0.5% strongly disagreed. The study finding data show that majority of the respondents, 71.4% agree that customer share content on products from social networking sites anywhere. In support of the above findings, one of the top management key informants had this to say:

The social media platform features are interactive therefore customers are in position to share product knowledge with their friends on different platforms” Customers trust recommendations from people they know and thus share content which helps boost trust in the products in Jumia Uganda.

The study findings about customer believe that social networking sites have a wider variety of products advertised showed that 6.0% strongly agreed, 53% agreed, 8.8% neither agreed nor disagreed, 31.8% disagree and 0.5% strongly disagreed. The majority of respondents 53% agreed that customer believe that social networking sites have a wider variety of products advertised. There was a considerable number of respondents 31.8% that disagreed. In support of the above findings, one of the top management key informants had this to say:

Jumia Uganda offers a wide variety of products and services for the different types of customers who have different taste and preferences. Therefore, Jumia Uganda is in position to engage

different market segments. Jumia Uganda also sells its products and services through other e-commerce sites in order to reach new customers.

The study findings about customer own more than 2 social networking sites revealed that 17 strongly agreed, 60.4% agreed, 1.8% neither agreed nor disagreed, 17.5% disagree and 3 strongly disagreed. The majority of respondents 60.4% agreed that customer own more than 2 social networking sites online.

4.4.2.1 Relationship between Social media marketing and consumer purchase decision

This section presents data on the first study objective which is about testing as to whether there is a relationship between social media marketing and consumer purchase decision.

Pearson correlation coefficient was used to find out whether there is a significant relationship between dependent and independent variables. Pearson correlation coefficient was used because it is a suitable statistical means of determining the relationship between two variables.

The results of the test are presented in the table 4.6

Table 4.6: Correlation between social media marketing and consumer purchase decision.

Pearson correlation	1	.195***
Sig. (2tailed)		.004
N	217	217
Pearson correlation	.195**	1
Sig. (2tailed)	.004	
N	217	217

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

According to the table 4.6 we can emphasize that the researcher rejects the H₀: there is no correlation between social media marketing and consumer purchase decision because according to Sig (2 tailed) 0.000 significance level. Based on the rejection rule it is below the 0.05 so the researcher rejects the H₀ and accepts the H₁, which is denoted by there is a correlation between social media marketing and consumer purchase decision. The correlation denotes that there is positive and strong correlation between social media marketing and consumer purchase decision.

So regarding this study the researcher concludes that social media marketing affects consumer purchase decision.

4.4.2.2 Regression results for social media marketing and consumer purchase decision

This section presents inferential results of the linear regression of social media marketing and consumer purchase decision. The results are shown on table 4.7

Table 4.7: Linear regression results for social media marketing and consumer purchase decision.

Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.515 ^a	.266	.262	.48184

a. Predictors: (Constant), social media marketing

Source: primary data

The result show R as .515**, R² as .266, Adjusted R² as .262 and standard error of estimate as 48184. The adjusted R² score of .266 implies that 26.6% of the variance in social media marketing had on consumer purchase decision in this study.

Therefore, this revealed that social media marketing is more statistically significant predictor of consumer purchase decision. The overall model was significant at Sig = 0.000.

4.4.3 Descriptive statistics showing the influence of website marketing on consumer purchase decision in Jumia Uganda.

The finding present responses made in form of frequencies, percentages, mean, standard deviation on each statement about website marketing as stated in the questionnaire. The second objective of the study was to find out the influence of website marketing on consumer purchase decision in Jumia Uganda. Opinions and perceptions of the respondents were sought on this objective. Using the five point Likert scale format: Strongly agree = 1, Agree = 2, Neither

agreenor disagree = 3, Disagree = 4 or Strongly disagree = 5, responses were captured through a self-administered questionnaire. Table 4.8 displays the results.

