

THE GHANA INSTITUTE OF JOURNALISM



THE EFFECT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR:

A CASE STUDY OF FAN MILK GHANA LIMITED

BY

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**A DISSERTATION SUBMITTED TO THE GHANA INSTITUTE OF JOURNALISM IN**

**PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF A**

**MASTER OF ARTS DEGREE IN PUBLIC RELATIONS**

**OCTOBER 2021**

**DECLARATION**

I declare that, this piece of literature is entirely my original work; as such it has not been submitted either in part or whole for the award of a degree at the Ghana Institute of Journalism or any other Institution. In situations necessary, due acknowledgement, attributions and references were made.

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## **SUPERVISOR'S DECLARATION**

I hereby declare that this term paper is the work of Vida Ahene Djan as partial fulfilment of requirement for the award of a Master of Arts Degree in Public Relations. The term paper was supervised by me in accordance with the guidelines laid down by the Ghana Institute of Journalism.

**DR. GEORGE ASAMOAH**

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## **DEDICATION**

I dedicate this literary work to my lovely husband Mr Hendrix Harry Boafo and my son Zane Kofi Boafo, who always believed in my ability to be successful in the academic arena and has given me confidence to make my journey successful.

## **ACKNOWLEDGEMENT**

My greatest outpouring of appreciation is to the Lord Almighty, who guided, and guard me throughout the period of study.

I express my deepest appreciation to my supervisor, Dr. George Asamoah for his constructive criticism, guidance, counselling and unequivocal support towards successfully completing this work.

I am equally thankful to all my family and friends.

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## ABSTRACT

The purpose of this study was to investigate the impact of digital marketing on consumer buying behaviour. The research design that was adopted for the study was a case study design. The population for the study were residents of the Korley Klotey District. A sample size of 80 respondents was selected to participate in the study. The sampling technique utilized was a non-probability sampling technique in the form of convenience sampling. The data collection instrument used was an online questionnaire. The data analysis tools employed to analyse the data was correlation analysis, regression analysis and mean. Findings from the study showed that majority of respondents were aware of digital marketing channels. The findings also showed that the dominant digital marketing channel utilized by respondents to buy products was social media. The findings also revealed that FanYogo was the most popular product of Fan Milk Ghana Limited that was bought by the majority of respondents. The results from the correlation analysis revealed a significant and positive relationship between digital marketing and consumer buying behaviour ( $r = 0.825$ ,  $p < 0.001$ ). The regression analysis also showed that digital marketing affects consumer buying behaviour ( $b = 1.434$ ,  $p < 0.001$ ). In conclusion, the study revealed that digital marketing has facilitated the development of trusted relationships between customers and brands, making it an increasingly critical medium for brands seeking to optimize brand loyalty. Digital marketing is the most cost-effective platform for selling items and also helps firms to communicate with their target audience effectively via digital platforms. Digital marketing is not just for engagement; businesses may use it to acquire new customers or retain existing ones. It is recommended that firms and entrepreneurs enhance the use of digital marketing channels across all of their business activities to communicate with customers more easily and to improve customer feedback management.

**Keywords:** Digital marketing, social media, consumer buying behaviour, consumer purchase decisions

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

The internet and electronic commerce technologies are reshaping the economy as a whole, redefining corporate models, revenue streams, consumer bases, and supply networks. In every sector of the new economy, new business models are emerging. Technology has had a profound and rapid impact on every aspect of human life. Technology has provided incredible tools and resources, putting the most useful information at the fingertips of each individual. We carry enough technology in our pockets to gain access to the world's knowledge as well as immediate information about global events (Nagra and Gopal, 2014).

Today, technology is transforming the way marketers and consumers engage, while also providing a plethora of new possibilities. The internet and the web have altered the dynamics of business; with the click of a mouse, you can have an Amazon package delivered to your doorstep within 48 hours, consumers have 24-hour access to brands, and businesses are scrambling to listen to, respond to, and engage with their customers promptly, while also adequately addressing customer concerns (Bala and Verma, 2018).

The digital era and the advent of online shopping have resulted in a paradigm shift in business models for manufacturers and merchants. Digital marketing and advertising have been designed in such a way that it is simple to calculate return on investment. This is a significant

accomplishment in and of itself, because previous to the digital age, there were no reliable estimates of the number of individuals reached by advertising (or the characteristics of these people) (Kathiravan, Mahalakshmi and Palanisamy, 2019).

With the rise of the web and the internet, the proliferation of smartphones, tablets, laptops, and digital technology, marketing is undergoing a transition; digital marketing is booming and will continue to do so. Consumers now have greater discretion over how they get information about products and services thanks to the Internet. Numerous factors contribute to customers' attraction to online content. Consumers choose when, what, and how much commercial content they view (Korgaonkar and Wolin, 2002). The Internet allows consumers to access an infinite variety of items and services from businesses located throughout the world, while also reducing the amount of time and effort spent purchasing. Traditional marketing is no longer at the centre of a campaign's strategy. While traditional marketing is critical for increasing and sustaining brand awareness, digital marketing has evolved to compete with offline marketing (Sharma, Gupta and Kapoor, 2020).

Digital marketing is a critical component of brand development, promotion, and management because it comprises all marketing operations that involve the use of an electronic device or the internet. Businesses communicate with current and prospective customers using digital mediums such as search engines, social media, email, and their websites. The primary benefit of digital marketing is the cost-effective and measurable reach of a targeted audience. Among the other benefits of digital marketing are increased brand loyalty and increased online sales (Chaffey and Ellis-Chadwick, 2019).

Consumer behaviour has shifted paradigms as a result of the digital age and the rise of digital marketing. Today, businesses are witnessing profound shifts in marketing, which has already transitioned away from the mass communication model - when marketers told customers what was best for them. Consumers nowadays are more informed and powerful. They are continually inundated with more digital stuff than at any point in history. Consumers have access to a plethora of brands. Consumers' expectations have increased. They are more aware than ever of what they desire, how they desire it, and from whom they desire (Kumar and Singh, 2020).

Consumers' desire and expect brands to provide a consistent and individualized service experience, as well as personalized communications. The most significant change in consumer behaviour is that consumers are increasingly averse to anything perceived as marketing. As customers gain technological proficiency, they grow frustrated with intrusive or irrelevant content and communications. Rather than that, they rely on recommendations from friends, influencers, experts, and users, as well as ratings, testimonials, website reviews, and a Google search for the brand (Dastane, 2020).

Consumers in the modern era are not faithful; they are more variety seekers, constantly experimenting, and becoming switchers. Consumers' tolerance levels have decreased; they want companies to provide an immediate and prompt response to their inquiries. When they are disappointed, they create viral posts or tweets to disparage the companies providing that service. Consumer behaviour in the digital era is a dynamic and ever-expanding phenomenon; the digital realm will undergo significant and rapid changes in the near future, and technology will continue

to have a global influence on marketing techniques. As a result, only businesses that can identify and develop their own digital "footprints" and brand experiences will be the ones to survive. Hence businesses must be adaptable enough to adjust their business models and strategies, to enable them to stay competitive in the coming years (Durai and King, 2019).

## **1.2 Statement of the Problem**

Today's innovation becomes obsolete as science and technology advance. Consumer tastes and inclinations are likewise rapidly shifting. Marketers are struggling to keep up with the shifting needs of their clients. Customers' expectations are shifting for a variety of reasons, but one of the primary causes is changing purchasing behaviour. Consumers of all ages are more likely to experience changes in their purchasing behaviours. Consumers' purchasing activity has an effect not just on their own purchasing behaviour, but also on the purchasing behaviour of their family. As a marketer, one must be able to anticipate changing customer wants and produce goods and services accordingly (Ramesh and Vidhya, 2019).

Rapid technological advancements, economic globalization, and a variety of other external factors have influenced changes in marketing and customer behaviour (Omar and Atteya, 2020). Advances in technology, logistics, payments, and trust, combined with growing internet and mobile access and consumer demand for convenience, have created a global online shopping arena worth US\$1.9 trillion, where millions of consumers no longer 'go' shopping, but literally 'are' shopping at all times and in all places (Emini and Zekjiri, 2020).

Consumers' purchasing patterns have shifted significantly during the last decade. The usage of digital technologies for research, browsing, and purchasing has shifted from niche or occasional to widespread (Ramya and Ali, 2016). The transition is mostly the result of digital technology's impact on the purchasing experience. With the advancement of technology, businesses must alter their approach to consumers (Stephen, 2016). Today's consumer behaves differently and has far higher expectations of various items and businesses. Consumer behaviour changes constantly, requiring businesses and organizations to constantly refine their strategy for operating in the digital environment. Digital marketing is becoming more critical as businesses battle for consumer attention in an online, mobile-first environment. One of the primary trends in contemporary marketing is a focus on the use of the internet and social media to promote the firm and its products (Akter and Sultana, 2020). Digital marketing has altered how marketers' brand and market their businesses.

Additionally, some experts claim that customers are sceptical of the social media advertisements of firms and prefer to rely on the opinions of other consumers. However, other experts question whether consumers see social media advertisements. Ertemel and Ammoura (2016) argue that, despite the increased use of social media by customers, the opinions of other consumers are viewed as more objective than promotional messages from firms. Akar and Topçu, (2011) concur with this assessment as well. Additionally, Voramontri and Klieb (2019) believe that the unsolved question is whether advertisements on social media sites are noticed by consumers and whether those adverts have an effect on consumer decision making.

While numerous studies have been conducted globally on digital marketing and consumer purchasing behaviour, little research has been conducted in Ghana to examine the effect of digital marketing on consumer buying behaviour. Internet penetration statistics in Ghana demonstrate that digital marketing is a growing trend with significant consumer and corporate potential. As a result of this knowledge gap, this study intends to fill it by detecting and analysing the effect of digital marketing on consumer purchasing behaviour in Ghana.

### **1.3 Research Objectives**

The objectives of the study are:

1. To investigate the awareness of digital marketing among consumers of Fan Milk Ghana's products.
2. To determine the digital marketing channels that is been used by consumers in their purchase decisions.
3. To determine the products of Fan Milk Ghana that are mostly bought by consumers using digital marketing channels.
4. To determine the impact of digital marketing on consumer buying behaviour.

### **1.4 Research Questions**

The research questions of the study are:

1. Do consumers of Fan Milk Ghana have an awareness about digital marketing?
2. What are the digital marketing channels that is been used by consumers in their purchase decisions?

3. What are the products of Fan Milk Ghana that are mostly bought by consumers using digital marketing channels?
4. Does digital marketing have an impact on consumer buying behaviour?

### **1.5 Research Hypothesis**

H<sub>10</sub>: There is no significant relationship between digital marketing and consumer buying behaviour.

H<sub>1A</sub>: There is a significant relationship between digital marketing and consumer buying behaviour.

### **1.6 Significance of Study**

Technological advancements, competition, and contemporary digital marketing trends have resulted in the emergence of a new generation of consumers seeking increased convenience, value, and options. This trend presents both obstacles and substantial opportunity for organizations and marketers. Digital marketing has transformed both the way marketers sell their products and the way buyers buy them. A person's buying behaviour is influenced by a variety of elements, and these aspects invariably affect the marketer's ability to meet the needs of customers in general. As a result, it is recognized that there is a need for research on Digital marketing and its effect on buying behaviour (Dahiya and Gayatri, 2018).

The government is the primary driver of economic activity, and digital marketplaces have shifted the economic landscape in developed nations over the years. In industrialized countries, digitally

enabled enterprises have surpassed the profitability of traditional/brick and mortar firms. A critical knowledge of this trend is vital for governments because it lays the groundwork for legislation that foster an enabling business environment, promote economic growth and prosperity through the use of digital marketing as a value driver, and safeguard consumers' interests (Mahalaxmi and Ranjith, 2016).

For researchers and scholars, the study of digital marketing and its effect on consumer buying behaviour is still in its infancy. While there have been numerous significant contributions to knowledge in the consumer behaviour literature related to digital and social media marketing. There is still room for additional insights, especially given the fast-moving nature of the field. This research will help throw light on this fundamental phenomenon and also provide insightful analysis of consumer behaviour in the digital world and how firms can leverage digital marketing as a strategic tool to enhance a competitive edge.

### **1.7 Scope of the Study**

The study focused on the effect of digital marketing on consumer buying behaviour. In terms of the institution, the study was limited to Fan Milk Ghana Limited. With regard to the geographical area, the study was limited to the Korley Klottey Municipal District in the Greater Accra Region.

## **1.8 Organisation of the Study**

The study was organized into five (5) chapters. The first chapter consists of introduction and gives a background to the study, statement of the problem, objectives and the research questions, significance, and organisation of the study. The second chapter focuses on the review of literature on consumer behaviour and digital marketing. Chapter three detailed the methodology adopted for the study. It indicates the research approach, research design, study population, sample size and sampling procedure, instrument for data collection, data collection procedure and data analysis procedure. The fourth chapter covered the data analysis and presentation of the study. The fifth and final chapter constituted the summary of findings, conclusions and recommendations based on the findings.

## **1.9 Operational Definition of Terms**

**Impact:** Impact is defined as a powerful effect that something, especially something new, has on a situation or person.

