

**INFLUENCE OF DIGITAL MARKETING STRATEGIES ON SALES PERFORMANCE OF
MOBILE NETWORK OPERATORS IN KENYA**

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BUSINESS ADMINISTRATION (MARKETING OPTION) OF KENYA METHODIST
UNIVERSITY**

OCTOBER, 2025

DECLARATION

DECLARATION

This thesis is my original work and has not been presented for a degree or any other award in any other University.

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DEDICATION

I want to dedicate this project to my husband, David Jakana, who has provided full support in helping me finish this thesis. Thank you for being patient and supportive, may God bless you. I also want to acknowledge my coworkers, specifically my direct supervisor, for their patience in allowing me time to focus on this project. Thanks a lot, mom, dear sister, and brother, I appreciate your encouragement which helped me stay motivated despite the setbacks.

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ABSTRACT

The study examined the influence of digital marketing strategies on sales performance of the mobile network operators in Kenya. The specific objectives sought to examine the influence of social media marketing, content marketing strategy, search engine marketing and digital advertising. The research was guided by technology acceptance, the diffusion of innovation, and agency. A descriptive research approach was employed. The study targeted marketing departments of Safaricom Plc, Telkom Kenya, and Bharti Airtel Kenya. A total of 2223 sales representatives from the marketing division participated in the study. The study employed stratified sampling to select participants, who were then chosen using a simple random technique. Data was gathered using a structured questionnaire. A pilot study was conducted with 22 Safaricom employees to assess the questionnaire's content validity. Reliability was evaluated using Cronbach's alpha. The study analyzed quantitative data using descriptive statistics like percentages, means, and standard deviations, and inferential statistics, including multiple regression and correlation. The findings were presented in tables and figures. Overall, digital marketing strategies significantly boost sales performance for Kenyan MNOs, with social media marketing ($\beta=1.203$; $p=.000$) being the most impactful. The research concludes that social media promotion significantly aids Kenyan mobile network providers by improving sales through direct customer interaction. Digital marketing allows companies to cut costs while attracting more leads. Companies used content marketing to increase brand awareness and build trust, while search engine marketing captured audience interest at key moments. The study recommends that companies develop targeted advertising campaigns focusing on specific demographics and regions. The company needs to capture attention instantly.

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LIST OF ABBREVIATIONS AND ACRONYMS

B2B	Business-to-Business
B2C	Business-to-Consumer
CCK	Communications Commission of Kenya
COVID-19	Corona Virus Diseases 2019
DOI	Diffusion of Innovation
FMCG	Fast Moving Consumer Goods
GDP	Gross Domestic Product
ICT	Information and Communications Technology
KNBS	Kenya National Bureau of Standards
NACOSTI	National Commission for Science, Technology and Innovation
PPC	Pay-Per-Click
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SIM	Subscriber Identification Module
SME	Small and Medium Enterprises
SPSS	Statistical Package for Social Sciences
TAM	Technology Acceptance Model

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

People often use the internet, which they see as a reliable source, to research products and services before buying them (Kagollah, 2022). Kaveke (2024) points out that business leaders use the internet for promotion to boost sales and communication. The growth of social media advertising and online shopping offers great ways to reach new markets and grow businesses. This means digital marketing helps companies make money by working with partners, clients, and employees.

Marketing, as pointed out by Sufian et al. (2020), is a crucial asset for businesses because it boosts brand visibility, enhances profitability and growth, attracts and retains clients, and increases participation. To thrive in the marketplace and reach their desired audience, companies need to implement successful marketing tactics. Abiodun and Kolade (2020) posit that strong marketing strategies are crucial for an organization's success. This is because marketing shapes production, distribution, and sales improvement through tactics like advertising, public relations, and promotions. Consequently, a key advantage of marketing for any organization is the enhancement of its reputation.

According to Park and Mithas (2020), advancements in digital marketing during the 1990s and 2000s have transformed how brands and companies utilize technology and online marketing for their promotion. Yasmin et al. (2018) noted that online advertising is gaining traction and proving to be more effective as preferences shift towards digital devices over physical store shopping, along with the increasing use of online platforms in marketing strategies and daily life. Olonde (2021) noted that the advent of the internet and its incorporation into diverse fields have transformed the world into a global community by eliminating barriers of time, distance, and communication. Consequently, the organization of businesses to succeed in the modern economy is facing substantial shifts. Therefore,

international digital marketing strategies are undergoing significant changes and are expected to keep shaping marketing theories and practices in global markets.

