
**EFFECT OF ONLINE ADVERTISING ON CONSUMER BEHAVIOUR IN ONLINE
SHOPS IN KENYA, A CASE OF JUMIA**

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ABSTRACT

Online shopping is a very convenient and useful method of purchasing goods and services using the internet. A Mastercard study on consumer spending has revealed that nearly four out of five (79%) surveyed consumers in Kenya are shopping more online since the onset of the COVID 19 pandemic. The main objective of the study was to establish the effect of online advertising on consumer behaviour in online shops in Kenya, a case of Jumia. The specific objectives were to determine the effect of social media advertising, email advertising, search engine optimization and the effect of blogging advertising on consumer behaviour in online shops in Kenya. This study adopted a descriptive survey design. The target population of this study was 150 employees at Jumia Kenya. A sample population of 110 was arrived and data was collected using structured questioners. Descriptive statistics including frequencies, percentages, means and standard deviation were used to analyze the data. A multiple linear regression and correlation analysis was used to assess the relationship between independent variables. It was concluded that the use of social media page helps customers interact and influence their consumer behaviour. The use of online platforms is very useful it has enables online shopping sites use email marketing strategy. The use of search engine helps customers select a variety of products based on colour combination, size and shape. It is recommended that online shopping sites should develop an online platform that will engage fully with existing consumers. Online shopping sites develop a culture that employees are aware of the need and importance of use of online marketing. Online shopping sites should develop a search engine that will provide customers with information regarding products or services that they are offering. Online companies should recognize the phenomena and the power of blogs, thus will be able to understand the way in which they can benefit from them and increase customer base.

Key Words; *Social media advertising, Email advertising, Search Engine Optimization, blogging advertising, consumer behaviour*

INTRODUCTION

The rapid adoption of the internet has given rise to the concept and practice of electronic commerce (e-commerce), which has become big business in the world today (Gao, 2018). E-commerce has made it easy, fast and convenient for consumers to shop for products online (Kautish, Paul & Sharma, 2021). As a result, there has been an explosion in the number of organizations that are selling goods and services online (Zinnbauer & Honer, 2017). Due to the increasing popularity of online shopping, there is a growing demand for understanding the motives and behaviour of online shoppers (Verhoef, 2020). Haridasan and Fernando (2018) refer to online shopping as purchasing items from internet retailers as opposed to a shop or store.

Online advertising is an expression used to refer to advertising that involves computational networks (McStay, 2016). For advertisers, the term 'online advertising' serves to cluster a range of types of media and strategies, including web, mobile, tablet, social, locative, wearable and other networked devices capable of contributing to advertising experiences. Durmaz (2011) describes online advertising as the use of information and communication technologies to convey the advert message and the types include television advertising, radio advertising and internet advertising. The advertising messages reach consumers through internet enabled devices such as mobile phones, tablets, laptops and personal computers. This occurs when they access applications or bloggings on these devices because advertisers pay for advertising space on bloggings and applications in order to display their messages (Durmaz, 2011).

According to Priyanka (2018), there are a variety of online advertising types and these include: Affiliate marketing where affiliates or publishers earn a commission for every person they refer to a blogging through special tracking links that identify the affiliate and connects to the product or service page. Display advertising which is a type of advertising that involves placement of banners by advertisers on third party blogging to drive traffic to their product or service pages. Search engine marketing is another form of internet advertising where search engines such as Google display an advertisement on their search result page as determined by what the user is searching. Email advertising which is a form of advertisement where advertisers send emails with their adverts using email lists compiled by publishers. Social media advertising is another form of advertising that is similar to display advertising but it's only used within social media platforms such as Facebook (McStay, 2016).

The term "consumer behavior" refers to actions and decisions that factor into a customer's purchase. Businesses and marketers study consumer behavior to understand what influences a consumer's shopping preferences and selection of products and services (Oke, et al., 2016). Customers are becoming more powerful, more knowledgeable and more sophisticated, and research into modern consumer behaviour is increasingly important for businesses according. Advertising to attract consumers, providing better environment, product, services and policies is important in improving today's consumer experience to support businesses in retaining customers (Shende, 2014). Zourikalatehsamad et al. (2015) in Malaysia showed that the predictors (cost saving factor, convenience factor and customized product or services) have a positive impact on intention to continue seeking online advertising. Yasmeen and Khalid (2016) in Pakistan indicated that online advertisement had a significant impact on consumer buying behavior and it was a large segment.