Table 4.8: Responses on website marketing on consumer purchase decision

Study variables	Percentages					Standard deviation
	1	2	3	4	5	
Customer visits display adverts for product content	7.4	50.2	8.3	32.7	1.4	1.04776
Customer uses search engine optimization to access content on products and services	3.2	75.6	8.8	12.4	0	0.72625
Customer believes that search engine optimization is complicated	0.5	7.8	10.6	73.7	7.4	0.70408
Customer prefer using search engine optimization when searching for lower prises	6.5	71.4	2.3	29.4	0.5	0.88182
Customer is skilful with social integration	8.8	79.3	5.1	6.9	0.0	0.63745
Customer is uncomfortable about purchasing through the internet	3.7	37.8	7.8	49.8	0.9	1.02987
Customer regularly checks websites	4.1	71.9	9.2	14.3	0.5	0.79169

Source: *primary data*

The study findings in table 4.8 above show customer display adverts for products. The study revealed that 7.4% strongly agreed, 50.2% agree, 8.3% neither agree nor disagree, 32.7% disagree and 1.4% strongly disagree. Most respondents reflected by 50.2% agreed that consumer visits display adverts for product content.

The study revealed that customer uses search engine optimization to access content on products and services. Whereby 3.2% strongly agreed, 75.6% agreed, 8.8% neither agreed nor disagreed and 12.4% disagreed. There were no respondents who strongly disagreed. The majority of the respondents agreed that customer uses search engine optimization to access content on products and services

In support of the above findings, one of the top management key informants had this to say:*The search engine optimization tools are used to drive traffic to Jumia website due to the better user experience, better images, clear product description and plenty of reviews to help visitors make purchase decision.*

The study findings about customer believes that the search engine optimization is complicated revealed that 0.5% strongly agreed, 7.8% agree, 10.6 % neither agreed nor disagreed, 73.7% disagreed and 7.4% strongly disagreed. The bulk of the respondents 73.7 disagreed about customer believes that the search engine optimization is complicated.

The study findings about that customer prefer using search engine optimization when searching for lower prices disclosed that 6.5% strongly agreed, 71.4% agreed, 2.3% neither agreed nor disagreed, 19.4% disagreed and 0.5% strongly disagreed. The study show that the majority 71.4% agreed that customer prefer using search engine optimization when searching for lower prices.

The study finding in table 4.8 above show that customer is skilful with social integration. The study showed that 8.8% strongly agreed, 79.3% agreed, 5.1% neither agreed nor disagreed and 6.9% disagreed. The majority of the respondent 79.3% agreed that customer is skilful with social integration.

The study findings about customer is uncomfortable about purchasing through the internet revealed that 3.7% strongly agreed, 37.8% agreed, 7.8% neither agreed nor disagreed, 49.8% disagreed and 0.9% strongly disagreed. The majority of the respondent 49.8% disagreed that customer is uncomfortable about purchasing through the internet.

The study finding data about consumer regularly checks websites showed that 4.1% strongly agreed. 71.9% agreed, 9.2% neither agreed nor disagreed, 14.3% disagreed and 0.5% strongly disagreed. The majority of the respondents 71.9% agreed that consumer regularly checks websites. The above findings were supported by a key informant during face to face interviews and he had this to say:

The use of social integration embedded on the home page, interactive site where by comments get posted helps increase online traffic by visitors to the web page. The use of display adverts

and referral traffic due to content generated is one of the ways Jumia attracts visitor. This is evident through the use of web analytics whereby data on the number of visitors per month which averages at 200000 website visits, percentage of new users and length of visitors sessions.

4.4.3.2 Relationship between Website marketing and consumer purchase decision

This section presents data on the second study objective which is about testing as to whether there is a relationship between Website marketing and consumer purchase decision.

Pearson correlation coefficient was used to find out whether there is a significant relationship between dependent and independent variables. Pearson correlation coefficient was used because it is a suitable statistical means of determining the relationship between two variables.

The results of the test are presented in the table 4.9.

Table 4.9: Correlation between Website marketing and consumer purchase decision.

	Website marketing	Consumer purchase decision
Pearson correlation	1	.149*
Sig. (2tailed)		.028
N	217	217
Pearson correlation	.149**	1
Sig. (2tailed)	.028	
N	217	217

Correlation is significant at the 0.05 level (2tailed)

Table 4.8 shows that there is a positive correlation ($r=0.05$) between website marketing and consumer purchase decision.