According to Adiyono et al. (2021), sales performance maps the trajectory of revenue generation across different periods. Typically, sales activities involve providing goods or services to customers. A service is defined as a non-tangible benefit or action offered by one entity to another without transferring ownership. Mehralian (2022) emphasized the vital need for synchronization between marketing and sales to attain organizational success. Business performance tends to enhance when the sales and marketing teams communicate effectively, respect each other, and build trust. Hence, every department it is essential to understand the functions of others, encouraging clear communication and shared goals.

Tabiat (2022) observed that at its core, the effectiveness of sales depends on the strategic actions carried out by the sales team, which are distinguished by particular attitudes, actions, and company standards, including assertiveness and intelligence. Sassi (2024) emphasized that the performance of sales consists of two key components: the conduct exhibited by the sales force and the outcomes that are realized. The effectiveness of the sales team pertains to the degree to which salespeople are able to carry out their responsibilities in an efficient, dependable, and expert manner.

Effendy et al. (2021) indicated that the volume of sales is a central priority for every business, intricately linked to its income and profit margins. An increase in sales volume leads to higher profits and improves the effectiveness of the organization's management systems. Purnomo (2023) proposed that sales indicators associated with successful sales should align with existing sales strategies. The approach to sales employed by a well-established company with a diverse range of products would greatly differ from that of a new entity focused on a single product. Consequently, the benchmarks for evaluating each sales team's performance must accurately represent the anticipated results for them.

This study assessed sales performance by analyzing factors such as the effectiveness of the sales team, the revenue generated, and the attainment of sales targets.

Kenya is experienced rapid technological growth and innovation in recent years. As of 2023, mobile penetration in Kenya stands at an impressive 131% (Mohammadyari, 2024). According to the Communications Authority of Kenya, over 91% of the population has access to mobile services, which makes it crucial for businesses to optimize their digital marketing strategies for mobile consumption (Communications Authority of Kenya, [CAK] 2024). The digital ad spend in Kenya has been on an upward trajectory, reaching approximately \$550 million USD in 2023. Analysts project this figure to continue growing at a compound annual growth rate of about 23% and as of 2023, it's estimated that about 52% of the Kenyan population is online. This figure continues to rise as internet access expands, driven by affordable data packages and improved infrastructure (CAK, 2024).

Safaricom continues to lead the market with a staggering over 60% market share which reflects dominance is reflected in their sales performance, with recent data showing a growth rate of approximately 10% in annual revenue (Safaricom report, 2024). Airtel Kenya holds around 30% of the market share. Their performance has also shown improvement, with a recent report citing an 8% increase in revenue year-over-year (Airtel report, 2024). Telkom Kenya, which has faced challenges in capturing market share, holding approximately 10%. However, the company is making strides with new promotional offers and collaboration strategies to attract new customers. Their recent revenue figures indicate a growth of about 5%, signaling their commitment to increasing competitiveness in a crowded market (Telkom Kenya report, 2024).

1.1.1 Digital Marketing Strategy

Onyango (2021) observe that an organizational strategy serves as a detailed framework for distributing resources to facilitate business operations, directing companies toward the attainment of their goals.

Gupta (2021) notes that an organizational strategy involves evaluating various business activities to identify key strengths, aiding in the allocation of resources such as finances, human capital, and time. Consequently, companies utilize these strategies to facilitate goal attainment and strategic plan development.

Poorahmadi et al. (2023) describe that a digital marketing strategy is a technique used to promote a business's offerings through digital avenues, mainly through online channels, but also including mobile devices, display advertisements, and various other digital formats. Nitami and colleagues (2024) observed that companies can target particular customer segments with their marketing initiatives by using digital marketing strategies that take into account factors like age, social status, preferences, and purchasing power. Through the adoption of digital marketing strategies, businesses can lower their advertising costs, as digital platforms are typically more affordable compared to traditional methods. This study mainly concentrated on content marketing, search engine optimization, and social media marketing in the context of assessing digital marketing approaches.