**Digital:** involving or relating to the use of computer technology

**Marketing:** the action or business of promoting and selling products or services

**Digital Marketing:** Digital marketing is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

**Consumer:** Consumer is defined as a person who purchases goods and services for personal use.

**Behaviour:** the way in which one acts or conducts oneself, especially towards others.

**Consumer Buying Behaviour:** Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

The second chapter of this project work is the literature review. A literature review is an in-depth examination of prior research on a subject. The literature review is a systematic examination of scholarly articles, books, and other sources pertinent to a given field of study. The objective of a literature review is to get an understanding of the existing research and debates on a particular subject or field of study and to communicate that knowledge in the form of a written report. The chapter is further divided into nine subcategories namely the introduction, the concept of marketing, the concept of digital marketing, benefits of digital marketing, challenges of digital marketing, digital marketing channels, consumer buying behaviour, consumer decision-making process and impact of digital marketing on consumer buying behaviour.

#### **2.2 The Concept of Marketing**

Marketing has been defined in a variety of ways by various authors. Marketing, according to the American Marketing Association, is the process of planning and executing the development, pricing, promotion, and distribution of ideas, goods, and services to produce exchanges that meet individual and organizational objectives. Cronje, et al. (2007) define marketing as a set of management tasks and decisions aimed at successfully responding to opportunities and threats in a dynamic environment by developing and transferring a need-satisfying market offering to consumers in such a way that the business, consumer, and societal objectives are met. Groucutt

and Hopkins (2015) discuss the marketing concept, which they argue is about a business knowing precisely the needs and wants of certain target markets, and then exceeding the competitors in giving the necessary satisfactions to consumers in those target markets. They also suggest that marketers should make what they can sell rather than attempting to sell what they have created.

According to Hanssens and Pauwels (2016), marketing entails analysing the demands of certain consumer products as well as defining the range of needs for the product, estimating the level of interest for the present and future, and offering access to the product. They also discuss the price at which the product will be sold to earn a profit, as well as ensuring that consumers are aware of the goods. They went on to say that marketing is both a set of activities carried out by businesses as well as a societal activity. The presence of a social process in the definition implies that marketing serves the economic and social benefit of a society. Today's marketers must compete in a market that is getting more competitive, specialized, globalized, and technologically driven. Marketers need a combination of creativity and understanding to participate and stay relevant.

### **2.3 The Concept of Digital Marketing**

Marketing is the process by which a company communicates with, connects with, and engages with its target audience in order to express the value of, and eventually sell, its products and services. Marketing has existed for a very long time. In the past, businesses used traditional marketing channels to spread the word about their products or services, such as newspapers and word of mouth. The evolution of digital marketing has transformed how companies and enterprises use technology and digital media for marketing purposes (Charlesworth, 2014).

The Internet, as well as other digital technologies, played a critical part in the advancement and evolution of marketing. It enabled the creation of a diverse selection of products, services, payment methods, prices, and new ways of communication that allow consumers to get information more quickly. Additionally, the internet has also provided companies with a novel way to reach new markets, as well as the opportunity to offer new products and services using online communication techniques, allowing them to compete in the same market as larger companies (Bala and Verma, 2018).

Digital marketing has brought about the growth of product promotion because it provides people with additional options such as personalized messaging or responses to search queries (Yasmin, Tasneem and Fatema, 2015). Digital marketing efforts are growing more widespread and efficient as digital platforms are increasingly been integrated into marketing plans and daily life, and as individuals increasingly use digital gadgets in place of physical stores (Kannan, 2017).

Digital marketing is revolutionary in the twenty-first century because it leverages digital technology and mass media platforms such as television, radio, and the Internet to reach a broad range of consumers in an appropriate, meaningful, and personalized manner. Today, the most often utilized digital marketing tool is search engine optimization (SEO). Its purpose is to optimize how search engines such as Google discover the websites of businesses (Stokes, 2011). Digital marketing is a broad term that refers to a collection of marketing processes and techniques for promoting products or services through the use of digital technologies, media, or channels that are primarily on the internet. Digital marketing technologies also encompass

mobile phones and display advertising, that helps promote a product or service or build a digital brand (Piñeiro-Otero and Martínez-Rolán, 2016).

Digital marketing is a form of electronic communication that marketers utilize to promote their products and services to the marketplace. The ultimate goal of digital marketing is to benefit consumers by allowing them to interact with the product via digital media (Sawicki, 2016). Additionally, it is defined as the use of technology to assist marketing efforts with the goal of increasing client understanding by meeting their needs (Kaur, 2017). Internet marketing, which is also referred to as online marketing or electronic marketing, is a subset of digital marketing and is defined as any marketing activity undertaken online using internet technologies. It is, in fact, the most critical component, as the majority of digital marketing operations are classified as Internet marketing. Digital marketing encompasses the following channels: websites, social networking platforms, banner placement, email marketing, mobile marketing, SEO, pay per click campaigns, Web TV, SMS, and billboards (Tiago and Verissimo, 2014).

Businesses worldwide are investing more in and participating in online marketing than ever before. It is critical to understand the customer behavioural elements that determine the effectiveness of e-marketing. Digital marketing has altered the way businesses sell their products and services and will continue to do so since it is a requirement now and, in the future (Gupta, 2018). From an organizational standpoint, firms employ digital marketing because it is more cost-effective and has a more expansive and quantifiable reach than traditional marketing. Consumers benefit from digital marketing because it gives them access to a diverse variety of product and service options, bargaining power through price comparison, and convenience

through the ability to buy whenever they want, take advantage of deals, and submit feedback and reviews (Wertime and Fenwick, 2011).

## **2.4 Benefits of Digital Marketing**

According to Matidza, Ping and Nyasulu (2020), there are several tangible and intangible benefits linked with digital marketing. The authors consider tangible benefits such as increased sales from new customers, new markets, and existing customers (repeat sales or cross-selling); cost reduction due to reduced time for customer service, online sales, and reduced costs of printing and distribution of marketing communications. In terms of intangible benefits, these include corporate image communication, brand enhancement/improvement, marketing communications that are now faster and more responsive (including public relations), improved customer service, future learning, meeting customer expectations for having a website, identifying new partners, and better support for existing partners.

Marketing is critical for the development of businesses, particularly as they face environmental difficulties such as rapid technological advancements, globalization, and increasingly savvy competition. As a result, they must be able to recognize and embrace market possibilities while adjusting to a changing environment, despite their limited financial and human resources, as well as the disadvantages of a tiny market and client base (Pandey, Nayal and Rathore, 2020). The Internet is currently the most effective vehicle for taking advantage of these opportunities, as it allows enterprises to promote their products/services to a worldwide target audience at a low cost. As a result, it is critical to devote as much time as possible to digital marketing to maximize the competitive edge that this medium offers businesses. Because this industry is always

changing, marketing professionals must keep their knowledge up to date and hunt for new material regularly (Šćeulovs, Ivanova and Lorencs, 2017).

One of the advantages of digital marketing is that it allows small businesses to flourish. This is because, with digital marketing, you can choose any marketing approach that fits your budget and instantly reach a large number of people at a low cost. In traditional marketing, introducing a new product to the market is a challenging process in and of itself (Ištvančić, Crnjac Milić and Krpić, 2017). Another pertinent advantage that digital marketing offers is convenience. Customers like the convenience of digital marketing. Without establishing a local outlet, a marketer can readily advertise a product over the internet, removing distance obstacles. Now, without having to invest money on distributor routes in other countries, a company may effortlessly export its products over the world. Marketing a product through a retail outlet is very expensive compared to marketing a product on the internet (Erokhina, Mitko and Troilin, 2018). Customer demands are met effectively and efficiently through the digital market, which allows for faster and easier engagement with customers, as well as increased product satisfaction because customers can readily compare products and make informed purchasing decisions (Kaushik, 2016).

As a result of digital marketing's ability to enhance customer retention, it aids in the development of positive relationships between customers and marketers. It establishes effective communication with customers from the time they acquire a product till they provide feedback on it, as well as resolving customer questions (Coman, Popica and Rezeanu, 2019). Matúš (2015) argues that with digital marketing, customers quickly compare products and make buying

decisions based on their findings. Customers make their own product choices through online marketing, and then make a decision based on their preference. Akutina (2014) asserts that digital marketing helps consumers get a lot of information about a product before they buy it. This is because all information is openly exposed on the internet as a result of digital marketing, and any client can browse through them to make an informed purchase decision. Additionally, with digital marketing, all information is available in great detail, however, in retail stores, the shopkeeper can only supply limited information based on their knowledge.

## **2.5 Challenges of Digital Marketing**

One of the major difficulties with digital marketing is that it is heavily reliant on internet access. Because of digitization, the world has become increasingly reliant on the internet for the things we require to live a normal existence. If the current trend continues, as many predict, we may not be able to survive without the internet (Suleiman *et al.*, 2020).

Another big challenge of employing digital marketing is security concerns and a lack of trust. Customers have little faith in online advertisements, and some believe they are fraudulent. This dilemma of the customer's lack of confidence is truly a major challenge to the growth and development of online marketing. And this is why "online trust is becoming increasingly relevant as a study subject and its impact on digital marketing strategies is growing" (McHale, Burke, Lefsky, Peper, & McPherson, 2009). Defrancq (2005) describes trust as follows: "Internet trust involves how consumers viewed whether the website will meet standards, how trustworthy the information on the web is, and how much confidence the web gives internet users." Currently, despite the rapid growth in internet sales, many people have not yet accepted

electronic payment methods and are still worried about whether or not the purchased items would be delivered. Additionally, some digital marketing websites feature suspicious links on their pages that lead to malware that steals clients' personal information, including credit card information, email accounts and passwords (Leeflang *et al.*, 2014).

Another issue that affects digital marketing is a lack of awareness of digital marketing and inadequate digital penetration in rural areas. In many parts of the country, there is a lack of awareness; people living in rural areas are still unaware of the benefits of digitalization (Royle and Laing, 2014). Furthermore, most people in rural areas hardly have access to smartphones coupled with poor telecommunication network coverage as well as poor internet. Hence, lack of access to digital marketing tools such as the smartphone is a barrier to digital marketing adoption. When we think of digital marketing, the first thing that springs to mind is a smartphone. Due to a lack of affordable smartphones, digital marketing tools are underutilized and underappreciated (Leeflang *et al.*, 2014).

Digital marketers are also faced with the challenge of providing engaging content for consumers. For digital marketers, content marketing will continue to change and become more important than ever. Customers and prospects are continuously on the lookout for new material that educates them and directs them to a solution. Short-form videos such as Instagram photos, TikTok, Youtube shorts, live-streaming content, podcasts, and Instagram and Facebook stories are all examples of popular content creating tools that help engage consumers. Interactive content is popular among audiences because it allows them to voice their ideas (Chaffey and Ellis-Chadwick, 2019).

## **2.6 Digital Marketing Channels**

Businesses can utilize digital marketing channels to reach out to their potential customers with details regarding their brand, product, or service. Using these channels allows businesses to assist clients with any problems or challenges they may have while also placing their company advantageously to achieve their marketing objectives. Not all digital marketing methods are appropriate for all business goals. Some are better suited to specific types of audiences, while others are built up differently based on their capabilities. As a result, firms must understand which digital marketing channel to use and then put best practices in place to reach a certain goal (Saaristo, 2016). Digital marketing channels that are mostly used include search engine optimization, email marketing, social media marketing, mobile marketing, online affiliate marketing, pay-per-click marketing and display advertising.

### **2.6.1 Search Engine Optimization**

Search engine optimization (SEO) is the act of improving a website's or a web page's online exposure in a web search engine's unpaid result, often known as "natural," "organic," or "earned" results. Organic and paid search engine optimization are the two types of SEO. The search engine's algorithms are continuously changing, which is why SEO is such a vital component of running a successful internet business. The algorithms of search engines have evolved throughout time. Before the Internet's overcrowding, it simply collected important information from a webpage and gave it a high ranking. In today's algorithms, the user experience, design, and quality of the homepage are all factors of search engine optimization (Berman and Katona, 2013).

### **2.6.2 Email Marketing**

The use of electronic mail to promote products and/or services is known as email marketing. It also entails using email to build relationships with prospective consumers and/or clients. Email marketing, at its best, helps firms to keep their clients updated while also tailoring their marketing messages to them. Emailers typically keep a list of email addresses collected from the organizations in question or outside parties. Asking visitors to a website to register to access materials or receive updates and promotional offers is one technique to acquire emails. Instead of merely asking customers for their email addresses, which may or may not work, email marketing companies use email signup forms or email fishing software for this purpose. A brief description of the newsletter they will receive is usually offered when they sign up. In some cases, a statement is also appended, stating that customer information may be shared with third parties. Customers are given the option to stop receiving email campaigns from telemarketing companies by unsubscribing temporarily or permanently (Hartemo, 2016; Zhang, Kumar and Cosguner, 2017).

### **2.6.3 Social Media Marketing**

Social media marketing is a new and fast-expanding trend that allows firms to effortlessly reach out to targeted clients. The use of social media websites and social networks to sell a company's products and services is known as social media marketing (SMM). Simply put, social media marketing is the use of social media channels to promote a business and its products. This type of marketing is a subcategory of online marketing activities that complement standard web-based promotion tactics like e-mail newsletters as well as online advertising campaigns (Constantinides, 2014). Social media marketing has injected a new concept of exponential

dispersion and trust into mass communication and mass marketing by encouraging users to share messages to personal contacts (Kaur, 2016). New tools are being produced and increased for businesses as a result of this new approach to outreach and marketing. Through the introduction of analytic software, social media marketers are now gaining greater and more effective knowledge courtesy of social network site platforms (Zarella, 2009).