The test result was subjected to verification by comparing the significance of the correlation ($P=0.05$) to the recommended significance at 0.005 given that the P value is less than 0.05 the null hypothesis (H_0) that, “there is no significant relationship between website marketing and

consumer purchase decision in Jumia Uganda” is rejected and the alternative hypothesis (H_1) that, there is significant relationship between website marketing and consumer purchase decision in Jumia Uganda is accepted.

4.4.3.3 Regression results for website marketing and consumer purchase decision

This section presents inferential results of the linear regression of social media marketing and consumer purchase decision. The results are shown on the table 4.10

Table 4.10: Linear regression results for social media marketing and consumer purchase decision.

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.205 ^a	.042	.037	.77675

a. Predictors: (Constant), website marketing

The result show R as .205**, R² as .042, Adjusted R² as .037 and standard error of estimate as 77675. The adjusted R² score of .042 implies that 42% of the variance in website marketing had on consumer purchase decision in this study. This revealed that website marketing is more statistically significant predictor of consumer purchase decision in Jumia Uganda. The overall model was significant at Sig = 0.000.

4.4.3 Descriptive statistics showing the effect of email marketing on consumer purchase decision in Jumia Uganda.

The finding present responses made in form of frequencies, percentages, mean, standard deviation on each statement about email marketing as stated in the questionnaire. The thirdly objective of the study was to establish the effect of email media marketing on consumer purchase decision in Jumia Uganda. Opinions and perceptions of the respondents were sought on this objective. Using the five point Likert scale format: Strongly agree = 1, Agree = 2, Neither agree nor disagree = 3, Disagree = 4 or Strongly disagree =5, responses were captured through a self-administered questionnaire. Table 4.11 displays the results.

Table 4.11: Findings on email marketing and consumer purchase decision

Study variables	Percentages					Standard deviation
	1	2	3	4	5	
Customer owns an email address	7.4	87.6	0	5.1	0	0.52632
Customer receives newsletters on products and services	2.8	90.3	1.8	5.1	0	0.49139
Customer shares information on products and services through emails	1.4	14.3	10.1	71.4	2.8	0.81684
Customer finds emails convenient	6	70.5	6.9	16.6	0	0.82430
Customer regularly checks the email address	5.5	57.1	6.5	30.9	0	0.98311
Customer finds emails an effective tool for advertising product content	7.8	74.7	2.3	13.8	1.4	0.84445
Customer likes carrying out business on email	4.6	64.5	7.4	23	0.5	0.91350
Customer has the email subscribed to a site	1.8	64.1	5.5	27.6	0.9	0.94097

Source: Primary data

The study findings about customer owns an email address. The majority of respondents 87.67% agreed. According to results in table 4.9 revealed that 7.4% strongly agreed, 87.6% agree and <39% disagree. In support of the above findings, one of the key informants had this to say;

Jumia Uganda uses customer email checklists to promote a diversity of products and services to the target audiences as well as communicate with the customers.

The continuous increase in subscriber engagements through the use of mobile friendly emails is because emails deliver results and customers own the email address. Jumia Uganda offers email subscribers with responsive email designs that the user experience is optimized regardless of the device. This is because the messages sent by the company are personalized and optimized for multiple devices.

The study findings on whether customers receives newsletters on products and services, 2.8% strongly agreed, 90.3% agreed, 1.8% neither agreed nor disagreed and 5.1% disagreed. The bulk of the respondents agree that customers receive newsletters on products and services.

The above findings on whether customer shares information on products and services through emails, 1.4% strongly agreed, 14.3% agreed, 10.1% neither agreed nor disagreed. 71.4% disagreed and 2.8% strongly disagreed. A large number of respondents 71.4% disagreed on Customer's shares information on products and services through emails.

The study findings about customer finds emails convenient showed that 6% strongly agreed. 70.5% agreed, 6.9% neither agreed nor disagreed and 16.6% disagreed. The majority of the respondents 70.5% agreed with customers finds emails convenient. In support of the above findings, one of the top management key informants had this to say:

Though not all customers shop from their smart phones, many will check their emails through these devices. This makes it easier for the company to reach their mobile segment customer. In addition, it allows the company to reach beyond smart phone to connect with customers on other types of devices.