The content marketing is important in improving the effectiveness of digital marketing, stressing the provision of desired content to target audiences on their preferred platforms (Junaidi, 2020). As supported by Jusuf (2022), who claim that regularly offering valuable content during customers' information-seeking can influence brand reputation, content marketing boosts the relevance and visibility of an organization's brand to its audience,. Providing guidance, knowledge, and actionable solutions without a focus on sales builds trust with potential clients and customers, creating the groundwork for lasting and fruitful business partnerships.

Muriuki et al. (2022) noted that the practice of search engine marketing entails advertising a company via compensated promotions displayed on the results pages of search engines. Techniques in digital marketing, such as Pay-Per-Click (PPC) advertisements and content marketing, in addition to SEO

and SEM, are leveraged within search engine marketing (SEM) to improve a brand's presence on search engines and draw in organic visitors. Nafiuddin and Hamdan (2024) examined that the objective of search engine marketing is to achieve prominence in search engines when users input queries related to a particular business. Within the realm of search engine marketing, businesses aim to drive increased traffic to targeted sections of their websites in order to explore the potential of search engine marketing to generate fresh leads, promote products, boost brand awareness, divert traffic from competitors, and pursue various other objectives. Therefore, SEM appears as a versatile and efficient digital marketing approach for companies.

Social media marketing is a structured approach aimed at boosting website traffic and attracting online consumer attention through various social media channels which serves as a new pathway for businesses to effectively connect with their intended audience (Budaghi et al., 2023). Sanbella et al. (2024) observed that social media marketing encompasses the deliberate use of online platforms to advertise a business and its offerings. Thus, by aiding the spread of user messages to a larger audience, social media marketing creates a new model of interactive and trustworthy communication on social networks and in mass marketing.

Digital advertising includes all promotional activities that utilize the internet or any digital device, such as platforms like Google Ads, social media advertising, email marketing, and even affiliate marketing, significantly increasing brand awareness (Ahmed et al., 2019). According to Nyamamu (2014), when businesses integrate their online ads, PPC, and email marketing strategies, they're more likely to create a cohesive customer journey, which enhances brand recognition but also increases the likelihood of conversions.

1.1.2 Digital Marketing Strategy and Sales Performance

Ali et al. (2024) observed that the importance of digital marketing in clarifying sales business performance has been a central theme in the historical development of marketing research. The necessity to link marketing efforts with sales results has become more significant during the ongoing global economic recession, urging marketers to validate the effectiveness of their activities and expenditures. Mohammadyari (2024) argues that a digital marketing strategy goes beyond just promoting company products or services; it encompasses strategic choices and identifying the target audience. In practical terms, marketing ought to guide organizational strategies to create marketable goods, instead of concentrating exclusively on selling current products

Khaerani and Sudarmiatin (2022) note that the growth and integration of the internet in various fields have eliminated barriers related to time, distance, and communication, resulting in a world that is more interconnected. Major alterations are being made in the design of organizational structures to thrive in the present economic landscape. Oseany et al. (2024) claim that the emergence of digital marketing in the 1990s and 2000s has transformed how businesses and brands utilize technology for marketing efforts. They also highlight that the increasing prevalence and success of digital marketing campaigns stem from the use of digital platforms in marketing strategies and daily practices, as consumers increasingly prefer online options over traditional physical retail. As a result, international digital marketing approaches are experiencing significant changes that are altering marketing beliefs and practices in global markets

Mokhtar and Wan-Ismail (2022) show that the digital marketing industry has created various channels that enable marketers to precisely reach specific audiences and attract them to the advertised product or service. Ufondu et al. (2025) note that digital marketing emphasizes the importance for brands to create a strong online presence that corresponds with the selected platform, as well as their

fundamental values and goals. Moreover, emphasize the widespread presence of digital media, providing consumers with unlimited access to information whenever they desire. Global internet engagement is increasing, transforming online platforms into an essential asset for gaining a competitive advantage in both B2C and B2B marketing. Consequently, there has been considerable focus on leveraging the vast opportunities that online marketing offers.

Hartono et al. (2020) argue that businesses are highly motivated to enhance sales effectiveness, to expand their resources and boost their presence in the marketplace. In reaction to increasing rivalry in the marketplace, various tactics are created to draw in and keep customers, resulting in higher sales and ongoing profitability. The increase in sales, however, depends on the effectiveness of marketing skills within companies. Consequently, the idea of marketing efficacy is based on the belief that its use improves the operational efficiency of companies. Thus, it is essential for organizations to consistently improve their operations to maintain their market presence and significance in the face of intense competition.