Okon, Efremfon, and Akaninyene (2016) in Nigeria revealed that internet surfing skill, ease of blogging access, advert content, location of advert on the web page, and the quality of advertised products are the major determinants of successful online advertisement. Alenez, Shaikhli, and Mahmood (2017) in Egypt indicated that internet users prefer mostly Facebook and WhatsApp, while Kuwaitis are preferring Instagram and WhatsApp and this had an impact on consumer intent to purchase. Mwakasege (2015) in Tanzania concluded that advertising plays a very significant role in influencing consumers buying behavior by providing attracting their attention, arousing their interest, creating desire to purchase the products. Forever Living uses event, word of mouth, magazine, Facebook, DVD, trade fair, T Shirt and Blogging advertising.

In Kenya, Mwangi (2017) concluded that first; consumers occasionally encountered the social marketing messages through the various platforms. Second, social marketing had a fair influence on consumer attitudes and lastly, social marketing had little influence on consumer's actual purchase and brand recall. Ogutu, Ogutu and Njanja, (2018) concluded that online advertising is important to a firm like Radio Africa that relies on communication to create interest and brand awareness. In addition, marketing strategies applied determined increases in brand loyalty and therefore influenced purchasing behavior of the services and products offered. Online shops in Kenya include Jumia.co.ke, kilimall.co.ke, olx Kenya, shopit.co.ke, checki.co.ke, mammaikes.co.ke, mimi.coke, electro hub just to name a few. With the increasing number of

emerging online stores, customers have many options to choose from when in need of products in Kenya (Bachoo, 2019).

Statement of the Problem

Online shopping is a very convenient and useful method of purchasing goods and services using the internet (Yasmeen & Khalid, 2016). Customers are allowed a wide variety of products and items they can choose from and this is not just from a specific store but from diverse storage including all forms of items not limited to geographical location. Through online shopping, customers are also provided with platforms for good interactive online customer service (Oke et al., 2016). However, consumers face certain risks while making decisions to shop online. Most important is insecurity which results to negative perspective in web purchasing. Financial risk takes place after making an order from the online shops. Customers are reluctant to use their debit or credit information over the internet. There also exists product risk, which is the chance of failure of products to meet customer needs. This is one way why consumers may not shop online (Haridasan & Fernando, 2018).

In 2018, the percentage of consumers who made at least one purchase online in the previous 12 months grew to 93% of internet users in the U.S., 97% in the UK, and 92% in China. Kenya has one of the most vibrant e-commerce ecosystems in Africa and has shown steady growth. A Mastercard study on consumer spending has revealed that nearly four out of five (79%) surveyed consumers in Kenya are shopping more online since the onset of the COVID 19 pandemic. Data, apparel, healthcare, banking and other FMCG (fast moving consumer goods) have seen the highest surge of online activity (Statista, 2021). An overwhelming 92% of consumers in Kenya said they had paid for data top-ups online, 67% for clothing and over 56% said they had bought computers and other equipment. With an increase of 66%, the Kenyan E-Commerce market contributed to the worldwide growth rate of 26% in 2020 and thus it's important to determine how online advertising affect consumer behaviour in online shops (Statista, 2021).

Studies have been done in regard to online advertising and consumer behaviour; Ugonna, Okolo, Nebo and Ojjeze (2017) studied the effects of online marketing on the behaviour of consumers in selected online companies in Nigeria showed that online marketing is a viable marketing communication channel which has significant effect on the regularity of visits and consumer patronage of online stores. However, the above study was in the regional context and its focus was on online marketing. Ng'etich (2019) studied the influence of advertising on consumer

purchase decision of sport betting: a case study of students in Nakuru Town Universities, Kenya and concluded that advertising is a significant factor in influencing consumer purchase decision of sport betting. However, the above study focus was not on online advertising but the general advertising. It was thus important to fill the research gap that exists in the effect of online advertising on consumer behaviour in online shops in Kenya, a case of Jumia.

Objectives of the Study

The main objective of the study was to establish the effect of online advertising on consumer behaviour in online shops in Kenya, a case of Jumia.