When asked whether customer regularly checks the email address, 5.5% agreed, 57.1% disagreed, 6.5% neither agreed nor disagreed and 30.9% disagreed.

The study findings about customer finds emails an effective tool for advertising product content disclosed that 7.8% strongly agreed, 74.7% agreed, 2.3% neither agreed nor disagreed, 13.8% disagreed and 1.4% strongly disagreed.

The study findings about customer likes carrying out business on email revealed that 4.6% strongly agreed, 64.5% agreed, 7.4% neither agreed nor disagreed, 23% disagreed and 0.5% strongly disagreed.

Study findings about customer has the email subscribed to a site showed that 1.8% strongly agreed, 64.1% agreed, 5.5% neither agreed nor disagreed, 27.6% disagreed and 0.9% strongly disagreed.

4.4.3.4 Relationship between email marketing and consumer purchase decision

This section presents data on the second study objective which is about testing as to whether there is a relationship between Email marketing and consumer purchase decision.

Pearson correlation coefficient was used to find out whether there is a significant relationship between dependent and independent variables. Pearson correlation coefficient was used because it is a suitable statistical means of determining the relationship between two variables. The results of the test are presented in the table 4.12

Table 4.12: Correlation between email marketing and consumer purchase decision.

	Email marketing	Consumer purchase decision
Pearson correlation	1	.814*
Sig. (2tailed)		.000
N	217	217
Pearson correlation	.814	
Sig. (2tailed)	.000	
N	217	217

Table 4.12 shows that there is a strong positive correlation ($r = 0.01$) between email marketing and consumer purchase decision.

The test result was subjected to verification by comparing the significance of the correlation

($P = 0.01$) to the recommended significance at 0.005. Given that the P value is less than 0.05 the null hypothesis (H_0) that, "there is no significant relationship between email marketing and consumer purchase decision in Jumia Uganda" is rejected and the alternative hypothesis (H_1) that, there is significant relationship between email marketing and consumer purchase decision in Jumia Uganda is accepted.

4.4.3.5 Regression results for email marketing and consumer purchase decision

This section presents inferential results of the linear regression of social media marketing and consumer purchase decision. The results are shown on table 4.13

Table 4.13: linear regression results for social media marketing and consumer purchase decision.

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	.814 ^a	.662	.660	.30677

a. Predictors: (Constant), email marketing

The result show R as .814**, R² as .662, Adjusted R² as .660 and standard error of estimate as 30677. The adjusted R² score of .662 implies that 66.2% of the variance in email marketing had on consumer purchase decision in this study

Table 4.13 shows that the relationship between email marketing and consumer purchase decision is significant. The overall model was significant at sig = 0.000. This led to the acceptance of the alternative hypothesis which states that there is a significant relationship between email marketing and consumer purchase decision in Jumia Uganda.

Table 4.14: findings on do you visit internet marketing tools

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	208	95.9	95.9	95.9
	No	9	4.1	4.1	100.0
	Total	217	100.0	100.0	

Source: Primary data

The study findings on table 4.14 reveal that 99.1% of the respondents agree that they visit internet marketing tools sites and 0.9% disagree. Therefore majority of respondents 99.1% visit internet marketing tools.

Table 4.15: Findings on do you make purchase after visiting and accessing information from internet marketing tools about products and services.

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	58	26.7	27.0	27.0
	No	157	72.4	73.0	100.0
	Total	215	99.1	100.0	
Missing	System	2	9		
	Total	217	100.0		

Source: Primary data

The study findings on table 4.15 reveal that the majority of respondents 72.4% disagree that they make purchase after visiting and accessing information from internet marketing tools about products and services and 26.7% agree.

Table 4.16: Findings on do you think internet marketing tools are essential for consumer purchase decision.

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	215	99.1	99.1	99.1
	No	2	.9	.9	100.0
	Total	217	100.0	100.0	

Source: Primary data

The study revealed that majority of the respondents 99.15 agree that internet marketing tools are essential for consumer purchase decision and 0.9% disagree.

CHAPTER FIVE

SUMMARY, DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The study examined the relationship between internet marketing and consumer purchased decision in Jumia Uganda.