Sunggara et al. (2022) observe that the complexities of competitive markets have driven organizations to emphasize performance enhancement to gain a competitive advantage. This requires organizations to optimize their spending to enhance their profits. The sales process proves to be a crucial instrument in obtaining this desired benefit by improving the effectiveness of expected results. Gugloth (2023) stated that the ability to assess and understand opportunities is characterized as the efficiency of the sales process. This framework enables better predictions of sales, aiding managers in providing targeted support to important prospects. As a result, companies need to understand the fundamental concepts of evaluation to succeed in the field of sales operations.

1.1.3 Global Perspective on Digital Marketing Strategy

Companies can utilize digital technologies to accomplish marketing objectives through the implementation of digital marketing strategies. Numerous firms and professionals in developed nations like the United States, United Kingdom, Japan, Australia, and Singapore have embraced digital marketing techniques, transitioning from traditional brick-and-mortar setups to online business platforms. Similar to conventional marketing approaches, digital marketing presents both advantages and drawbacks. Consequently, it has become customary for enterprises to utilize diverse digital channels for conducting marketing initiatives, including direct engagement with potential customers and soliciting feedback.

Mehralian and Khazaei (2022) observe the rise of major Indian advertisers exploring online advertising. Additionally, Indian firms are showing a robust tendency to advertise their products and services in the digital space. Currently, the financial industry emerges as the leading sector in online advertising, representing nearly fifty percent of the total spending on digital ads globally. Ocran (2022) observes that there is a notable demographic undergoing a rise in purchasing power, resulting in the creation of a vast and profitable market. This development positively impacts India's advertising industry, which is presently exploring the advantages of utilizing the web to foster its expansion. One could argue that the growth of online marketing has been instrumental in India's development.

Urdahl (2020) noted that digital media has emerged as a distinctive and flexible tool within Pakistani business settings, capable of catering to various aspects of marketing communication across the entire consumer journey. New media advertising offers a plethora of opportunities and advantages not afforded by traditional media, enabling precise and measurable targeting of audiences through analytics. Lockett (2020) explore how digital marketing techniques affect the sales of leading food

chains in Pakistan, emphasizing the use of various digital marketing strategies by these businesses. They explore the use of various online platforms for efficient advertising aims

Zou and Teng (2020) indicate that the advertising industry in China has achieved significant milestones over the past four decades. Nevertheless, the swift growth of the digital economy in China, particularly on mobile platforms, has given rise to novel and progressive advertising frameworks, posing a challenge to the conventional advertising sector. Advertising in this contemporary digital epoch, both within China and globally, necessitates innovation and adaptability. Thus, the realms of digitalization and globalization stand as crucial focal points for exploration in the sphere of international advertising and branding. Wan (2023) stated that the ongoing development of the Internet has established it as an essential instrument for achieving marketing objectives in business activities. A growing number of businesses are focusing on improving electronic commerce platforms and online marketing strategies. Since its founding as the leading e-commerce platform in China, Alibaba Group has certainly guided the trajectory of China's e-commerce industry.

1.1.4 Regional Perspective on Digital Marketing Strategy

Nsahlai et al. (2020) claim that utilizing digital marketing strategies significantly influences the buying habits of millennials in South Africa (Generation Y). Furthermore, the results of the study suggest that marketers ought to evaluate the degree of understanding that social media followers have about a particular topic, like a product, and concentrate on teaching these followers prior to endorsing a purchase in order to favorably impact their purchasing decisions.

Haque (2020) observe that employing digital marketing strategies such as pay-per-click, online ads, email marketing, and enhancing a website's visibility can greatly boost the sales effectiveness of telecom firms in Nigeria. To guarantee ongoing expansion in this industry, these firms need to incorporate various digital tools as essential elements of their marketing approaches. Vij et al. (2024)

highlighted that recognizing the possible effect of digital marketing on enhancing sales and promoting businesses is essential for telecommunications firms in Nigeria to succeed in a competitive market landscape.