Companies can use social media marketing to reach out to new customers, engage with existing ones, and promote their intended culture, mission, or tone. Social media marketing, often known as "e-marketing" and frequently mistaken with "digital marketing," features built-in data analytics tools that allow marketers to track the effectiveness of their efforts. Facebook, Twitter, Google+, Pinterest, Instagram, LinkedIn, TikTok, YouTube, Foursquare, Snapchat, WeChat, and WhatsApp are some of the most popular social media platforms (Kumar and Mirchandani, 2012; Tuten, 2020).

Nadaraja and Yazdanifard (2013) assert that with the prevalence of digital marketing on the rise, many firms are researching how social media may help them advertise to potential and existing clients. Facebook and Twitter, for example, have changed the way some companies think about advertising. Customers are more likely to be directed to a company's social media accounts than to its website in some cases. There are certain benefits to using social media to sell your business, but there are also some disadvantages (Nadaraja and Yazdanifard, 2013). The main benefits of social media marketing are cost savings and increased reach. Other marketing platforms, such as face-to-face salespeople, middlemen, or distributors, are often more expensive. Furthermore, social media marketing enables businesses to contact clients who would

otherwise be unavailable due to current distribution channels' temporal and geographic limits (Felix, Rauschnabel and Hinsch, 2017).

#### **2.6.4 Mobile Marketing**

Mobile marketing is a multi-channel digital marketing approach that includes websites, email, SMS and MMS, social media, and applications to reach a target audience on their smartphones, tablets, and/or other mobile devices. The way people interact with brands is changing thanks to the advent of mobile phones. Everything that a desktop computer can do is now available on a smartphone. Everything is available on a little mobile device, from opening an email to accessing your website and reading your content (Kaplan, 2012).

The Mobile Marketing Association (2008) defines mobile marketing as a collection of strategies that allow businesses to contact and engage with their customers in a relevant and dynamic manner using any mobile device or network. According to Dushinski (2009), mobile marketing serves as a bridge between businesses and their customers via their mobile devices at the right time and place with the correct message, and it demands the customer's explicit permission and/or active involvement. Furthermore, with the rise of mobile as a preferred promotional channel for many customers, marketers have been able to improve the level of permission-based marketing. According to the Mobile Marketing Association (2008), the mobile channel is the perfect medium for permission-based marketing since it allows firms to interact with each target client individually. Similarly, Hopkins and Turner (2012) and Gilbreath (2010) believe that mobile devices are becoming an increasingly important part of people's daily lives and that technology will only improve in the coming years, with mobile devices becoming the primary

tool for most people around the world to connect to the internet by 2020. As a result, the concept of 'value exchange' becomes the central theme of effective and successful permission-based mobile marketing, as consumers exchange their consent, as well as sometimes personal demographic and preference information, in exchange for a product, service, or offer that they perceive of interest, relevance, or value (Mobile Marketing Association, 2008).

Mobile marketing is quickly becoming one of the most inventive ways to sell a certain product or service to new and potential clients, and it is quickly becoming one of the 'go to' marketing techniques for businesses of all sizes (Ström, Vendel and Bredican, 2014). Mobile marketing has grown in popularity among both businesses and consumers over the last several years. Small business owners must continually adapt to satisfy the growing need for consumer convenience as more consumers use smartphones and tablet PCs to explore and purchase goods and services online (Amirkhanpour, Vrontis and Thrassou, 2014).

Mobile marketing allows relevant information to be given to internet customers in a personalized and engaging manner. As a result, as mobile devices and mobile web browsing technologies rise in popularity among consumers, this new marketing trend is becoming even more stunning and appealing (Hopkins and Turner, 2012). In addition to making phone calls and sending text messages, mobile devices such as smartphones and tablet PCs are widely used for web surfing, social networking, photo/video sharing, and online shopping (Krum, 2010). However, according to the MMA (2011), much of today's permission-based mobile marketing is delivered via the messaging channel; as smartphones and tablet PCs become the dominant mobile devices, the transition to using mobile apps, the mobile web, and other mobile functionalities will result in

increased interactivity. This necessitates a framework that includes value exchange via mobile network operators and brands, either through 'opting in' to receive marketing communications or agreeing to receive updates from the mobile network operators. Furthermore, according to Watson, McCarthy and Rowley (2013), the only way to succeed in a mobile marketing campaign is to add value to consumers' lives by delivering useful services and entertaining tools.

### **2.6.5 Online Affiliate Marketing**

Affiliate marketing is the technique of making money by advertising the products of other people (or companies). Affiliate marketing is a type of online marketing in which a company pays a blogger, website owner, or platform to promote their products or services on their blog, website, or platform. Pay-per-click, pay-per-lead, and pay-per-sale are the three basic types of affiliate ads (Edelman and Brandi, 2015). Affiliate marketing is the practice of a digital publication or website promoting an online merchant in exchange for a commission based on sales or leads generated by the promotion (Gregori, Daniele and Altinay, 2014). The majority of advertisers will use an Affiliate Network to track their Affiliate Campaign. The network will supply affiliates with a set of tracking links to place behind banners and text links on their websites. When a consumer clicks on that link, a cookie is placed on their computer, and the Affiliate Network records the click. The Affiliate Network's tracking tag is fired when that customer completes a transaction and reaches the advertiser's confirmation page. If the customer came from one of the Affiliate Network's publishers, that tag checks for the correct cookie, and the sale is registered in the Affiliate Network's platform. Both the advertiser and the affiliate should be able to see that the sale has been logged and a commission can be delivered through that platform. The advertiser fills out the tracking tag with all necessary information about the

transaction, such as the price and order ID. Additional data, such as the product stock-keeping unit (SKU) or promotion code, can be included and tracked to aid in campaign performance analysis (Dwivedi, Rana and Alryalat, 2017).

### **2.6.6 Pay Per Click Advertising**

Advertisers can pay a fee each time one of their ads is clicked in this digital marketing technique. This model is used to guide visitors to certain websites. One of the most common types of Pay-Per-Click (PPC) is search engine advertising. When someone searches for a keyword relating to their company offering, it allows advertisers to bid for advertisement placement in a search engine's sponsored links. If an advertiser bids on the keyword "PPC software," for example, their ad may appear at the top of the Google results page (Kapoor, Dwivedi and Piercy, 2016).

In 1998, GoTo.com was the first start-up to provide pay-per-click advertising on the Internet. The concept was to sell off sponsored copies of the search phrase to the highest bidder. Goto.com began selling its services to several of the top search engines in 2000. Google started delivering paid search results on other search engines in 2002. In 2002, Google agreed to deliver sponsored search results for Earthlink, AskJeeves, and America Online as part of a series of big partnerships (Sullivan & Chris, 2004). Despite entering the game a little later, Google's PPC program would help the business expand to a market capitalization of well over 100 billion dollars (Rocco, 2015). The basic concept behind pay-per-click (PPC) advertising on search engines is that the advertiser only pays for each click on their ad. PPC advertising is always evolving, with formats ranging from simple text ads to Flash banners and even video ads. PPC

advertising transformed the online advertising market, and it now accounts for nearly all of Google's revenue (Fjell, 2010).

PPC is a non-intrusive method of advertising that has grown in popularity on the Internet in recent years. It entails a corporation placing advertisements on several search engines and paying the owners of those search engines each time a user clicks on one of their adverts (Kritzinger and Weideman, 2017). Visitors are claimed to click on adverts out of real curiosity, hence this type of advertising is said to have a significantly higher success rate than standard pay-per-impression tactics like banners or pay-per-view advertising (O'Connor, 2009). When comparing the online advertising channels of search engine optimization, social media, and pay per click, it was discovered that pay per click-through channels like Google AdWords is relatively easy to implement and can produce immediate results in the form of visitors seeing your website within minutes. Google AdWords is the current leader in the pay per click arena (Szetela and Kerschbaum, 2010), and on visiting the Google AdWords front page, one is provided with testimonials of small businesses who have had tremendous success by purchasing traffic from Google. In some ways, the platform is portrayed as a cost-effective and efficient means for small businesses to recruit new clients. If a company notices that there is little or no traffic to their website, they may consider employing a pay-per-click platform like Google AdWords to enhance traffic (Stokes, 2014).

### **2.6.7 Display Advertising**

Using words, logos, animations, films, pictures, and other graphics, businesses can visually express commercial messages or advertisements. Advertisers can use display advertising to

create a variety of unique ad concepts, such as varied sizes and formats, images, and videos, which means more opportunities to attract potential customers. From static JPG image banners to GIF banners and now Flash banners, which offer smooth movement, thrilling effects, engaging graphics, and interactivity, the internet advertisement business has grown. In today's animated display advertisements, content and smooth animation can be displayed together. They take up less room on the page. On the same web page, you can add more text and graphics and experiment with other looks. Unlike video ads, display ads load rapidly on a web page. When a web page takes too long to load, viewers feel frustrated and leave. Display advertising speeds up the loading of a page, allowing consumers to see the content and ads without delay. Major portals such as Yahoo!, Google, and Facebook use display adverts for their services and clients, demonstrating that this approach is still popular (Goldfarb and Tucker, 2011).

## **2.7 Consumer Buying Behaviour**

Consumer Behaviour is defined as a branch of study that revolves around consumer activities, such as consumption analysis, which examines why and how individuals use items in addition to why and how they buy them (Kotler and Armstrong, 2010). Cultural, social, personal, and psychological aspects all impact consumer purchasing behaviours. The explosion of internet use for a variety of convenient activities is considered as affecting customers' purchasing behaviour in this technological era. Due to technological advancements, there has been a decline in the physical disparities between products. Thus, as Nisar (2014) indicate, the distinguishing element for products should be their essential functions, not their physical characteristics. They also discussed how, when it comes to brand personality, consumers associate with brands because they provide emotional benefits. In light of changing consumer behaviour, researchers must

recognize that implementing new techniques and transdisciplinary perspectives aid in understanding the nature of consumer purchase and consumption behaviour.

Numerous researches have indicated that a variety of factors influence consumer purchasing behaviour, whether to buy or not to buy (Sharma, 2014). The consumer's place of purchase, the things to be purchased, the time and frequency with which the item is purchased, the method of purchase, and finally, the consumer's response to promotional devices used to promote the item. Jaakkola (2007) asserts that it is critical to identify customers to better understand their purchasing behaviour. Therefore, it is critical to understand client behaviour before delving into the reasons behind such behaviour.

Consumers consume useful items and purchase products based on their requirements, preferences, and purchasing power. Consumables, specialist goods, durable goods, and industrial goods are all examples of products that consumers patronize. Consumer behaviour, according to Kotler and Keller (2012), is the study of how individuals, companies, and groups choose, buy, and use products, services, experiences, or ideas to meet their needs and wants. Consumer behaviour, according to Rami (2012), refers to the selection, purchase, and consumption of goods and services to satisfy one's desires, whereas consumer buying behaviour refers to the decision-making processes and actions of consumers when purchasing and utilizing items. Rami further asserts that many elements, specificities, and features influence the consumer's decision-making process, shopping habits, purchasing behaviour, the brands he or she buys, and the merchants he or she visits. Every one of these criteria has an impact on a purchase choice. Culture, subculture, socioeconomic class, membership groups, family, personality, psychological

issues, and so on all influence the consumer. Consumers make some judgments while they are not actively involved, and their decisions are influenced by external cues (Bagga and Bhatt, 2013).

According to several studies, consumer purchasing behaviour can be evaluated from three different viewpoints: decision making, experience, and behavioural influence. Because consumer behaviour is unexpected, understanding consumer behaviour completely has remained a major enigma throughout the history and evolution of the idea of consumer behaviour in marketing (Kavya & Nagabhushanam, 2018). Consumer behaviour is a dynamic, complicated, and multifaceted process, and all marketing decisions are founded on assumptions about customer behaviour. The consumer decision-making process lies at the heart of consumer behaviour.

Consumer buying behaviour and the subsequent purchase decision of consumers are heavily influenced by cultural, social, personal, and psychological traits, according to Rami (2012) in his study on factors influencing consumer behaviour. Marketers must understand the impact of these aspects to build appropriate marketing mixes that appeal to the target customer. Consumer behaviour is now influenced by social, cultural, psychological, and personal aspects that are either directly or indirectly influenced by technical influences. Consumers are more powerful than ever before, thanks to unrestricted access to information and technological advancements (Babu, Vani and Panchanatham, 2010).

## **2.8 Consumer Decision-Making Process**

The consumer decision-making process is the method through which consumers make choices when confronted with multiple product alternatives. The consumer decision-making process is comprised of the following steps: observation, comparison, elimination, and selection from alternatives. Additionally, not all decision-making processes result in an actual purchase. Numerous scholars, including Blackwell, Miniard, and Engel (2006) and Tyagi (2004), have examined and endorsed Kotler & Armstrong's (2002) five-stage model of consumer behaviour which are need recognition, information search, alternative evaluation, purchase decision, post-purchase evaluation.

### **2.8.1 Need Recognition**

The first stage of the buyer decision process is need or problem recognition. The consumer perceives a problem or need that is met by a product or service on the market during need or problem recognition. The purchaser perceives a distinction between his or her current state and a desired state. Internal factors may elicit the desire. This occurs when a person's natural requirements, such as hunger, thirst, and so on, reach a degree sufficient to qualify as a driver. External stimuli can potentially elicit a requirement. Khan (2007) emphasize the critical nature of the need identification stage in consumer decision-making by stating that without the recognition of a need, there is no reason to make a decision. Engel et al. (1995) define need recognition as "... the perception of a difference between the desired state of affairs and the actual situation which is sufficient to arouse and activate the decision-making process." Need recognition, according to Schiffman and Kanuk (1997), can also be classified as simple or complex. Simple need recognition refers to needs that occur regularly and maybe met relatively immediately.