This chapter presents the summary of findings, discussions, conclusion and recommendations based on the study findings from the respondent's perception on the variables. The summary of the findings also captured frequencies and percentages of the respondents and correlations and regression of each indicator studied.

This chapter also covers the imitations of the study and suggestions for further research.

5.2 Summary of findings

The summary of findings is presented according to the study objectives below

5.2.1 Social media marketing and consumer purchase decision in Jumia Uganda

The study revealed significant relationship between social media marketing and consumer purchase decision. The correlation results show that there is a positive relationship between social media marketing and consumer purchase decision. This is statistically significant $r = .195$ and P value=.004 is lower than 0.05. The researcher thus concludes that there is a significant relation between social media marketing and consumer purchase decision in Jumia Uganda.

5.2.2 Website marketing and consumer purchase decision in Jumia Uganda

The findings indicate a positive relationship between website marketing and consumer purchase decision. The correlation results show that there is a positive relationship between website marketing and consumer purchase decision in Jumia Uganda because it is statistically significant $r=.149$ and P value.028 is lower than 0.05. The researcher therefore concludes that there is a significant relationship between website marketing and consumer purchase decision in Jumia Uganda.

5.2.3 Email marketing and consumer purchase decision in Jumia Uganda

The findings revealed a positive relationship between email marketing and consumer purchase decision in Jumia Uganda due to it being statistically significant $r= 814$ and P value = 000 which is lower than 0.05. The researcher therefore concludes that there is a significant relationship between email marketing and consumer purchase decision in Jumia Uganda.

The findings of the study on this objective revealed a strong relationship between email marketing and consumer purchase decision.

5.3 Discussion of findings

This section presents a discussion of the findings from the analysis of the dimensions of independent the variable: consumer purchase decision. These dimensions are discussed in line with internet marketing the dependent variable.

5.3.1 Social media marketing and consumer purchase decision in Jumia Uganda

The first objective was to establish the effect of social media marketing on consumer purchase decision in Jumia Uganda. The results revealed there is a positive and significant relationship between social media marketing and consumer purchase decision. Perumal et al, 2018 supports the studies by stating that social media activities like quality of the products, the brand, advertising or price affect consumer purchase decision. It may not necessarily affect consumer purchase decision but might possess a mediating effect (Taining, 2012). In addition Ward, 1978 states that social media activities enable consumers to make recommendation to contacts or friends, share any of the purchases through social networking sites impact on consumer purchase decision. Recommendations by friends can help brand attitude and purchase attitudes. The more good responses on the products or services the more the chances of consumer purchase (Perumal et al. 2018).

Jackson (2011) findings on his research on social media marketing states that users are likely to recommend or purchase an item they engaged with the company on social media. Furthermore, social media marketing enables consumers to share information with peers about the product and services (Stileman, 2009; Mangold & Foulds, 2009). These conversations between the peers

provide companies another effective way to increase brand awareness, boost loyalty and consumer purchase decision (Gunelius, 2011). The findings of the study showed that there a significant relationship between social media marketing and consumer purchase decision are sustained by Perumal et al, 2018 that social media marketing allows customers and prospective customers to communicate directly to brand representatives since customers are using social media as a tool to search and purchase item brands or services thus social media marketing helps firms to build brand loyalty through networking, conversation, community and consumer purchase decision building(McKee, 2010). As social media use increases exponentially, so does consumer purchase decision (Perumal et al. 2018). The user information can be affected by the quality that is provided by online store. This information needs to be helpful and relevant because it impacts on consumer purchase decision. It need to be up to date, when offering products and services. It should also be sufficient in order to help the consumer when making choices consistent in representing (Nizar, 2018).

5.3.2 Website marketing and consumer purchase decision in Jumia Uganda

The findings of the study revealed website marketing to have a positive statistically significant relationship with consumer purchase decision. Ellis-Chadwick et al, 2012 suggests that website marketing the use of interactive actions in enabling communication with Clients. Website marketing enables firms to create and maintain an effective online presence (Chaffey. 2006).