Reken (2024) observe that improving the comprehension of digital marketing skills among agro-processors in Zimbabwe greatly adds to the current knowledge pool regarding small and medium enterprises (SMEs), agro-processing sectors, and market outcomes. Pandiangan et al. (2022) offers a fresh, cohesive viewpoint on the connection between market performance in agro-processing firms and their digital marketing capabilities. This perspective is important because the skills needed for larger companies vary from those necessary for SMEs. Hence, agro-processors need to develop digital marketing skills that help accomplish key business goals like profitability, sales growth, and market leadership.

In Tanzania, the growth of internet penetration has been remarkable with recent statistics indicate that around 30% of the population is now online, a figure that has been steadily increasing due to the affordability of mobile devices and data plans (Mushi, 2024). Mwazuna et al. (2025) indicate that Uganda presents a similar narrative. With over 23 million internet users, nearly 57% of the population is online. The Ugandan market is becoming increasingly digital-savvy, especially among the youth, who are key drivers of online engagement. In conclusion, both countries are experiencing a shift in how businesses approach their marketing strategies. Traditional advertising methods are now complemented by social media campaigns, influencer partnerships, and targeted digital advertising

1.1.5 Local Perspective on Digital Marketing Strategy

The emergence of digital marketing distribution has transformed how Kenyan commercial banks engage with customers, allowing for real-time transaction monitoring, quicker provision of digital products/services, cost efficiency, and improved customer service processes which advancement

enables business managers to connect with a broader local and international audience through their product offerings (Kalei, 2020). Muriuki et al. (2022) emphasize that digital marketing has also aided customers in Kenya by offering a platform to compare prices from various vendors and access services from several businesses at their convenience, thus improving overall accessibility and customer experience.

Muola (2021) indicates that the rise of digital marketing has greatly impacted the market in Kenya. Nonetheless, leading companies in the country have created online marketing frameworks owing to the shifts in the worldwide commercial landscape, Rotich and Mukhongo (2023) discovered that top firms in sectors like telecommunications and banking within the country have been pioneers in adopting online marketing strategies. The main reason for this initiative is their desire to improve profitability by employing various strategies to maintain competitiveness and sustainability in the market. As a result, the retail industry has embraced multiple online digital marketing strategies.

Digital marketing is essential to business functions, especially within Kenya's telecommunications industry, as it promotes a customer-oriented strategy aimed at comprehending and satisfying client requirements while efficiently conveying product options to boost sales (Kimathi et al., 2021). Kagollah (2022) observe that a company's success or failure relies on the alignment of its marketing strategies with the requirements of its target market and the value provided by its products and services; therefore, telecommunication companies in Kenya must implement marketing strategies that are flexible and responsive to changing customer needs.

1.1.6 Profile of Mobile Network Operators in Kenya

The mobile telecommunications sector in Kenya has experienced significant expansion in recent years. The Kenyan Government recognizes the crucial role that the information and communication sectors play in the nation's economic development. This research aimed to examine the operations of the three

major Mobile Network Operators in Kenya: Safaricom PLC, Airtel Kenya, and Telkom Kenya. Safaricom originated as a mobile division of Telkom Kenya in 1997, which sparked a swift increase in the need for mobile phone connections. Airtel Kenya entered the market in 2000, and together with the other two operators, they commenced an extensive nationwide rollout of their mobile services, resulting in intense competition and a notable improvement in mobile network coverage across both rural and urban areas of Kenya.

Founded in 1997 as a publicly traded company, Safaricom PLC operates as a premier mobile network provider in Kenya. The major stakeholders include Vodacom South Africa and the Kenyan Government. The company offers a range of services, such as voice calls, data, and mobile money transfers, with its M-PESA service being particularly prominent. Employing over 5000 staff across its regional operations, Safaricom is at the forefront of technology, providing various options including 2G, 3G, 4G, LTE, and plans to roll out 5G. With more than 30 million subscribers, it plays a crucial role in driving social change. The company's extensive mobile network coverage throughout Kenya, coupled with its diverse offerings and international connectivity, results in substantial data and subscriber information management, necessitating rigorous security protocols and safeguards. As a leader in technology, Safaricom PLC is a significant target for cyber threats, highlighting the need for proactive measures to mitigate risks to its information systems and to defend against potential attacks.