The specific objectives were:

- To determine the effect of social media advertising on consumer behaviour in online shops in Kenya.
- To assess the effect of email advertising on consumer behaviour in online shops in Kenya.
- To examine the effect of Search Engine Optimization on consumer behaviour in online shops in Kenya.
- To evaluate the effect of blogging advertising on consumer behaviour in online shops in Kenya.

Theoretical Review

Technological Acceptance Model

Technological Acceptance Model (TAM) was introduced by Fred Davis in 1986 and specifically tailored for modelling user acceptance of information systems. TAM is an adaptation of the Theory of Reasoned Action (TRA) by Davis in 1989 (Davis, Bagozzi, & Warshaw, 1989). It is one of the most successful measurements for computer usage effectively among practitioners and academics. TAM attempts not only to predict but also provide an explanation to help researchers and practitioners identify why a particular system may be unacceptable and pursue appropriate steps. TAM helps to understand how users of the technology come to accept a certain technology. This model postulates that when individuals are presented with a new technology, several factors affect when and how they will use it. This includes perceived usefulness (PU) and perceived Ease of use (PEOU) (Al-Rahimi, Othman & Musa, 2013).

Perceived Usefulness as defined by Fred Davis is the degree to which an individual believes that using a certain technology will increase his or her job performance. Perceived ease of use can be

defined as the degree to which an individual believes that the system will be free from effort (Venkatesh & Davis, 1996). Despite its frequent use, TAM has a few shortcomings. TAM has a limited predictive power and it lacks any practical value. TAM "has been accused of diverting researchers" attention away from handling other important research matters and has created an "illusion of progress" in knowledge accumulation. (Al-Rahimi, Othman & Musa, 2013). The theory was thus relevant in establishing the effect of online advertising on consumer behaviour in online shops in Kenya.

Theory of Planned Behaviour

The theory was developed by (Ajzen, 1991). Theory of Planned Behaviour (TPB) provides an explanation of the involuntary behaviour of individuals. It is possible to predict with high accuracy the intents to perform behaviour of varying kinds using the attitude one has towards the behaviour, subjective norms, perceived control of behaviour; and together, the intentions with perception of change in behavior accounts for a great variation in the actual behaviour (Fishbein & Ajzen, 1975). Attitude towards behaviour and subjective norms regarding engagement in behaviour are supposed to affect intentions. The feeling of an individual is depicted by attitude and so is inclination of declination in behaviour performance. The general attitude of prospective user of technology towards the use of a particular system based on technology or procedure are the key determinants of whether he/she will actually use the system. This theory incorporates different aspects of the consumers for instance how consumer characteristic's affect their attitude and the choices they make (Buchan, 2005).

The planned behaviour theory explains how an individual personal characteristic affects his or her attitudes. This implies that characteristics of individuals affect the choices they make. Therefore, TPB explains how consumer's personal characteristics and attitudes affect their choices of online merchants (Beauchamp & Ponder, 2010). Intentions to perform behaviors are also influenced by convenience, how easily one is being able to proceed with something without difficulty affects the choices made. Therefore, the ease of use of merchants affects consumer's choice of online shops (Ajzen, 1991). For a large number of consumers, saving time is as important as saving money. Online shopping has come as a big relief to these set of time starved customers and they attach highest importance to it (Beauchamp & Ponder, 2010). The theory provides more clarification and understanding on the effect of online advertising on consumer behaviour in online shops in Kenya.

Conceptual Framework

A conceptual framework may be considered to be a design that identifies each of the series of logical steps or variables and interactions which, bridge the gap from the beginning to the end of the research process.



Independent Variables

Dependent Variable

Empirical Review

Acar and Çizmeci (2019) did a study on factors that influence the choice of technology retailers by customers: an application in Kayseri (Turkey). The study investigated the factors that influence the choice of technology retailers and if there is difference in customer perception regarding these factors. Six factors (customers' age, customers' educational level, customers' income status, customers' gender, customers' professions and customers' marital status) were found to effectively affect the choice of technology retailers. It was also established that there was distinction between customers in their perception based on their age, level of education and income status. However, the above study was in the global context and its focus was on factors that influence the choice of technology retailers by customers while the current study focuses on the effect of online advertising on consumer behaviour.