This online presence can be achieved through affiliate marketing that involves promotion of products and services from another company (Lemmernet, 2014). This can be through the use of banners or links of merchant websites to acquire customers who in return make a consumer purchase decision (Birkneer, 2012). Sweeney, 2008 supports the study findings by stating that to obtain the desires results, website marketing has to be designed to meet firms' online objectives of consumer purchase decision. The website marketing activities consist of interactive selling features and valuable information on the products and services (Kotler, 2011).

Sweeney, 2008 suggests that website marketing needs visitors. However the potential customers quickly leave the site that doesn't fulfil their expectation (Kotler & Armstrong. 2011), Therefore firms offer, faster, better looking, easier to navigate, more fun and more informative website marketing activities like popup windows, lower prices, discounts, less delivery and after sales,

the more likely for consumer purchase decision (Sterne, 2001). Consumers with internet experience should be in position to embrace and utilize online information due to high confidence likely influenced by online reviews which impact consumer purchase. Online shopping pages should offer immerse choice, data servicing steadfastness and item examination Gering developing trust online is complicated (Nizar, 2018).

5.3.3 Email marketing and consumer purchase decision in Jumia Uganda

The third objective was to establish the effect of email marketing on consumer purchase decision in Jumia Uganda. The results revealed there is a positive and significant relationship between email marketing and consumer purchase decision. Study findings are supported by Chaffey & Smith, 2012: Chadwick & Doberty, 2013 who are specialists in the field suggest that an efficient and coherent email marketing program is that which is able to help create relationships between the organization and clients

The findings are further supported by Baines, 2014 suggests that email marketing includes opt-in and opt-out, the use of mailing lists to message directly to customers so as to promote sales or an event, announce a new product and service to make use of email newsletters and discussion list subscriptions which subsequently when used properly go beyond sending a sales message rather they help to create trust and to make brand awareness, retain customers, build brand and customer loyalty, create customer referrals and generate revenues through consumer purchases

However, if there is lack in trust in the email marketing campaigns among the online consumer it is bound to explain the low consumer purchase decision. Information satisfaction can also affect the quality of goods that are offered through newsletters thus need to improve on the quality of service.

5.4 Conclusion

From the foregoing discussions, the following conclusions were drawn from the findings.

5.4.1 Social media marketing and consumer purchase decision in Jumia Uganda

The study revealed significant relationship between social media marketing and consumer purchase decision. The correlation results show that there is a positive relationship between Social media marketing and consumer purchase decision. This is statistically significant r=0.95 and P value =0.04 is lower than 0.05. The researcher thus concludes that there is a significant relation between social media marketing and consumer purchase decision in Jumia Uganda. Basing on the findings of the study, it can be concluded that social media marketing affects consumer purchase decision in terms of social media referrals, site visits, increase conversion rate, optimize lead conversion, organisation presence on social media, creating discussions among followers, reviews from social influencers, advertising on social media, trending posts and contest generated awareness.

Therefore the absence of customer knowledge about social networking sites, sharing, participating on various commerce communities, visits, wider variety of products and owning social networking sites are essential for consumer purchase decision in Jumia Uganda.

5.4.2 Website marketing and consumer purchase decision in Jumia Uganda

The findings indicate a positive relationship between website marketing and consumer purchase decision. The correlation results show that there is a positive relationship between website marketing and consumer purchase decision in Jumia Uganda because it is statistically significant t=1.49 and P value .028 is lower than 0.05. The researcher therefore concludes that there is a significant relationship between website marketing and consumer purchase decision in Jumia Uganda. Basing from the findings of the study, it can be concluded that website marketing influences consumer purchase decision. Basing on the findings conducted, it can be concluded that website marketing influences consumer purchase decision in terms of affiliate programs, pop-up windows, conversion rate optimization, user engagement and interactive content, influencers and mobile friendly content.

This implies that display adverts, search engine optimization, skilful with social integration. Regular website checks are essential for consumer purchase decision.

5.4.3 Email marketing and consumer purchase decision in Jumia Uganda

The findings revealed a positive relationship between email marketing and consumer purchase decision in Jumia Uganda due to it being statistically significant $r = .814$ and P value = .000 which is lower than 0.05. The researcher therefore concludes that there is a significant relationship between email marketing and consumer purchase decision in Jumia Uganda.