Founded in 2000, Airtel is recognized as the second-largest mobile service provider in the country, operating under its parent company, Bharti Airtel from India. The company has a subscriber count that surpasses 9 million and offers a variety of services, including voice, data, and mobile financial solutions through its Airtel Money brand. In recent years, the company has experienced several changes in its organizational structure and management team, transitioning from Kencel communication to Celtel, then to Zain, before rebranding as Airtel Kenya in 2010. The operator provides extensive nationwide mobile network coverage, offering 2G and 3G services, and has

recently launched 4G services. As a mobile operator, it connects globally with various networks and services, making a substantial impact on the nation's economy.

Telkom Kenya, recognized as the third largest telecommunications provider in the nation, is notable for being the oldest, having been founded in 1999 as Kenya Post and Telecommunication Ltd. Initially, it focused on fixed-line services before expanding into mobile communications, launching both 2G and 3G technologies. With over 1400 staff members spread across the country, Telkom Kenya has built a customer base that exceeds 4 million people, contributing positively to the national economy through its various offerings. A key highlight of the company is its mobile money transfer service, commonly known as T-KASH.

The telecommunication sector in Kenya is highly competitive. Safaricom, with its vast market share, often sets the standard for innovation and service delivery. In contrast, Airtel and Telkom are constantly strategizing to capture more users and market influence. Therefore, by examining their sales performance, the study could identify trends that indicate which companies are thriving and which are struggling.

1.2 Statement of the Problem

The government of Kenya acknowledges the importance of the telecommunications industry as a vital enabler of economic growth. This industry shows a significant degree of engagement and is continuously changing because of new technologies and facilities being developed. The emergence of the worldwide COVID-19 pandemic, first reported in Kenya in March of this year, has had a significant impact. numerous industries throughout the nation. The recent statistical data reveals some concerning trends regarding sales performance among these key players. According to the Communications Authority of Kenya's report from Q3 2023, the total revenue for mobile operators dropped by approximately 5.2% compared to the previous year. Specifically, Safaricom, despite being

the dominant player in the market with over 60% market share, reported a revenue decline of 3.8%. This marks their first decline in revenue since 2016, raising concerns about service penetration and customer retention. Airtel's revenue decreased by around 7% year-over-year, attributed to stiff competition and a saturated market. Telkom Kenya, which has been striving to carve out its niche, saw its revenues drop even further by near 10% a clear indication of the difficulties they are navigating in customer acquisition and sustainability (Communications Authority of Kenya Report, 2024).

Throughout the assessed period, mobile networks produced a total of 15.2 billion minutes of local mobile voice traffic, which represents a decrease of 0.9 percent from the 15.3 billion minutes recorded in the previous quarter. This decline is attributed to reduced business operations during the restrictions and curfews implemented as a result of the COVID-19 pandemic, which changed normal calling patterns. Additionally, local on-net mobile voice traffic experienced a 1.6 percent decrease, amounting to 13.3 billion minutes during the same timeframe. International incoming fixed voice traffic also saw a significant drop of 11.8 percent, falling to 4.3 million minutes from the 4.9 million minutes reported in the earlier quarter. Similarly, international outgoing fixed voice traffic declined by 14.8 percent during this period, recording 3.3 million minutes compared to the 3.9 million minutes noted in the previous quarter. These declines are related to the adverse effects of the COVID-19 pandemic on various economic activities.

Msonga and Swallehe's (2021) study examined how digital marketing tactics affected Tanzanian telecommunications companies' performance. The results showed that marketing approaches such as pay-per-click, email, and social media positively and notably impacted the marketing success of these businesses. Nonetheless, the study's respondents were chosen through a purposive sampling technique, revealing a methodological gap. Kagollah (2022) explored how digital marketing strategies relate to the sales success of Safaricom PLC. The research found that platforms for social media marketing, content marketing, email marketing, and affiliate marketing positively and significantly impacted sales

performance. Nevertheless, the focus of the study was solely on Safaricom Public Limited Company. Ngumo (2022) examined how digital marketing strategies affect the brand value of mobile network service providers in Kenya. The research discovered a significant positive correlation between the two variables. However, the study examined brand equity of mobile network service providers. In light of these insights, it can be inferred that there exists a paucity of research addressing this topic to bridge the identified research gap. Therefore, the present study investigated the digital marketing strategy of mobile network operators in Kenya and its influence on their sales performance.

1.3 Objectives of the Study

1.3.1 General Objective

To assess the influence of digital marketing strategies on sales performance of mobile network operators in Kenya.