Jain and Kulhar (2019) did a study on the attitude of customers on traditional and online Italia's stores. The study found that, in general, all categories of products in online stores were less accepted compared to those in traditional stores. It was perceived that online stores lacked competitive advantage in regard to shipping and handling cost, policies for returns, provision of interesting social and family experience, help from salespersons, aftersales services, and uncertainty regarding whether the product received will be right. The findings have outlined the perception of customers regarding performance of online sellers, this affects consumer's attitude

on online stores. This study assisted in understandings consumers attitude, this was important to the current study since it aimed at establishing influence of consumer attitude on choice of online stores. However, the above study was in the global context and its focus was on both traditional and online stores.

Moslehpour, Thanh and Van Kien (2018) explored effects of personality trait in behaviour of online shopping in Taiwan. It was established that; openness to experience, extraversion, and neuroticism (3 of big five traits) had positive influence on motivation to hedonic purchase; there is a tendency of the customers to be utility motivated to shop online if they are highly open to experience, high degrees of neuroticism, and agreeableness; key factors invoking customers to have intentions to search are utilitarian purchase motivation but hedonic motivations do not. This study used the big five traits to determine consumers online shopping behavior. Therefore, the big five traits had effects on consumer online shopping. However, a gap exists as the study was in the global context and its focus was on personality trait in behaviour of online shopping while the current study focuses on the effect of online advertising on consumer behaviour.

Ugonna et al. (2017) studied the effects of online marketing on the behaviour of consumers in selected online companies in Owerri, Imo State Nigeria. The sample size was 300 respondents where two sets of structured questionnaires were used for data collection. Mean statistics was used to analyze the responses of the research questions, while Z-test analysis was applied to test the hypotheses for this study. A Statistical Package for Social Sciences (SPSS) software was used to analyze the data. The findings of the study showed that online marketing is a viable marketing communication channel which has significant effect on the regularity of visits and consumer patronage of online stores. However, a gap exists as the study was in the regional context and its focus was on online marketing on the behaviour of consumers while the current study focuses on the effect of online advertising on consumer behaviour.

Nyasio (2016) reviewed customer and product features and the choice of e-commerce platforms in Kenya. The research design used was cross-sectional survey. Targeted individuals were those who access internet and are computer literate. Study information was collected using questionnaires. Analysis was by use of descriptive and inferential statistics. A positive association was found between consumer characteristics and consumers' choice of ecommerce. This study contributes in the current study on consumer characteristics. The current study established effects of personal characteristics on choices of online merchants. A gap exists as the

study focus was on customer and product features and didn't address the effect of online advertising on consumer behaviour.

Njuguna (2017) focused on the effectiveness of online advertisement on consumer decision. a case of Radio Africa Group Limited Nairobi, Kenya. A descriptive research design was used to describe variables. Questionnaires were self-administered and were dropped and picked immediately. Descriptive and inferential statistics was used to analyze data and data collected was then presented using tables and figures. The study concluded that online advertising is important to a firm like Radio Africa that relies on communication to create interest and brand awareness. In addition, marketing strategies applied determine increases in brand loyalty and therefore influence purchasing behavior of the services and products offered. It was also noted that customer have an attitude and the type of attitude exhibited influences their mental position for certain matter. A gap exists as the study focus was on Radio Africa Group Limited while the focus of the present study is on online shops.

RESEARCH METHODOLOGY

This study adopted a descriptive survey design. The target population of this study was 150 employees at Jumia Kenya. A sample population of 110 was arrived at by calculating from the target population with a 95% confidence level and an error of 0.05 using the formula below. To calculate the sample size of the respondents, the Yamane's formula was employed as shown:

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

Where n is the sample size, N is the population size, and e is the level of precision (0.05).

$$\begin{aligned} n &= 150 / 1 + 150(0.05)^2 \\ &= 150 / 1 + 150(0.0025) \\ &= 150 / 1.375 \\ &= 110 \end{aligned}$$

Data was collected using structured questioners. The study used quantitative data. Descriptive statistics including frequencies, percentages, means and standard deviation were used to analyze the data. The analysis was done using Statistical Package for Social Sciences (SPSS, version 22)

which is comprehensive and offered extensive data handling capacity and a host of statistical analysis to analyze the data. A multiple linear regression and correlation analysis was used to assess the relationship between independent variables. Out of the 110 respondents who participated in the study, 89 respondents' responded to the questionnaire making a response rate of 80.9%.