Where a need evolves as the actual and intended states diverge, complex need recognition is applicable.

### **2.8.2 Information Search**

The second stage of the purchasing process is the information gathering stage. Once the consumer recognizes a need, he or she becomes motivated to seek additional information and enters the information search stage. The consumer's attention may be heightened or they may conduct an active quest for information. The amount of searching a consumer does is determined by his or her motivation, the amount of information he or she starts with, the simplicity with which further information can be obtained, the value they place on extra information, and the satisfaction they derive from searching (Gwizdka and Lopatovska, 2009).

Buyers or customers obtain information about goods from a variety of sources, including personal, commercial, public, and experimental sources. Family, friends, neighbours, acquaintances are examples of personal sources. Advertising, salesmen, dealers, packaging, and display are examples of commercial sources. Public sources include the news media, consumer rating groups, and other organizations that discreetly disclose information (Ferrari and Dovidio, 2001).

The relative importance of different sources of information changes depending on the product and the buyer. In general, commercial sources thus those controlled by the marketer provide the consumer with the most information on a product. Personal sources, on the other hand, tend to be the most effective. Personal sources appear to play an even bigger role in influencing service

purchases. Personal sources legitimize or appraise products for the customer, whereas commercial sources usually inform the buyer. As more information is obtained, the consumer's awareness and knowledge of the various brands and features grow. A corporation should make its potential customers aware of its brand when establishing the marketing mix. Buyers' information sources should be properly identified, and the significance of each source should be evaluated (Lopatovska, 2014).

### **2.8.3 Evaluation of Alternatives**

With the data in hand, the consumer moves on to alternative evaluation, in which the data is utilized to assess brands in the choice set. The third stage of the buying process is the evaluation of alternatives. In analysing different alternatives and their appeal, several points of information acquired from various sources are considered. Different consumers use different criteria to evaluate goods and services. In general, the buyer assesses the options based on the product's attributes, importance, brand belief, contentment, and so on to make the best decision. To arrive at brand decisions, a marketer must understand how the consumer processes information. Consumers do not always use a consistent and straightforward evaluation method. Rather, several evaluation techniques are in use (Kazmi and Abdul Rahman, 2007; Tavana, Di Caprio and Santos-Arteaga, 2015).

How a customer evaluates purchasing choices is determined by the individual consumer and the unique purchase situation. Consumers use rigorous calculations and logical reasoning in various cases. In other circumstances, the same consumers may not be able to make a decision. Rather, they buy on the spur of the moment and rely on their instincts. Consumers make purchasing

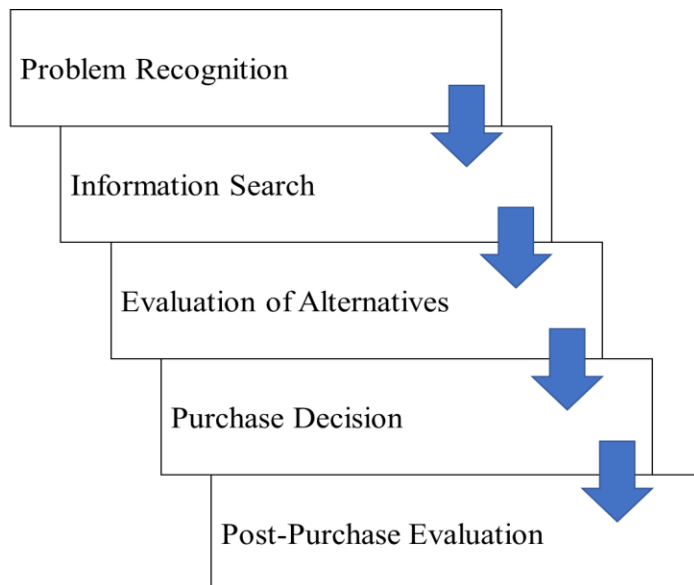
decisions on occasion. Other times, they seek purchasing guidance from friends, consumer guides, or salespeople. Consumers should be studied by marketers to understand how they evaluate brand alternatives. Marketers can take necessary actions to influence the buyer's decision by understanding how evaluation procedures are used by consumers (Melese, 2015).

#### **2.8.4 Purchase Decision**

The consumer purchases the product at this point in the buying process. Consumers determine which products and services to buy after weighing their options and then decide to choose the best brand. However, their decision is impacted by the views of others and the circumstances. Typically, the customer will purchase the brand that he or she prefers. However, two things may have an impact on the purchasing intention and choice (Jang, Prasad and Ratchford, 2012). The first factor is the perceptions that other people who are related to the consumer have regarding products. A consumer's buying decision can be influenced by the perception of people related to him or her because the consumer cherishes their opinion so if they should give a bad review about a product or service it is highly likely the consumer will not patronize that particular product or service. Unexpected situational factors are the second consideration. A consumer's buying intention may be influenced by factors such as expected pricing and product benefits. Unexpected occurrences, on the other hand, may change the buyer's mind. As a result, tastes and even buying intentions do not always translate into real purchases (Sorina-Raula, Liviu and Georgeta-Mădălina, 2012).

### 2.8.5 Post-Purchase Evaluation

The consumer takes action depending on pleasure or discontent in the buyer decision process's last stage, post-purchase behaviour. The consumer determines whether they are satisfied or dissatisfied with the purchase outcome at this phase. Consumers take extra action upon purchase dependent on their pleasure or dissatisfaction at this segment of the buyer selection process. "What decides whether a buyer is satisfied or unsatisfied with a purchase?" is the central question. The link between the consumer's expectations and the product's perceived performance holds the key. The consumer feels disappointed if the product does not meet their expectations; they are satisfied if it meets their expectations; they are delighted if it exceeds their expectations (Wang, Yan and Chen, 2019).



**Figure 2.1: Consumer Decision-Making Process**

*Source: Researcher's Own Construct (2021)*

## **2.9 Impact of Digital Marketing on Consumer Buying Behaviour**

Digital marketing has had a significant impact on consumer behaviour. Digital marketing, which is defined by rapid information flow throughout the world, a transfer of control from the producer to the customer, and active customer involvement in the marketing process, among other things, has not rendered traditional marketing obsolete (Saura *et al.*, 2020). Customers are no longer passive as they were in the past. When it comes to promotions, getting permission before distributing promotional materials to clients is essential (Sharma, Gupta and Kapoor, 2020). Manrai (2019) asserts that people, users, and consumers should be allowed to promote themselves. By doing so, they will shape and disseminate the message to the appropriate audiences.

Consumers are changing as a result of digital technologies. Consumers who formerly relied on word-of-mouth product recommendations from family and friends now read online reviews, evaluate features, compare costs on websites, and discuss possibilities on social networking sites. This information flow not only empowers customers but also allows marketing teams to participate in the discussion that consumers are having as they learn about product categories and make decisions. Customers today want marketers to assist them in making reasonable selections. They just do not want to be sold to, but they do expect marketers to engage them rather than dictate to them. Many marketers regard this as a new style of buzz marketing and the creation of a platform for effective consumer involvement (Ghazie and Dolah, 2018).

In the digital age, a product is no longer something created after extensive customer research and consideration of user preferences. Marketers must now make judgments daily, if not hourly and

also create products that can be conveyed. When marketers let the people decide, they will take the content and distribute it to others via threads. The digital revolution has had an impact on retail as well. There is no need to put more emphasis on physical layout and merchandize, as well as easy accessibility to make it more customer-friendly. Customers will take care of it for you. It only takes a few clicks to sort the things by price, quality, size, colour, and other factors. Traditional marketing techniques have recently lost their sway as clients have grown accustomed to interactive and virtual interactions with marketers (Ramesh and Vidhya, 2019). As a result of these significant shifts, marketing is undergoing a transformation that has never been witnessed before. This shift necessitates a rewrite of marketing's fundamental assumptions, as well as a reconsideration of the numerous media and channel options available. Understanding new customer behaviour patterns, as well as what makes new digital channels, services, and networks valuable, and how to leverage and prioritize these opportunities, is more crucial. The consumer is more approachable and active in all aspects of the product development process, from concept to delivery (Reddy, 2017).

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This section deals with the methodology employed to undertake the study. The section is further divided into nine sub-sections namely introduction, organisational profile of Fan Milk Ghana, overview of the study are research design and approach, population, sampling technique and

sample size selection, sources of data, data collection instrument, data collection procedure, data analysis procedure, ethical and legal considerations.

### **3.2 Organisational Profile of Fan Milk Ghana Limited**

Founded by a Danish entrepreneur by the name Erik Emborg, Fan Milk Limited has been in existence since 1962. The company was converted to a public limited liability in 1969, and is currently engaged in the production and distribution of quality refreshing milk-based and fruit-based products. The company's milk-based products consist of a range of frozen ice creams, frozen flavoured milk drinks and yoghurt drinks (both frozen and ambient or drinkable). The company's brands in this segment are FanYogo, FanChoco, FanIce, FanMaxx, SuperYogo and FanVanille. The company's fruit-based products include fruit drinks and frozen lolly. Brands in this segment are FanDango and FanJoy. FanMilk has a strong commitment to produce quality, healthy and nutritious products for consumers. The company is certified by ISO, Ghana Standards Authority and the Ghana Food and Drugs Authority (Fanmilk, 2021).

### **3.3 Overview of the Study Area**

Korle-Klottey Municipal Assembly is one of the twenty-nine districts in the Greater Accra Region of Ghana and situated in the South-Eastern part and diagonally located between Latitudes 5°32'50' N and Longitudes 0°11'15' W and Latitudes 5°38'0' N and Longitudes 0°7'50' W. Originally it was formerly part of the then-larger Accra Metropolitan District in 1988 until a small portion of the district was split off to create Korle-Klottey Municipal District on 19 February 2019; thus the remaining part has been retained as Accra Metropolitan District. The

municipality is located in the central part of the Greater Accra Region and has Osu as its capital town. The Assembly was established by Local Government Act 1993, (Act 462) which has been amended as Local Government Act, 2016 (Act 936) with Legislative Instrument (LI) 2365. It has a land size of 12sqkm (0.37% of the total land size of GAR) (KokMA, 2021).

The Assembly is headed by the Municipal Chief Executive (MCE) who is nominated by the President and approved by a two-thirds majority of the Assembly Members present and voting. The MCE is also the head of the Executive Committee of the Assembly which reviews the sub-committee reports. The Municipal Coordinating Director coordinates all the activities of the various departments and is also the Secretary to the General Assembly (KokMA, 2021).

The Vision of the Korle Klottey Municipal Assembly (KoKMA) is, “A world-class city with modern infrastructure, quality social services, resilient environment and an investor friendly destination” (KokMA, 2021).

The Mission Statement of the assembly is “to provide socio-economic development for its citizens and visitors through effective mobilization and deployment of fiscal, human, material and natural resources with stakeholders’ collaboration” (KokMA, 2021).

### **3.4 Research Design and Approach**

According to Sahu (2016), a research design is a detailed outline of how a study will take place. The research design helps in the identification of the study type and sub-type. The research design that was employed for this study was a case study design. A case study is often used to

narrow down a very broad field of research into one or a few easily researchable areas. The case study research design is also useful for testing whether a specific theory and model actually applies to phenomena in the real world. It is a useful design when not much is known about an issue or phenomenon (Bryman & Bell, 2015; Saunders & Lewis, 2012).

There are two widely used broad categories of research approaches which are quantitative and qualitative. Qualitative research is “typically used to answer questions about the complex nature of phenomena, often with the purpose of describing and understanding the phenomena from the participants’ point of view” (Leedy and Ormrod, 2013). On the other hand, quantitative research is used to answer questions about relationships among measured variables to explain, predict, and control a phenomenon. For this study, the quantitative research approach was utilized.

### **3.5 Population**

Population is defined as all the people living in a particular area where individuals and units meet the selection criteria for a study and from which a representative sample can be taken for a detailed investigation (Mackey and Gass, 2015). The target population for the study was respondents living in the Korley Klotey Municipal Assembly in the Greater Accra Region.

### **3.6 Sampling Technique and Sample Size Selection**

The sampling technique which was used for this study was non-probability sampling in the form of convenience sampling. Convenience sampling is a type of nonprobability sampling in which people are sampled simply because they are "convenient" sources of data for researchers (Etikan,

Musa and Alkassim, 2016). There is no pattern whatsoever in acquiring these respondents—they may be recruited merely by asking people who are present in the street, in a public area, or a workplace, for example. Convenience sampling can help obtain a range of attitudes and opinions and also identify tentative hypotheses that can be tested more rigorously in further research (Rai and Thapa, 2015).

Davies, Williams and Yanchar (2004) state that a researcher should choose an appropriate sample size based on the research topic, population, purpose of the study, analysis techniques, sample size in comparable studies, the number of subgroups in the sample, population variability, as well as research design. Hill (1998) further asserted that, while a sample size of between 30 and 500 at a 5% confidence level is often appropriate for many studies, the size selection should take into account the sample's quality over this wide scale. Sangthong (2020) suggest that if parametric tests are to be employed 30-500 subjects would be the necessary sample size; otherwise, non-parametric analysis techniques should be used. Sangthong further posits that these numbers are valid for the selection of a sample using random sampling techniques. Based on the above arguments. A sample size of 80 respondents were selected to participate in the study.

### **3.7 Sources of Data**

There are two types of data sources in every research which are primary and secondary data sources. According to Hox and Boeije (2005), primary data are data collected for the specific research problem at hand using procedures that fit the research problem best. Secondary data are materials created by other researchers that are made available for re-use by the general research

community (Hox and Boeije, 2005). Primary data was obtained via the questionnaire administered to respondents. Secondary data was obtained from books, personal sources, journals, newspapers, websites, thesis and government records.