1.3.2 Specific Objectives

- i. To assess how social media marketing influence the sales performance of mobile network operators in Kenya.
- ii. To investigate how a content marketing approach affects the sales performance of mobile network operators in Kenya.
- iii. To explore the effect of search engine marketing on the sales performance of mobile network operators in Kenya.
- iv. To examine how digital advertising influence the sales performance of mobile network operators in Kenya

1.4 Research Hypotheses

HO₁: Social media marketing does not significantly influence the sales performance of the mobile network operators in Kenya.

- HO₂:** Content marketing strategy does not significantly influence the sales performance of the mobile network operators in Kenya.
- HO₃:** Search engine marketing does not significantly influence the sales performance of the mobile network operators in Kenya.
- HO₄:** Digital advertising does not significantly influence the sales performance of the mobile network operators in Kenya

1.5 Significance of the Study

1.5.1 Management of Mobile Network Operators

The results of this research would provide advantages to the management of mobile network operators in Kenya by highlighting the effects of digital marketing strategies on their sales outcomes. Similarly, other entities in Kenya employing digital marketing strategies would develop a wider insight into how these approaches influence sales outcomes within the ever-changing economic environment.

1.5.2 Government and Policy Makers

This research would hold significance for governmental authorities and policymakers, as it would offer perspectives on how digital marketing tactics influence sales outcomes in the mobile network operator industry in Kenya. Additionally, the outcomes would facilitate the development of robust strategic approaches that organizations can employ to enhance their sales performance via digital platforms.

1.5.3 Researchers

Additionally, the study would advance our current understanding on digital marketing and sales performance of companies, stimulating further investigation through suggestions for further research.

1.6 Limitations of the Study

The research was restricted because participants may be hesitant to reveal important details for the

study. Nevertheless, this issue was alleviated by ensuring that the participants are guaranteed strict confidentiality for any data they submit, which won't be distributed to outside parties. The process of gathering information was affected by the busy schedules of those involved. To tackle this challenge, participants were provided with the questionnaires through email and asked to send them back to the researcher's email after completing them.

1.7 Scope of the Study

This research was conducted with mobile service companies in Kenya, specifically Safaricom PLC, Airtel Kenya, and Telkom Kenya. The tactics used for online marketing comprised content marketing, search engine marketing, and social media marketing. Sales representatives and managers were among the participants. The data collection method was structured questionnaires. The focus of the study was the company's sales performance from 2020 to 2024.

1.8 Definition of Operational Terms

Content marketing

Explain the marketing strategy that emphasizes creating and sharing content that is pertinent, useful, and uniform in order to draw in and retain a target , in the end, encourage profitable customer behavior (Baltes, 2019). It was evaluated based on narrative techniques, the exchange of information, and the relations with customers.

Digital marketing strategy

Explain a sequence of steps that utilize digital marketing tools to achieve different objectives (Patruti-Baltes, 2016). It was evaluated based on search engine advertising, social media promotion, and content promotion.

Sales performance

The organization's capacity to boost the sale of its products and services (Brown & Peterson, 2018). It was evaluated based on cost per click, optimization for search engines, and paid advertising on search engines.

Search engine marketing

Advertisement content that is sponsored and appears on pages displaying search engine results to advertise a company (Sen, 2019)

Social media marketing

Promoting the company's goods and services on websites and social media platforms. The evaluation was based on reducing expenses, the level of engagement, and the quality of support provided to customers.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

An overview of the literature on the effects of digital marketing strategy on sales performance is given in this chapter. The chapter discusses key theories that support specific study variables, besides analyzing pertinent empirical research from various other nations and Kenya. Finally, the chapter presents a theoretical framework illustrating the interconnections between different aspects of the study.

2.2 Theoretical Review

The concept that explains the presence of the research issue being examined is provided and explained in the theoretical framework (Varpio et al., 2020). This portion delves into theories that provides guidance for the study, such as technology acceptance theory and diffusion of innovation theory.

2.2.1 Technology Acceptance Theory

In 1985, Fred Davis put forth the idea known as the Technology Acceptance Model (TAM). This model posits that three primary elements perceived usefulness, user-friendliness, and the overall attitude of users towards the technology are essential in influencing whether individuals adopt new technological solutions. Acheampong et al. (2017) explained that individuals' feelings lead to their beliefs and ultimately result in intended behavior, shaping their willingness to engage with a particular technology. This indicates that before accepting and using any technology, individuals must evaluate its practicality, user-friendliness, and develop a mindset that supports its adoption.