RESEARCH FINDINGS

Effect of Social Media Advertising on Consumer Behaviour

The study requested the respondents to indicate their levels of agreement in relation to the statements on the effect of social media advertising on consumer behaviour.

Table 1: Effect of Social Media Advertising on Consumer Behaviour

Statement	Min	Max	Mean	Std. dev
Social media pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company	3.00	5.00	4.27	0.58
The social media pages are interactive and influences consumers shopping experience	3.00	5.00	4.10	0.71
Social media addresses customer problems as it builds trust and strong relationship with its customers	3.00	5.00	4.17	0.57
Social media content is personal, interesting, timely and responsive	3.00	5.00	4.19	0.67
Social media offers quick responses to customer service queries through online platforms	4.00	5.00	4.43	0.50
Social media provides sufficient information online which attracts customers to engage and participate on the site	3.00	5.00	3.99	0.73

Results show that majority of the respondents agreed that social media offers quick responses to customer service queries through online platforms (M= 4.43 SD = 0.50). Social media pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company (M= 4.27 SD =0.58). Social media content is personal, interesting, timely and responsive (M=4.19 SD =0.67). Social media addresses customer problems as it builds trust and strong relationship with its customers (M= 4.17 SD =0.57) and the social media pages are interactive and influences consumers shopping experience (M=4.10 SD =0.71). Social media

provides sufficient information online which attracts customers to engage and participate on the site (M=3.99 SD =0.73). Irungu (2017) established that social media advertising played a positive role in product awareness, fueled by both the utilitarian and hedonic motives of users. Social media advertising also enhanced customer loyalty through creation of buzz, product recommendations and purchase.

Effect of Email Advertising on Consumer Behaviour

The study requested the participants to show the extent to which they agreed or disagree on statements relating to the effect of email advertising on consumer behaviour.

Table 2: Effect of Email Advertising on Consumer Behaviour

Statement	Min	Max	Mean	Std dev
The organization gives personal attention to customers' complaints raised through emails	4.00	5.00	4.37	0.49
Employees of the organization are well trained to implement E-advertising initiatives successfully	3.00	5.00	4.08	0.69
The organization uses emails to send personalized account information	3.00	5.00	4.26	0.59
Client's name and personal information is always used by the organization in email communication with clients	3.00	5.00	4.20	0.62
Emails from my organization are a reliable medium for information and support services	3.00	5.00	4.25	0.57
Customer interaction with the organization via e-mails is clear and understandable	3.00	5.00	4.28	0.80
Management has committed enough resources to the success of its online platforms including use of emails	3.00	5.00	4.15	0.70

Results show that majority of the respondents agreed that the organization gives personal attention to customers' complaints raised through emails (M=4.37 SD =0.49) and customer interaction with the organization via e-mails is clear and understandable (M= 4.28 SD =0.80). The organization uses emails to send personalized account information (M= 4.26 SD =0.59) and Emails from my organization are a reliable medium for information and support services (M= 4.25 SD =0.57). Client's name and personal information is always used by the organization in email communication with clients (M= 4.20 SD =0.62) and the management has committed

enough resources to the success of its online platforms including use of emails (M= 4.15 SD =0.70). Employees of the organization are well trained to implement E-advertising initiatives successfully (M= 4.08 SD =0.69). Chaffey (2015) noted that emails were the main source of communication before the introduction of social media their improvement from the use of postage mails allowed communication between stakeholders and the firm to be shortened and allowed more accurate results.

Effect of Search Engine Optimization on Consumer Behaviour

The study sought to examine the effect of Search Engine Optimization (SEO) on consumer behaviour in online shops.