The findings of the study on this objective revealed a strong relationship between email marketing and consumer purchase decision. Basing from the findings of the study, it can be concluded that email marketing affects consumer purchase decision. Basing on the findings conducted, it can be concluded that email marketing affects consumer purchase decision in terms of segment subscribers, land page button, email campaigns, subject lines, optimization of all devices, interactivity and spam emails.

This implies that customer receives newsletters on products and services, share information, finds emails convenient regularly checks the email address, finds emails an effective tool for advertising, likes carrying out business on email and has email subscribed.

5.5 Limitation to the study

The study had a number of limitations among others which include the following:

Some respondents were not readily available at the time the researcher needed them. The researcher solved this problem by making appointments with each respondent and agreed on the appropriate time to meet, when they would be less busy with enough time to participate in the study.

5.6 Contribution of the study

The study was able to generate first-hand information on internet marketing and consumer purchase decision in Jumia Uganda a study which had never been conducted. The study revealed that social media marketing, website marketing and email marketing have a positive significant relationship with consumer purchase decision.

5.7 Area for further study

This study focuses on internet marketing to explain consumer and explore the relationship between them. However future studies can be devised to identify other additional variables for explaining consumer purchase decision. Furthermore study may be conducted on internet marketing and consumer behaviour.

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APPENDIX 1: QUESTIONNAIRE

Dear respondent,

My name is Noah Emodit a student at Uganda Christian University pursuing a Bachelor's degree in Science in Accounting and Finance, cordially asking for your time and corporation in a research study as part of my academic requirement.

This study is to assess the influence of internet marketing on consumer purchase decisions in Jumia Uganda. I aim to understand how social media marketing and email marketing affect consumer purchase decisions in Jumia Uganda. Your valuable insights and experiences will greatly contribute to the success of this study

Please answer all questions as instructed in each section to the best of your ability, as your honest and accurate responses will contribute significantly to the validity and reliability of the study.

The results will be used for academic purposes and information given will be treated confidentially.

SECTION A: BIBIODETA

Instructions: Please respond to the following questions by selecting the box corresponding to your most appropriate response.

1. Gender

Male Female

2. Age

18-29 30-39 40-49 50 & above

3. Marital status

Married Single Widowed Divorced

APPENDIX 11: Interview guide for senior managers, finance, marketing, teller management, logistics and Jumia group staff.

I am a student of Uganda Christian University and currently collecting data for compilation for my dissertation as partial requirement for the award of a Bachelor's degree of Science in Accounting and Finance of Uganda Christian University. I am here to conduct an interview for a maximum of 15 minutes. The interview the researcher conducted is related to internet marketing and consumer purchase decision in Jumia Uganda. You have been selected to share with us your experience and make this study successful.

Background

1. Briefly talk about yourself and your responsibility

2. What is your understanding of internet marketing?
 3. What does it imply to your organization?
 4. What are the challenges of internet marketing?
1. Understanding of social media marketing
 2. How does Jumia Uganda utilize social media marketing?
 3. What is your opinion on how customers are engaged on social media?
 4. What is your understanding of Website Marketing?
 5. What is your take on website marketing?
 6. What is your understanding of email marketing?
 7. Is email marketing convenient?

Appendix 111: Document Review Checklist

- i. Jumia Uganda Report
- ii. Jumia Uganda minutes of the board meeting held in March 2022
- iii. List of Jumia Uganda customers as at January 2021 to June 2022
- iv. Jumia Uganda minutes of the management meeting held in September 2021



UGANDA CHRISTIAN UNIVERSITY

A Centre of Excellence in the Heart of Africa

SCHOOL OF BUSINESS

1st Aug 2023

TO WHOM IT MAY CONCERN

Name: Noah Emodit

Reg. No. 5208331263

A bachelor's student who is seeking permission from your office to collect data for his/her dissertation titled

"INTERNET MARKETING AND CONSUMER PURCHASE DECISION..."

We shall be grateful if you could render assistance to him/her in collecting the necessary data for his/her dissertation

The Uganda Christian University School of Business thanks you in advance


.....

Mukisa Simon Peter
Research coordinator