### **3.8 Data Collection Instrument**

The data collection instrument that was used for the study was a structured online questionnaire. According to Flick (2015), a questionnaire is a research instrument that contains a written set of questions with choices either printed on paper or in an electronic format that is given to respondents involved in a research study to answer to gather information from the respondents. For this study, an electronic questionnaire designed using Google Forms was utilized. The questionnaire was administered to respondents via social media using sites such as WhatsApp, LinkedIn, Instagram, Facebook and Telegram. The questionnaire had a preamble introducing the research topic and the purpose of the study as well as an ethical statement highlighting voluntary participation in the research and the rights of participants. The questionnaires were divided into three dimensions namely the demographic information of respondents, digital marketing scale and consumer purchasing behaviour scale. The digital marketing and consumer purchasing behaviour sections of the questionnaire were placed on a 5-point Likert scale. The Likert scale used ranged from 1 to 5 and was 1 – Strongly Disagree, 2 – Disagree, 3 – Unsure/Neutral, 4 – Agree and 5 – Strongly Agree.

#### **3.8.1 Reliability**

Reliability refers to how consistently a method measures something. If the same result can be consistently achieved by using the same methods under the same circumstances, the

measurement is considered reliable (Salkind, 2010). High reliability is one indicator that a measurement is valid. If a method is not reliable, it probably is not valid (Drost, 2011). To ensure reliability of the scale the test re-test approach was used. Test-retest reliability is a measure of reliability obtained by administering the same test twice over a period of time to a group of individuals (Aldridge, Dovey and Wade, 2017). To enforce the test re-test reliability criterion the questionnaire was administered twice to the same respondents courtesy of a pilot survey after which their responses prior and post the pilot survey were checked for consistency to see if the responses given match or are very close.

### **3.8.2 Validity**

Validity refers to how accurately a method measures what it is intended to measure (Roberts and Priest, 2006). If research has high validity, that means it produces results that correspond to real properties, characteristics, and variations in the physical or social world (Lakshmi and Mohideen, 2013). To check for the validity of the questionnaire, content validity was utilized. Content validity refers to the extent to which the items on a test are fairly representative of the entire domain the test seeks to measure (Vakili and Jahangiri, 2018). To enforce content validity, the questionnaire was given to an industry expert in the field of marketing to check its structure and content. After that, the questionnaire was given to the supervisor of this project work to also check the content and structure and also to make insightful inputs as to whether to maintain the statements/questions or modify some of the statements in the questionnaire.

### **3.9 Data Collection Procedure**

Before the researcher commenced with the data collection process, an introductory letter was obtained from the Ghana Institute of Journalism. The introductory letter was attached to the questionnaires before they were administered to respondents. The researchers addressed respondents and explain to them the motivation behind the conduction of the study and what is expected of participants. How the questionnaire should be answered was touched on by the researchers. The researchers also reiterated that participants were under no obligation to answer questions that they felt uncomfortable answering in the questionnaire. Furthermore, the researchers asked participants to ask any questions regarding the study that they needed clarification on. The data collection period for the questionnaires covered three weeks.

### **3.10 Data Analysis Procedure**

Data analysis in the form of quantitative data analysis was applied for the study. Preceding the data analysis, completed questionnaires from the field were exported from Google Forms into Microsoft Excel xlsx format. The excel file was then imported into SPSS (version 26) software where it was cleaned, coded and analysed. In the data analysis, descriptive statistical tools such as frequency, percentages, measures of central tendency and dispersion were used to augment the presentation of the findings. Furthermore, inferential statistical tools such as Pearson's correlation analysis and multiple regression analysis were utilized to analyse the data. Correlation analysis was also used to test the nature of the relationship between digital marketing and consumer buying behaviour as to whether there was a positive or negative relationship. Regression analysis that was used to examine the impact of digital marketing on consumer buying behaviour is specified below:

The regression model used was:

$$Y = \beta_0 + \beta_1 X + \varepsilon \quad (1)$$

$Y$  = Consumer Buying Behaviour

$X$  = Digital Marketing

$\beta_0$  = Constant

$\beta_1$  = Regression coefficient for Digital Marketing

$\varepsilon$  = The error term

### **3.11 Ethical and Legal Considerations**

Human subjects are involved in the majority of research projects. This is why proper care must be given to how to deal with and relate to them. The researcher is responsible for conducting a study that does not violate the rights or safety of respondents. Ethical and legal considerations are defined as a collection of moral codes that govern the conduct and dissemination of scientific research (Bryman, 2016). In conducting the study, the following ethical principles were adhered to by the researchers:

- The researchers ensured respondents gave an informed consent before participating in the study. Respondents were made to sign informed consent forms which specified the purpose of the study and their role as research participants.
- Participants that were involved in the study were made aware that they could withdraw from the study at any time.

- The researchers took care to keep the identity of those who participated in the study anonymously.
- The researchers ensured that any identifying information was not made available to, or accessed by anyone but the researcher.
- The researchers ensured that the study did not cause any harm to participants.
- The researchers adhered to the Ghana Institute of Journalism Dissertation Graduate School Code of Ethics.
- All research materials used in part or whole by the researchers for this study were duly acknowledged to avoid any issue of plagiarism. The researchers also made sure to adhere to the Harvard referencing style format specified in the Ghana Institute of Journalism Dissertation Handbook.

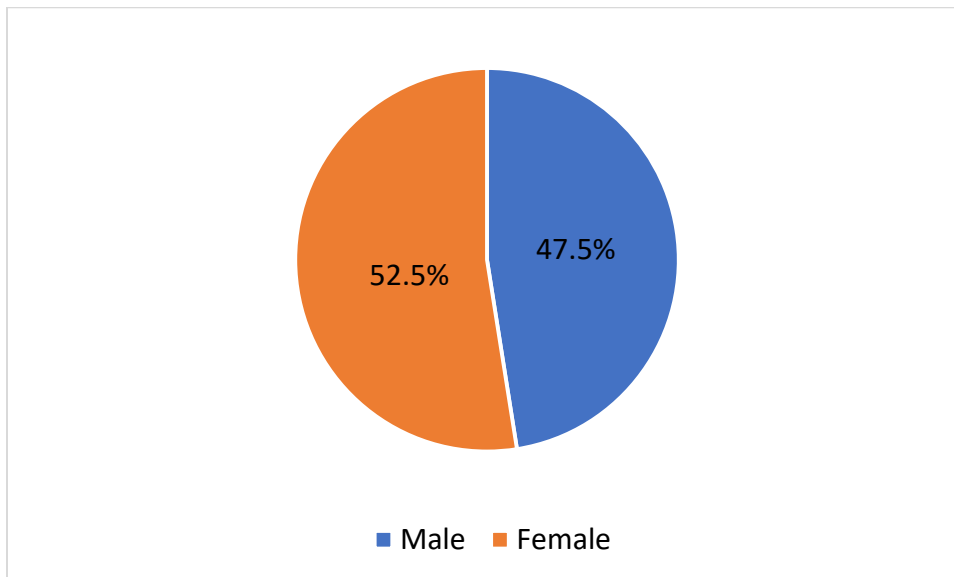
## CHAPTER FOUR

### RESULTS AND DISCUSSIONS

#### 4.1 Introduction

This chapter deals with the analysis of results collected via the structured questionnaire and also discusses the implications of those results. This chapter is the results and discussion. It is further divided into six (6) sub-sections namely the introduction, demographic characteristics of respondents, awareness of digital marketing, digital marketing channels used by consumers, types of products bought by consumers, the impact of digital marketing on consumer buying behaviour.

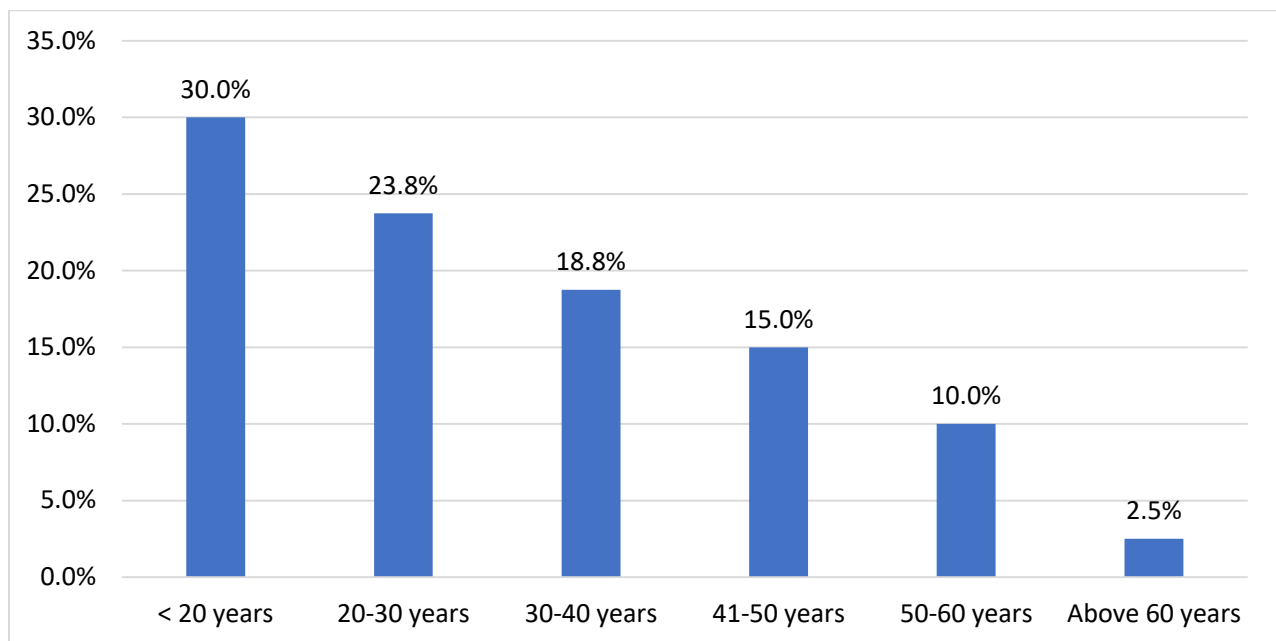
#### 4.2 Demographic Characteristics of Respondents



**Figure 4.1: Gender distribution of respondents**

**Source: Field Data (2021)**

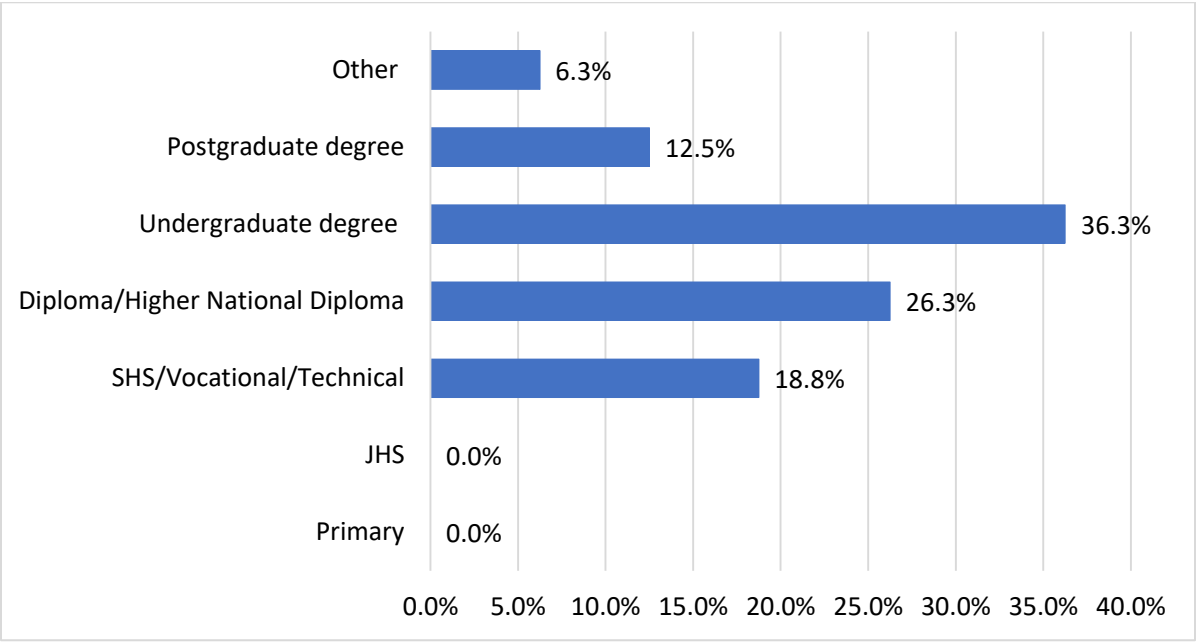
Figure 4.1 presents the gender distribution of respondents that were involved in the study. According to the results, 52.5% of respondents involved in the study were female and 47.5% were male.