Table 3: Effect of Search Engine Optimization on Consumer Behaviour

Statement	Min	Max	Mean	Std dev
SEO enables customers to confirm authentication and required certifications for products on display	3.00	5.00	4.10	0.72
Through SEO customers are able to easily navigate through various product categories of interest	3.00	5.00	4.07	0.79
Depth of information obtained through our SEO tools is usually relevant to the customer	3.00	5.00	4.17	0.73
SEO offers availability of wide variety of our products to customers	3.00	5.00	4.01	0.76
SEO permits fast information access by our customers	3.00	5.00	4.33	0.62
SEO enables customers to select superior brands within our product range	3.00	5.00	4.11	0.68
SEO enables customers to select products based on product features such as color combination, size and shape	3.00	5.00	4.09	0.70

Results show that majority of the respondents agreed that SEO permits fast information access by our customers (M=4.33 SD =0.62) and depth of information obtained through our SEO tools is usually relevant to the customer (M=4.17 SD =0.73). SEO enables customers to select superior brands within our product range (M=4.11 SD =0.68) and SEO enables customers to confirm authentication and required certifications for products on display (M=4.10 SD =0.72). Further, the study established that SEO enables customers to select products based on product features

such as color combination, size and shape (M= 4.09 SD =0.70). Through SEO customers are able to easily navigate through various product categories of interest (M= 4.07 SD =0.79) (M=4.04 SD =0.74) and SEO offers availability of wide variety of our products to customers (M= 4.01 SD =0.76). Mwaisaka (2017) agrees that ninety three percent of tech B2B customers research products on the internet, predominantly via search engines. Most who optimize know that optimization for brand, product/service, and location can greatly increase visibility in search engine results.

Effect of Blogging Advertising on Consumer Behaviour

The study sought to examine the effect of blogging advertising on consumer behaviour on online shops.

Table 4: Effect of Blogging Advertising on Consumer Behaviour

Statement	Min	Max	Mean	Std dev
The current blogging status of the company is up-to-date with industry demands	3.00	5.00	4.18	0.81
The company is increasingly adopting blogging as a tool of reaching to millennial consumers	3.00	5.00	3.91	0.67
Blogging fundamentals have been embraced as part of effective communication strategy within the company	3.00	5.00	4.09	0.75
The company has implemented measures to address the reputational and commercial risks associated with blogosphere	3.00	5.00	4.11	0.73
Blogging has been effective in promoting company brand name to different classes of consumers	3.00	5.00	3.98	0.77
The blog has been gaining popularity and viewership since its inception as a marketing platform	3.00	5.00	4.06	0.76
Customers purchase the products based on blog online reviews.	3.00	5.00	4.10	0.75

Results show that the current blogging status of the company is up-to-date with industry demands (M= 4.18 SD =0.81). The company has implemented measures to address the reputational and commercial risks associated with blogosphere (M= 4.11 SD =0.73) and

customers purchase the products based on blog online reviews (M=4.10 SD =0.75). Further, the study established that blogging fundamentals have been embraced as part of effective communication strategy within the company (M= 4.09 SD =0.75) and the blog has been gaining popularity and viewership since its inception as a marketing platform (M= 4.06 SD =0.76). Blogging has been effective in promoting company brand name to different classes of consumers (M= 3.98 SD =0.77) and the company is increasingly adopting blogging as a tool of reaching to millennial consumers (M= 3.91 SD =0.67). Osama and Ahmed (2016) established that any consumers rely on blogs for unbiased opinions and expertise when considering purchases, making blogs an influential platform for marketers trying to reach consumers with money to spend.

Consumer Behaviour

The respondents were required to indicate their levels of agreement on the statements assessing consumer behaviour in online shops.

Table 5: Statements on Consumer Behaviour

Statement	Min	Max	Mean	Std dev
Online shopping has broader selection of products thus influences customers behaviour in purchase of online products	3.00	5.00	4.08	0.66
Online shopping gives alternative products and thus influences customers behaviour in purchase of online products	3.00	5.00	3.63	0.49
Trust influences online purchaser and enhances customer's intention to buy	3.00	5.00	4.34	0.50
Providing customers with control over their information enhances customers behaviour in purchase of online products	3.00	5.00	4.25	0.59
Consumer lifestyle determines attitudes that customers exhibit towards advertising	3.00	5.00	4.06	0.70
Perception of online advertising influences customer behaviour to seek the service	3.00	5.00	4.13	0.73
Demographic factors such as age and gender determine customer behaviour in purchase of online products	3.00	5.00	4.40	0.49

Results show that majority of the respondents agreed that demographic factors such as age and gender determine customer behaviour in purchase of online products (M= 4.40 SD =0.49). Trust influences online purchaser and enhances customer's intention to buy (M=4.34 SD =0.50) and that providing customers with control over their information enhances customers behaviour in purchase of online products (M= 4.25 SD =0.59).