**Figure 4.2: Age distribution of respondents**

**Source: Field Data (2021)**

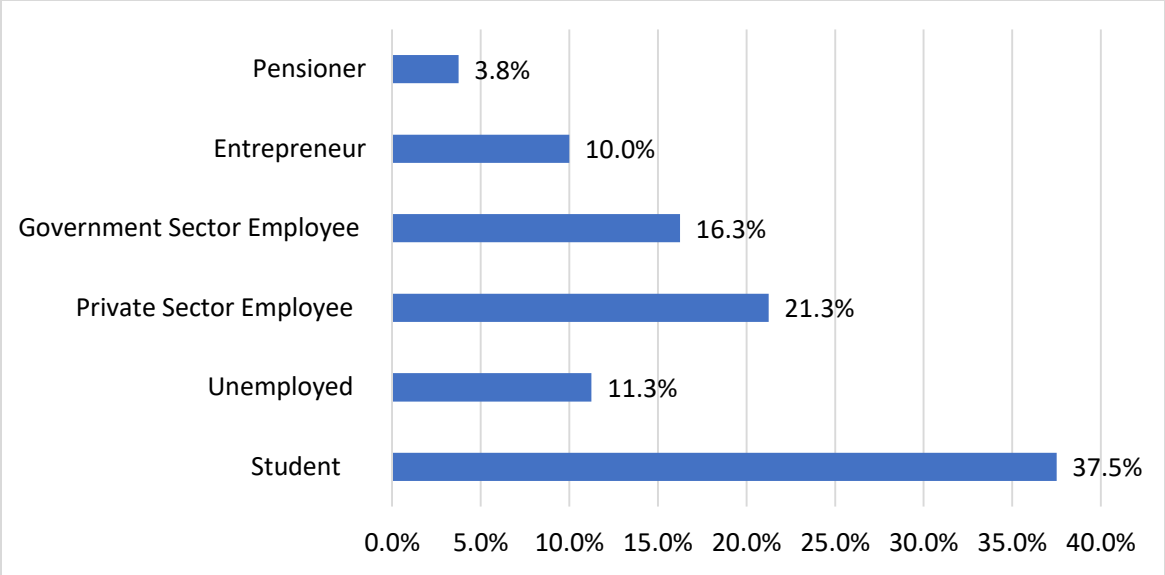
Figure 4.2 presents the results for the age distribution of respondents. According to the results, 30.0% of the respondents were less than 20 years, 23.8% were between the ages of 20 to 30 years, 18.8% were between the ages of 30 to 40 years, 15.0% were between the ages of 41 to 50 years, 10.0% were between the ages of 50 to 60 years and 2.5% were above 60 years.



**Figure 4.3: Educational level of respondents**

**Source: Field Data (2021)**

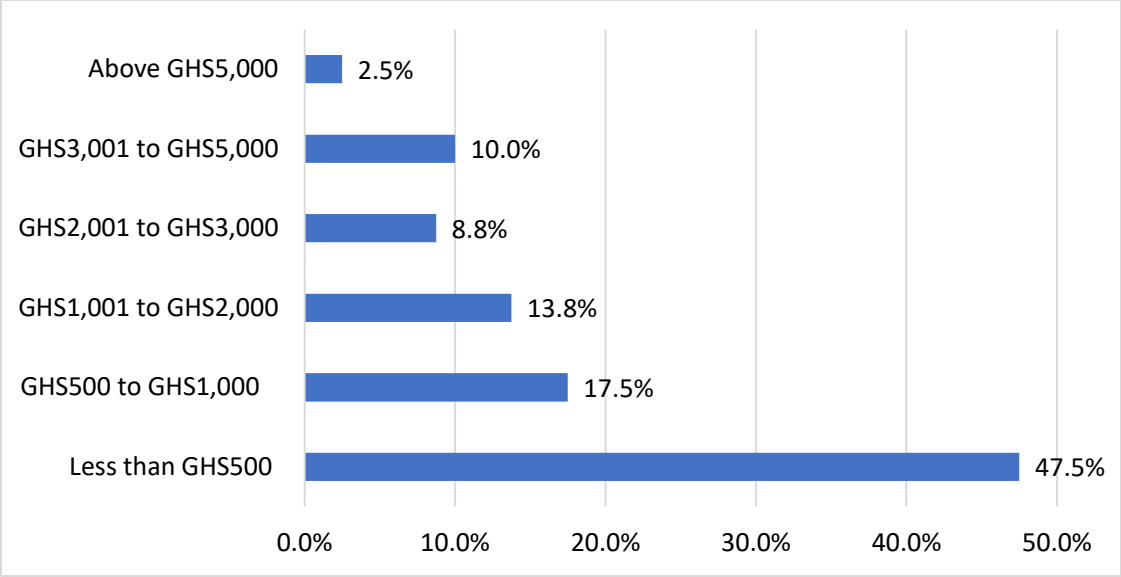
Figure 4.3 presents the highest educational level of respondents. According to the results, 18.8% of respondents had SHS/Vocational/Technical school certificates, 23.6% had Diploma/Higher National Diploma, 36.3% had undergraduate degrees, 12.5% had postgraduate degrees and 6.3% had other certificates.



**Figure 4.4: Occupation of respondents**

**Source: Field Data (2021)**

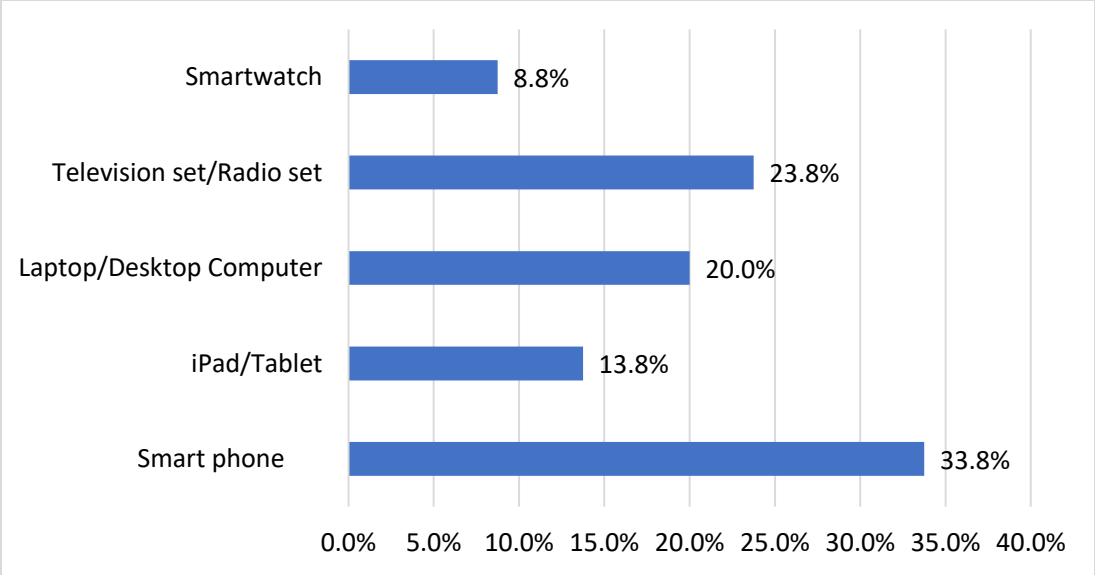
Figure 4.4 presents the occupation of respondents. According to the results, 37.5% were students, 11.3% were unemployed, 21.3% were private-sector employees, 16.3% were government sector employees, 10.0% were entrepreneurs and 3.8% were pensioners.



**Figure 4.5: Income level of respondents**

**Source: Field Data (2021)**

The income level of respondents is presented in Figure 4.5. According to the results, 47.5% of respondents earn less than GHS500. The results further show that 17.5% earn between GHS500 to GHS1000, 13.8% earn between GHS1,001 to GHS2,000, 8.8% earn between GHS2,001 to GHS3,000, 10.0% earn between GHS3,001 to GHS5,000 and 2.5% earn above GHS5,000.



**Figure 4.6: Devices owned**

**Source: Field Data (2021)**

Respondents involved in the study were asked about the devices that they own. According to the results, 33.8% of respondents indicated that they owned smartphones, 13.8% said they owned iPad/Tablets, 20.0% said they owned laptop/desktop computers, 23.8% said they owned television/radio sets and 8.8% said they owned smartwatches.

**Table 4.1: Competence in ICT**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Not competent	8	10.0
Somewhat Competent	29	36.3
Uncertain	11	13.8
Competent	19	23.8
Highly Competent	13	16.3
<b>Total</b>	<b>80</b>	<b>100.0</b>

**Source: Field Data (2021)**

Respondents that participated in the study were asked about their competence with regard to ICT. According to the results presented in Table 4.1, 10.0% said they were not competent, 36.3% said they were somewhat competent, 13.8% said they were uncertain, 23.8% said they were competent and 16.3% said they were highly competent.

**Table 4.2: Frequency using internet**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Hardly ever	4	5.0
Occasionally	21	26.3
Sometimes	25	31.3
Frequently	20	25.0
Almost always	10	12.5
<b>Total</b>	<b>80</b>	<b>100.0</b>

**Source: Field Data (2021)**

Table 4.2 presents the responses from respondents when asked about how often they use the internet. From the results, it can be observed that 5.0% of respondents said hardly ever, 26.3% of the respondents said occasionally, 31.3% said sometimes, 25.0% said frequently and 12.5% said almost always.

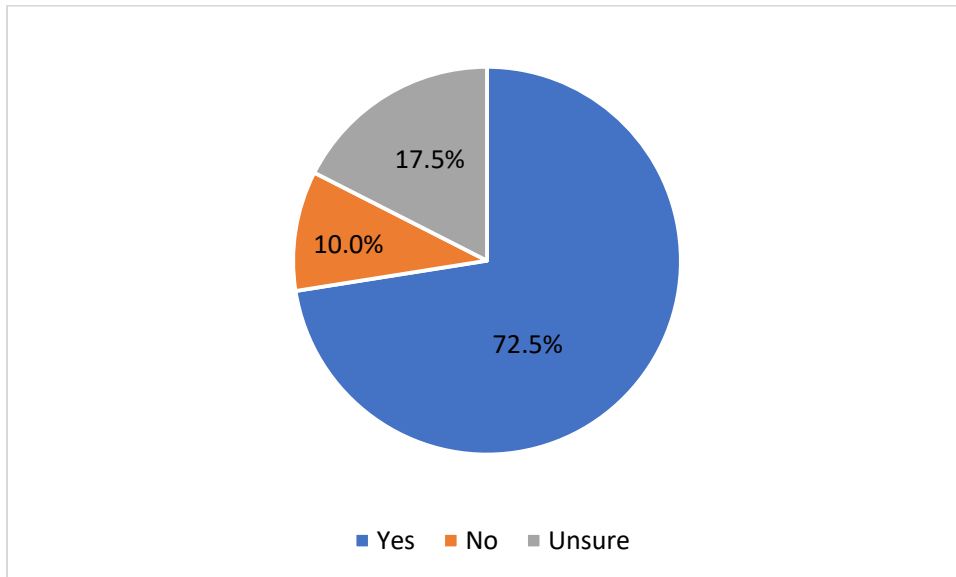
**Table 4.3: Uses of the Internet**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Checking and sending emails	6	7.5
Research	11	13.8
Downloading files	13	16.3
Education and self-improvement	15	18.8
Interacting with friends and loved ones via social media	18	22.5
Job search	9	11.3
Shopping	6	7.5
Other	2	2.5
<b>Total</b>	<b>80</b>	<b>100.0</b>

**Source: Field Data (2021)**

Table 4.3 presents the responses from respondents regarding what they use the internet for. According to the results, 7.5% said checking and sending emails, 13.8% said research, 16.3% said downloading files, 18.8% said education and self-improvement, 22.5% said interacting with friends and love ones via social media, 11.3% said job search, 7.5% said shopping and 2.5% said other.

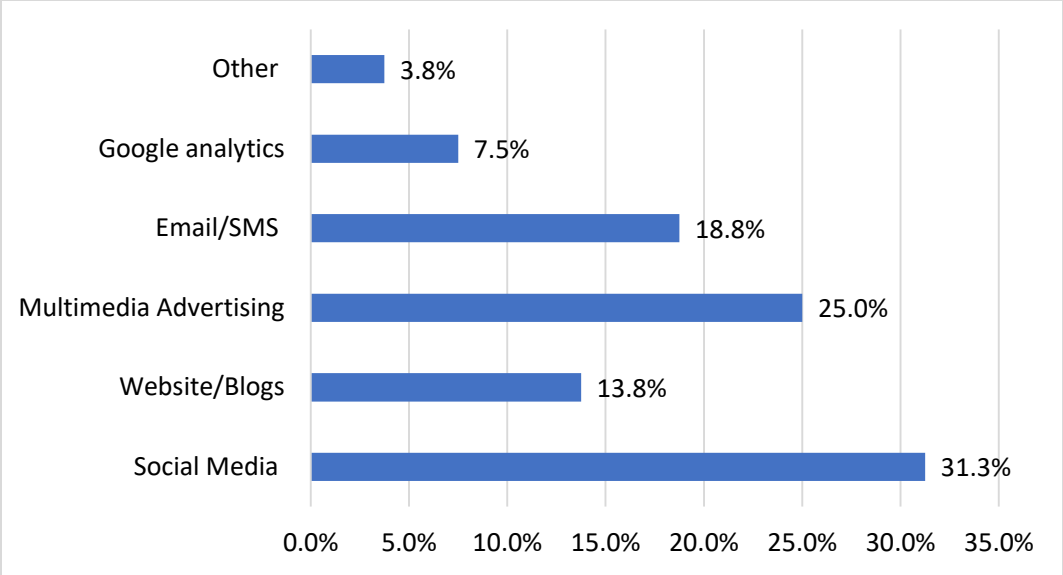
### 4.3 Awareness of Digital Marketing



**Figure 4.7: Awareness of digital marketing**

**Source: Field Data (2021)**

Figure 4.7 presents responses from respondents regarding their awareness of digital marketing. According to the results, 72.5% of respondents said yes, 17.5% said they were unsure and 10.0% said no.

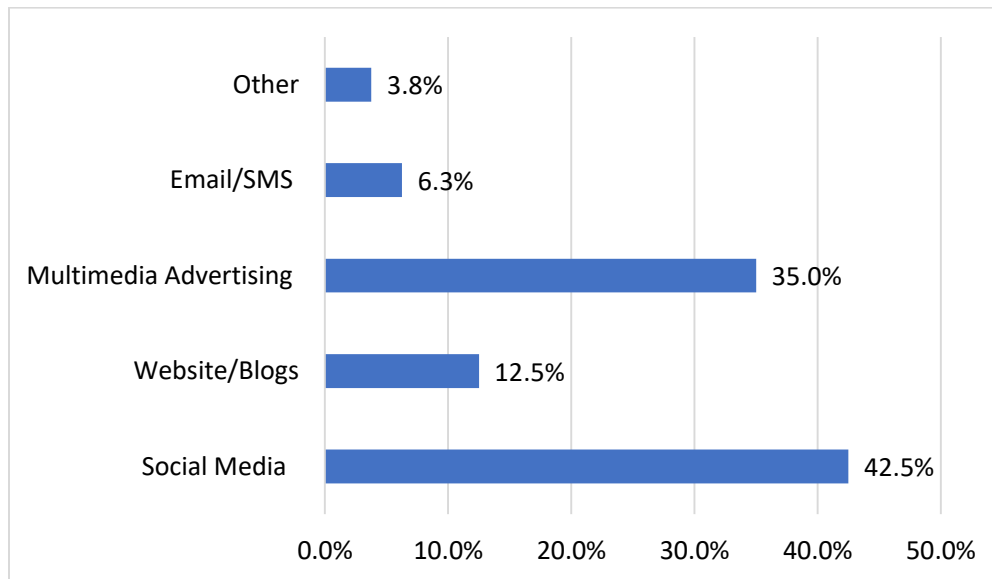


**Figure 4.8: Awareness of digital marketing channels**

**Source: Field Data (2021)**

Respondents that were involved in the study were asked what digital marketing channels are they aware of. According to the results presented in Figure 4.8, 31.3% of respondents said social media, 13.8% said website/Blogs, 25.0% said multimedia advertising, 18.8% said Email/SMS, 7.5% said Google analytics and 3.8% said other.

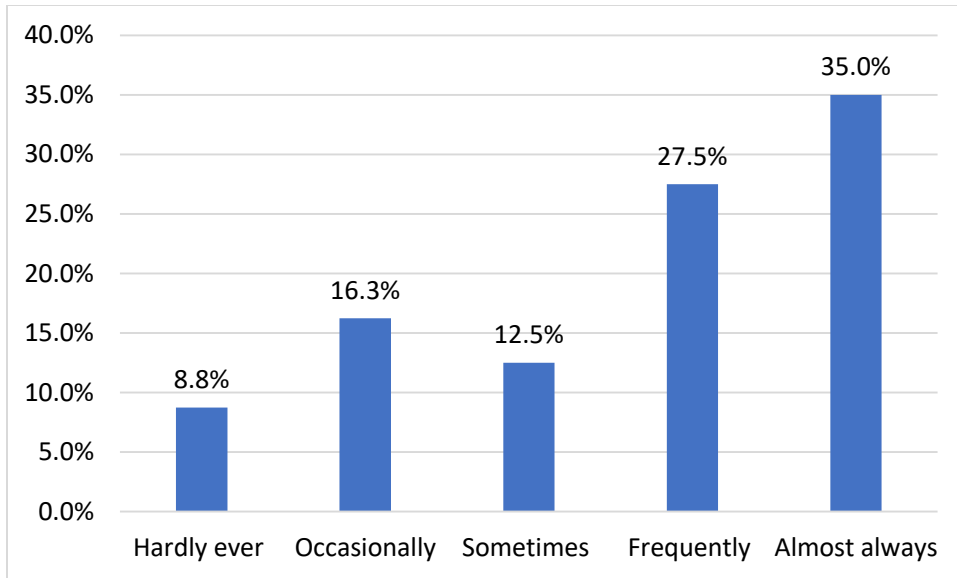
#### 4.4 Digital marketing channels used by consumers



**Figure 4.9: Digital marketing channels that influences buying of products**

**Source: Field Data (2021)**

Respondents that were involved in the study were asked about the digital marketing channels that aid their decision to buy products. The results are presented in Figure 4.9. From the results, it can be observed that 42.5% indicated that social media influences their decision to buy products, 12.5% of respondents said website/blogs, 35.0% said multimedia advertising, 6.3% said Email/SMS and 3.8% said other.

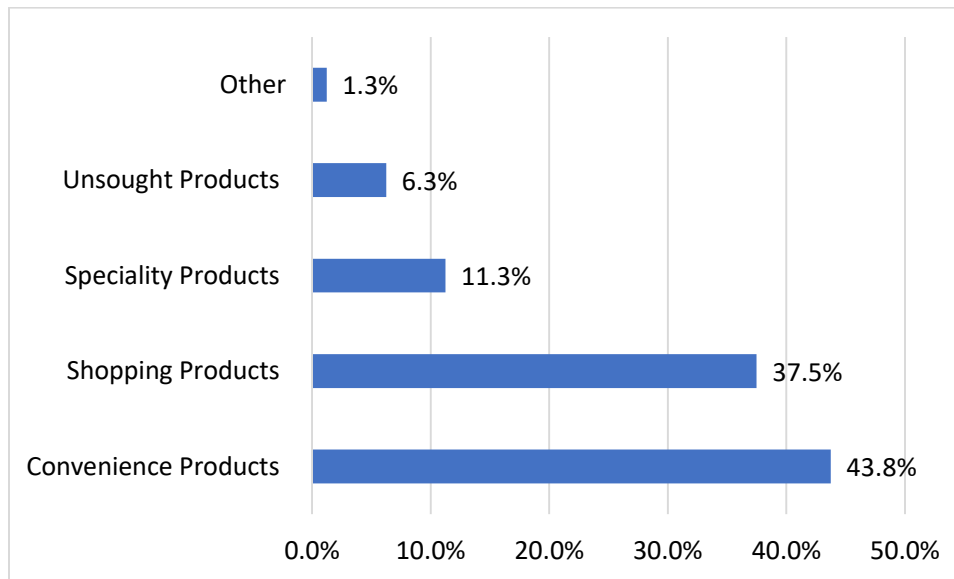


**Figure 4.10: Frequency buying with digital marketing channels**

**Source: Field Data (2021)**

Figure 4.10 presents the responses from respondents when asked how often they buy products with digital marketing channels. According to the results, 8.8% of the respondents said hardly ever, 16.3% said occasionally, 12.5% said sometimes, 27.5% said frequently and 35.0% said almost always.

## 4.5 Types of products bought by consumers



**Figure 4.11: Types of products bought using digital marketing channels**

**Source: Field Data (2021)**

Figure 4.11 presents the results from respondents when asked about the types of products bought by consumers using digital marketing channels. According to the results, 43.8% of respondents said convenience products, 37.5% said shopping products, 11.3% said speciality products, 6.3% said unsought products and 1.3% said other products.

**Table 4.4: Products of Fan Milk Ghana bought using digital marketing channels**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
FanYogo	17	21.3
SuperYogo	13	16.3
FanChoco	14	17.5
FanVanille	10	12.5
FanIce	12	15.0
FanDango	9	11.3
FanMaxx	2	2.5
FanJoy	3	3.8
Total	80	100.0

**Source: Field Data (2021)**

Table 4.4 presents the results from respondents regarding the products of Fan Milk Ghana that they purchase using digital marketing channels. According to the results, 21.3% of respondents said FanYogo, 16.3% of the respondents said SuperYogo, 17.5% said FanChoco, 12.5% said FanVanille, 15.0% said FanIce, 11.3% said FanDango, 2.5% said FanMaxx and 3.8% said FanJoy.

**Table 4.5: Satisfaction level with regard to Fan Milk Ghana products**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Very Unsatisfied	0	0.0
Unsatisfied	0	0.0
Neutral	9	11.3
Satisfied	31	38.8
Very Satisfied	40	50.0
Total	80	100.0

**Source: Field Data (2021)**

Table 4.5 presents the satisfaction level of respondents concerning Fan Milk Ghana products. According to the results, 11.3% of respondents were neutral, 38.8% said they were satisfied and 50.0% said they were very satisfied.

## 4.6 Impact of digital marketing on consumer buying behaviour

### 4.6.1 Mean and Rank

**Table 4.6: Mean and rank for digital marketing scale**

Item	Statement	Mean	Rank
DM1	Digital marketing enables Fan Milk Ghana to attract attention very quickly from consumers.	3.67	7
DM2	Digital marketing helps consumers get detailed information about the products of Fan Milk Ghana.	4.18	2
DM4	Digital marketing offers convenience to consumers of Fan Milk Ghana.	3.54	8
DM5	Digital marketing helps Fan Milk Ghana accrue more sales and grow its customer base.	4.11	3
DM6	Digital marketing enhances the brand image of Fan Milk Ghana.	4.08	4
DM7	Digital marketing can aid Fan Milk Ghana to constantly engage customers on how to improve their products and services.	4.25	1
DM8	Fan Milk Ghana uses digital marketing to promote their new products.	4.03	5
DM9	Digital marketing enables consumers to compare the prices and products of Fan Milk Ghana with that of its competitors	3.94	6

**Source: SPSS Output (2021)**

Table 4.6 presents the results from the participants of the study regarding their opinion on statements on digital marketing. According to the results presented, the DM7 was rated highest by respondents with a mean of 4.25, the item DM2 was rated second by respondents with a mean of 4.18, the item DM5 was rated third by respondents with a mean of 4.11, the item DM6 was

rated fourth by respondents with a mean of 4.08. The results also show that the item DM8 was rated fifth by respondents with a mean of 4.03, the item DM9 was rated sixth by respondents with a mean of 3.94, the item DM1 was rated seventh by respondents with a mean of 3.67 and the item DM4 was rated eighth by respondents with a mean of 3.54 respectively. The results further show that the mean ranged from 4.25 to 3.54 hence averagely respondents agreed with all the statements regarding the construct digital marketing.

**Table 4.7: Mean and Rank for consumer buying behaviour scale**

<b>Item</b>	<b>Statement</b>	<b>Mean</b>	<b>Rank</b>
CB1	I intend to buy products of Fan Milk Ghana Limited.	3.93	5
CB2	I will recommend my family and friends to buy products of Fan Milk Ghana Limited.	4.07	4
CB3	I will buy products of Fan Milk Ghana Limited because it has been approved by Food and Drugs Authority and Ghana Standards Authority.	4.76	1
CB4	I will buy Fan Milk Ghana products because they have a waste and plastic sorting centre for recycling plastic products which makes the company environmentally friendly.	4.09	3
CB5	I visit the social media pages or website of Fan Milk Ghana to get more information about their products before I buy them,	3.68	6
CB6	I will buy Fan Milk Ghana products that have been recommended by friends and family members.	4.35	2

**Source: SPSS Output (2021)**

Table 4.7 presents the results from the participants regarding their rating of statements on consumer buying behaviour. According to the results, the item CB3 was rated highest by respondents, the item CB6 was rated second by respondents with a mean of 4.35, the item CB4 was rated third by respondents with a mean of 4.09, the item CB2 was rated fourth by respondents with a mean of 4.07, the item CB1 was rated fifth by respondents with a mean of 3.93 and the item CB5 was rated sixth by respondents with a mean of 3.68. The results further show that the items had a mean that ranged from 4.76 to 3.68 which implied that participants were on average in agreement with the statements regarding the construct consumer buying behaviour.

#### 4.6.2 Correlation analysis

**Table 4.8: Correlation analysis between digital marketing and consumer buying behaviour**

		Consumer buying behaviour	Digital Marketing
Consumer buying behaviour	Pearson Correlation	1	0.825**
	Sig. (2-tailed)		0.000
	N	80	80
Digital Marketing	Pearson Correlation	0.825**	1
	Sig. (2-tailed)	0.000	
	N	80	80

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

**Source: SPSS Output (2021)**

Table 4.8 presents the results for the correlation analysis between digital marketing and consumer buying behaviour. The result shows that there is a significant and positive correlation

between consumer buying behaviour and digital marketing at 1% significance level ( $r = 0.825$ ,  $p < 0.001$ ).

### 4.6.3 Regression analysis

**Table 4.9: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.825 <sup>a</sup>	0.681	0.677	2.471

a. Predictors: (Constant), Consumer Buying Behaviour

Table 4.9 presents the model summary for the regression model. It can be deduced that the R-square value was 0.681 which indicates that 68.1% of the variation in the dependent variable Consumer Buying Behaviour is explained by the independent variable Digital Marketing. The correlation coefficient between the dependent and independent variables was 0.825 which implies that the correlation was high since it was greater than 0.7 and also reveals that the independent and the dependent variables were positively related.

**Table 4.10: Analysis of variance**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1016.119	1	1016.119	166.378	0.000 <sup>b</sup>
	Residual	476.369	78	6.107		
	Total	1492.488	79			

a. Dependent Variable: Consumer Buying Behaviour

b. Predictors: (Constant), Digital Marketing

Table 4.10 displays the results for the Analysis of Variance of the linear regression model. The F-value recorded in the table was 166.378 and the significance value was 0.000 respectively. Results from the table suggest that the linear regression model was significant in predicting Consumer Buying Behaviour. Hence the null hypothesis of no association is rejected. Hence, we can say that digital marketing affects Consumer Buying Behaviour.