Further, the study established that perception of online advertising influences customer behaviour to seek the service (M= 4.13 SD =0.73) and the consumer lifestyle determines attitudes that customers exhibit towards advertising (M= 4.06 SD =0.70). Online shopping has broader selection of products thus influences customers behaviour in purchase of online products (M= 4.08 SD =0.66). Consumer lifestyle determines attitudes that customers exhibit towards advertising (M= 4.06 SD =0.70) and online shopping gives alternative products and thus influences customers behaviour in purchase of online products (M= 3.63 SD =0.49) (Kinshuk & Park, 2018).

Regression Analysis

Model Summary

Table 6: Regression Analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 ^a	.666	.650	.47812

In this study, a multiple regression analysis was conducted to test the influence among predictor variables. The research used statistical package for social sciences (SPSS V 27.0) to code, enter and compute the measurements of the multiple regressions. The model summary is presented in the table below. The study used coefficient of determination to evaluate the model fit. The adjusted R², also called the coefficient of multiple determinations, is the percent of the variance in the dependent explained uniquely or jointly by the independent variables. The model had an average adjusted coefficient of determination (R²) of 0.650 and which implied that 65.0% of the variations on consumer behaviour are explained by the independent variables under the study.

ANOVA Analysis

Table 7: ANOVA Analysis

Model	Sum of Squares	df.	Mean Square	F	Sig.
Regression	38.240	4	9.560	41.820	.000 ^b
Residual	19.202	84	.229		
Total	57.442	88			

The study further tested the significance of the model by use of ANOVA technique. From the ANOVA statics, the study established the regression model had a significance level of 0.000% which is an indication that the data was ideal for making a conclusion on the population parameters as the value of significance (p-value) was less than 5%. The calculated value was greater than the critical value (41.820> 4.49), an indication that independent variables all had a significant effect on consumer behaviour. The significance value was less than 0.05 indicating that the model was significant.

Coefficients

Table 8: Coefficients

Model	Unstandardized		Standardized		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.513	.306		4.942	.000
Social Media Advertising	.533	.151	.278	3.527	.001
Email Advertising	.385	.135	.213	2.851	.005
Search Engine Optimization	.515	.155	.298	3.322	.001
Blogging Advertising	.476	.159	.248	2.985	.004

$$Y_i = 1.513 + 0.533 X_1 + 0.385 X_2 + 0.515 X_3 + 0.476 X_4 + \epsilon$$

From the regression model obtained, a unit change in social media advertising while holding other factors constant would positively change consumer behaviour by a factor of 0.533. Results show that a unit change in email advertising holding the other factors constant would positively change consumer behaviour by a factor of 0.385.

Results show that a unit change in search engine optimization while holding the other factors constant would positively change consumer behaviour by a factor of 0.515. Finally, test regression results show that unit change in blogging advertising while holding the other factors constant would enhance consumer behaviour by a factor of 0.476.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The use of social media page helps customers interact and influence their consumer behaviour, Facebook and Twitter pages proved customers with information that is in line with company's brand, customers are able to get sufficient information via social media hence, making customers engage and participate on the site. Through social media, customers are also able to get quick response, address customers problems, provide easy of accessibility and preview to company's products and build trust and strong relationship with its customers. The use of online platforms is very useful it has enables online shopping sites use email marketing strategy. Through this the organization is able to send personalized account information, attend to customers complains and interact with customer.

The use of search engine helps customers select a variety of products based on colour combination, size and shape, it also enables customers select superior brands within their product range, fast information access and take advantage of better discount deals. However, information obtained thorough SEO tools is not usually relevant to the customer and customers are also not able to confirm authentication and required certifications for on products on display. The use of blogging has not helped leading online shopping sites promote their brand name, reach millennial consumers and ensure credibility of blogs. The organizations don not update their current blogging status and used as part of effective communication strategy.

Recommendations

It is recommended that online shopping sites should develop an online platform that will engaging fully with existing consumers, providing sufficient information and personal, interesting, timely and responsive. Online shopping sites develop a culture that employees are aware of the need and importance of use of online marketing. Online shopping sites should develop a search engine that will provide customers with information regarding products or services that they are offering. Online companies should recognize the phenomena and the power of blogs, thus will be able to understand the way in which they can benefit from them and increase customer base.

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