**Table 4.11: Regression Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.540	.321		4.803	0.000
	Digital Marketing	1.434	.111	0.825	12.899	0.000

a. Dependent Variable: Consumer Buying Behaviour

Table 4.11 presents the results for the regression coefficients for digital marketing on consumer buying behaviour. According to the results, digital marketing was significant in predicting consumer buying behaviour. The regression coefficient was 1.434 and the probability value was less than 0.001 which implies that a unit increase in digital marketing would result in a unit increase in consumer buying behaviour.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This section talks about the conclusions drawn from the study and the recommendations that were made. The section is further divided into four sub-sections namely the introduction, a summary of findings, conclusion and recommendations. The introduction gives a preview of what the section entails. The summary of findings presents an overview of the study findings. The conclusion presents the lessons learnt from undertaking the study as well as the concluding remarks from the researchers. The recommendation presents suggestions from the researchers to help enforce policy and also provide a solution concerning the research topic under study.

#### **5.2 Summary of Findings**

The purpose of this study was to investigate the impact of digital marketing on consumer buying behaviour. The study considered four research objectives which are: (1) To investigate the awareness of digital marketing among consumers of Fan Milk Ghana's products; (2) To determine the digital marketing channels that is been used by consumers in their purchase decisions; (3) To determine the products of Fan Milk Ghana that are mostly bought by

consumers using digital marketing channels; (4) To determine the impact of digital marketing on consumer buying behaviour.

### **5.2.1 Awareness of digital marketing**

Concerning the awareness about digital marketing, results from the study showed that majority of respondents were aware of digital marketing channels. With regard to the question of awareness about digital marketing channels, the majority of respondents which constituted 31.3% said social media, 13.8% said website/Blogs, 25.0% said multimedia advertising, 18.8% said Email/SMS, 7.5% said Google analytics and 3.8% said other.

### **5.2.2 Digital marketing channels used by consumers**

Respondents that were involved in the study were asked about the digital marketing channels that aid their decision to buy products. From the results, it can be observed that the majority of respondents indicated that social media influences their decision to buy products. Respondents that were involved in the study were also asked how often they buy products with digital marketing channels. According to the results, 8.8% of the respondents said hardly ever, 16.3% said occasionally, 12.5% said sometimes, 27.5% said frequently and 35.0% said almost always.

### **5.2.3 Types of products bought by consumers**

Respondents involved in the study were asked about the types of products bought by consumers using digital marketing channels. According to the results, the majority of respondents said convenience products. Respondents were also asked about products of Fan Milk Ghana that they purchase using digital marketing channels. According to the results, 21.3% of respondents said

FanYogo, 16.3% of the respondents said SuperYogo, 17.5% said FanChoco, 12.5% said FanVanille, 15.0% said FanIce, 11.3% said FanDango, 2.5% said FanMaxx and 3.8% said FanJoy. Respondents were also asked about their satisfaction level concerning Fan Milk Ghana products. According to the results, 11.3% of respondents were neutral, 38.8% said they were satisfied and 50.0% said they were very satisfied.

#### **5.2.4 Impact of digital marketing on consumer buying behaviour**

With regard to the opinion of participants regarding statements on the digital marketing scale, the statement "Digital marketing can aid Fan Milk Ghana to constantly engage customers on how to improve their products and services" was rated highest by respondents with a mean of 4.25. In relation to the statements on the consumer buying scale, the statement "I will buy products of Fan Milk Ghana Limited because it has been approved by Food and Drugs Authority and Ghana Standards Authority" was rated highest by respondents. Additionally, the results for the correlation analysis between digital marketing and consumer buying behaviour showed that there is a significant positive relationship between the two variables at 1% significance level.

With regard to the regression analysis between digital marketing and consumer buying behaviour, an R-square value of 0.681 was obtained from the model summary statistic which indicates that 68.1% of the variation in the dependent variable Consumer Buying Behaviour is explained by the independent variable Digital Marketing. The F-value recorded from the model summary statistic was also 166.378 and the significance value was 0.000 respectively which suggests that the linear regression model was significant in predicting Consumer Buying Behaviour. Hence the null hypothesis of no association was rejected. The results for the

regression analysis coefficients showed digital marketing was significant in predicting consumer buying behaviour. The regression coefficient for digital marketing was 1.434 and the probability value was less than 0.001 which implies that a unit increase in digital marketing would result in a unit increase in consumer buying behaviour.

### **5.3 Conclusion**

Marketing professionals have utilized a variety of platforms to assist customers and promote products and services. Digital marketing has facilitated the development of trusted relationships between customers and brands, making it an increasingly critical medium for brands seeking to optimize brand loyalty. According to this study, digital marketing has a stronger impact on customer buying behaviour. It has become critical for all businesses, particularly small businesses, to be able to simply give information about their products. The advancement of technology in the business world has caused businesses to shift away from billboard and print advertising and toward more digital marketing media. The design, the target audience, and the web design of online marketing, online buying and selling, and online businesses have all grown in popularity. Today's businesses place a higher premium on web design when it comes to marketing their products than they do on television, billboards, magazines, and newspapers. Digital marketing is the most cost-effective platform for selling items and also helps firms to communicate with their target audience effectively via digital platforms. Digital marketing is not just for engagement; businesses may use it to acquire new customers or retain existing ones.

## **5.4 Recommendations**

Based on the study findings the following recommendations were made:

Since the world has become a global village, firms and entrepreneurs are urged to enhance the use of digital marketing channels across all of their business activities to communicate with customers more easily and to improve customer feedback management. This will aid in the facilitation of communication, the identification of new consumer needs, and the enhancement of interaction, as well as the enhancement of customer engagement with product/service decisions. Firms are advised that they should improve the use of digital marketing channels for communicating buyer/seller interaction and also ensuring that appropriate digital marketing policies are developed and adhered to.

It is recommended that digital marketers make a concerted effort to enhance customer service. Although it is easy to overlook, each connection a customer has with a firm affects their impression of that brand and is thus called customer service. This is especially true for digital businesses, which must replicate brand-consistent customer care strategies across different platforms and channels. This is a vital component of omnichannel marketing success, which involves providing a seamless, integrated purchase experience across all platforms and channels for a single customer. While customer service may seem to be a more essential concern for brick-and-mortar firms than for online retailers, many modern firms have demonstrated the value of exceptional service in e-commerce experiences. Digital marketers are critical in developing a brand's customer-centric reputation. Whether it is through customized emails, welcome pages, or

product recommendations, that personal touch can make all the difference in the eyes of the customer.

As firms gain a better understanding of their consumer demographic, it becomes possible to enhance processes and create the optimal purchase journey. Digital marketers can determine which content is most popular with consumers and then strategically capitalize on that popularity for maximum results. If a brand, for example, determines that the majority of customers visit its website via social media, it can invest in stronger social advertising and create more seamless workflows to guide the user from point A to point B. Providing clients with the perfect purchasing journey also entails enhancing their online and mobile shopping experiences. As buying shifts online and then to mobile, businesses must ensure their websites render effectively, adhere to online security protocols, and make it easy for shoppers to locate what they are searching for.

## **5.5 Recommendations for Future Research**

This study explored the impact of digital marketing on consumer buying behaviour. Future studies on the topic can extend the scope of the study to other regions of the country to ascertain if the study findings presented cuts across with regard to consumers nationwide. Furthermore, future research can look at the impact of the demographic characteristics of respondents on consumer buying behaviour. More so, researchers seeking to undertake a similar study can also look at it from the perspective of both firms and consumers.

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## APPENDIX

### QUESTIONNAIRE

Dear Respondent,

I am a student of the Ghana Institute Journalism undertaking a study on the topic “*The influence of Digital Marketing on Consumer Buying Behaviour: A case study of Fan Milk Ghana Limited.*” The study forms part of the requirement for obtaining a Master’s Degree in Communication Studies at the Ghana Institute of Journalism. You are kindly requested to complete this questionnaire which forms part of the study.

The information provided for this study as a result of your completing this questionnaire will be used for *academic research purposes only. No one will disclose any information you will provide or try to sell any information to any institution or leak it to your competitor.*

Your participation in this study is *voluntary*. By completing the questionnaire, you are handing it over to this Researcher and you admitted you are voluntarily agreeing to participate in the study. You are free to decline to answer any particular question you do not wish to answer for any reason.

**Instruction:** Please tick  the desired answer where applicable and answer the questions as accurately as you can.

#### SECTION A: DEMOGRAPHIC CHARACTERISTIC

1. What is your gender?     Male     Female

2. What is your age group?

< 20 years             31-40 years             51-60 years

20-30 years             41-50 years             Above 60 years

3. What is your highest educational level?

- Primary
- Junior High School
- Senior High School
- Diploma/Higher National Diploma
- Undergraduate degree
- Postgraduate degree
- Other (Kindly Specify) \_\_\_\_\_

4. What is your Occupation?

- Student
- Unemployed
- Private Sector Employee
- Government Sector Employee
- Entrepreneur
- Pensioner

5. What is your monthly income?

- Less than GHS500       GHS1,001 to GHS2,000       GHS3,001 to GHS5,000
- GHS500 to GHS1,000       GHS2,001 to GHS3,000       Above GHS5,000

6. Which of the following devices do you own?

- Smart phone
- iPad/Tablet
- Laptop/Desktop Computer
- Television set/Radio set
- Smartwatch

7. Kindly rate your competence with regard to Information Communication Technology (i.e., computers, smart phone, smart TVs, smart watches, etc.)

- Not competent

- Somewhat Competent
- Uncertain
- Competent
- Highly Competent

8. How often do you use the internet?

- Hardly ever
- Occasionally
- Sometimes
- Frequently
- Almost always

9. What do you mostly use the internet for?

- Checking and sending emails
- Research
- Downloading files
- Education and self-improvement
- Interacting with friends and love ones via social media
- Job search
- Shopping
- Other (Kindly specify) \_\_\_\_\_

## **SECTION B: AWARENESS OF DIGITAL MARKETING**

10. Have you ever heard about the phrase “digital marketing”?  Yes  No  Unsure

11. Which of the following digital marketing channels are you aware of?

- Social Media (i.e., Facebook, Instagram, Twitter, YouTube, TikTok, WhatsApp)
- Website/Blogs
- Multimedia Advertising (Radio/Television)

- Email/SMS
- Google analytics
- Other (kindly specify) \_\_\_\_\_

**SECTION C: DIGITAL MARKETING CHANNELS USED BY CONSUMERS**

12. Which of the following digital channels influences your decision to buy products?

- Social Media
- Website/Blogs
- Multimedia Advertising
- Email/SMS
- Other (kindly specify) \_\_\_\_\_

13. How often do you buy products using digital marketing channels?

- Hardly ever
- Occasionally
- Sometimes
- Frequently
- Almost always

**SECTION D – TYPES OF PRODUCTS BOUGHT BY CONSUMERS**

14. What type of products do you usually buy using digital marketing channels?

- Convenience Products
- Shopping Products
- Speciality Products
- Unsought Products
- None of the above

15. What kind of products of Fan Milk Ghana do you prefer to buy using digital marketing channels?

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> FanYogo  | <input type="checkbox"/> SuperYogo  |
| <input type="checkbox"/> FanChoco | <input type="checkbox"/> FanVanille |
| <input type="checkbox"/> FanIce   | <input type="checkbox"/> FanDango   |
| <input type="checkbox"/> FanMaxx  | <input type="checkbox"/> FanJoy     |

16. What is your satisfaction level with regard to Fan Milk Ghana products you buy using digital marketing channels?

- Very Unsatisfied
- Unsatisfied
- Neutral
- Satisfied
- Very Satisfied

**SECTION E: IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR**

**SECTION E1: DIGITAL MARKETING SCALE**

Kindly indicate your level of agreement with regard to the following statements

1 = Strongly Disagree 2 = Disagree 3 = Unsure 4 = Strongly Agree 5 = Agree

	<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
DM1	Digital marketing enables Fan Milk Ghana attract attention very quickly from consumers.					
DM2	Digital marketing helps consumers get detailed information about the products of Fan Milk Ghana.					
DM3	Digital marketing offers convenience to consumers of Fan Milk Ghana.					

	<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
DM4	Digital marketing helps Fan Milk Ghana accrue more sales and grow their customer base.					
DM5	Digital marketing enhances the brand image of Fan Milk Ghana.					
DM6	Digital marketing can aid Fan Milk Ghana to constantly engage customers on how to improve their products and services.					
DM7	Fan Milk Ghana uses digital marketing to promote their new products.					
DM8	Digital marketing enables consumers compare the prices and products of Fan Milk Ghana with that of its competitors					

## **SECTION E2 – CONSUMER BUYING BEHAVIOUR SCALE**

Kindly indicate your level of agreement with regard to the following statements

1 = Strongly Disagree 2 = Disagree 3 = Unsure 4 = Strongly Agree 5 = Agree

	<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
CB1	I intend to buy products of Fan Milk Ghana Limited.					
CB2	I will recommend my family and friends to buy products of Fan Milk Ghana Limited.					
CB3	I will buy products of Fan Milk Ghana Limited once it has been approved by Food and Drugs Authority and Ghana Standards Authority.					
CB4	I will buy Fan Milk Ghana products because they have a waste and plastic sorting centre for recycling plastic products which makes the company environmentally friendly.					

	<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
CB5	I visit the social media pages or website of Fan Milk Ghana to get more information about their products before I buy them,					
CB5	I will buy Fan Milk Ghana products that has been recommended by friends and family members.					

*Thank you for your participation and cooperation!*