Wu and Chen (2017) suggested that within the Technology Acceptance Model (TAM), the perception of usefulness enables a company to showcase how its digital marketing strategy can fulfill its marketing objectives. This framework assists businesses in selecting appropriate marketing tactics for

particular audience segments. Moreover, customer views regarding different digital platforms, such as social media or email, can aid companies in crafting an effective digital marketing strategy aimed at maximizing reach. Additionally, the TAM model illustrates a sequence where users first form an attitude toward a technology before fully embracing it. Therefore, TAM is relevant in the field of digital marketing.

The model is relevant since understanding it helps telecom companies identify customer segments that present the most opportunity for growth. With the right data, the companies can discern which demographics are most likely to invest in their services and tailor their marketing strategies accordingly. Moreover, the understanding of the target segments within the TAM, the company can create more relevant and engaging content. Additionally, knowing TAM informs the choice of platforms. For instance, if the target audience predominantly uses platforms like TikTok or Instagram, the marketing budget should reflect that focus.

2.2.2 Diffusion of Innovation Theory

The Diffusion of Innovation (DOI) theory was introduced by Rodgers in 1983 to clarify the motivations, methodology, and speed at which new innovations are embraced. According to DOI, innovation spreads via designated channels and particular systems, demonstrating how technology adoption eventually conforms to a standard distribution pattern. The adoption process is divided into five stages according to the DOI theory: Innovators, Early Adopters, Early Majority, Late Majority, Laggards. Leaders are the initial supporters, while followers are the final ones. The arrangement inside the organization, the transparency of the framework, and the leader's perspective on change affect how new ideas are embraced within the organization. Oliveira and Martin (2019) state that elements related to technology, the structure of the organization, and the surrounding environment play a role in the acceptance and execution of new ideas within an organization. This aligns with DOI's focus on how

characteristics of the organization and its external environment influence its ability to innovate.

This theory holds significance in research as it elucidates the speed at which consumers embrace a novel product or service. Consequently, it aids marketers in comprehending the dynamics of trend adoption and assists companies in gauging the potential success or failure of their new offerings. Furthermore, the concept helps businesses understand the way customers accept and engage with new goods or technologies as time progresses. Moreover, organizations can leverage the theory when introducing a new product or service, modifying it, or expanding an existing product into a different market.

2.2.3 Brand Equity Theory

Brand equity theory was developed by Aaker (1991) who laid the groundwork for understanding how brand equity is defined, measured, and managed. Aaker (1991) outlined various essential elements that play a role in brand equity, such as customer loyalty, brand recognition, perceived value, and brand connections and understanding these components helps businesses strategize effectively in their branding efforts. Higher brand equity means that a company can charge a premium for its products, enjoy greater customer loyalty, and benefit from positive word-of-mouth. A powerful brand can help reduce risks when venturing into unfamiliar markets or introducing new products (Kalampokis et al., 2016).

In the realm of mobile network operators in Kenya, brand equity is shaped by various important elements: recognition of the brand, connections to the brand, perceived standard, and commitment to the brand. For a mobile network operator, simply being recognized by potential customers is a crucial first step. In a market with multiple options, those with high brand awareness, like Safaricom, tend to capture more market share. For instance, Safaricom consistently reports strong financial performance, partially due to its entrenched brand equity. Therefore, as the market continues to evolve,

understanding and leveraging brand equity would be vital for not only survival but growth.

2.3 Empirical Review

This part focuses on examining empirical research in related areas, specifically social media marketing, content marketing strategy, search engine marketing, and digital advertising.

2.3.1 Social Media Marketing and Sales Performance

Kagundu's 2018 study looked at the impact of social media marketing on grocery sales in Nairobi City County, Kenya. The study's main focus was on marketing on social media sites including Facebook, Instagram, and Twitter. By using a descriptive research approach, 135 local supermarkets were chosen. A comprehensive questionnaire was used to collect primary data. Descriptive statistical methods were then used to examine the gathered data. The majority of supermarkets had adopted social media marketing, according to the findings, and their sales were greatly impacted by frequent customer interaction on several channels. However, this study focused primarily on the sales outcomes of retail outlets, indicating a gap in the current scholarly research.

A research study was carried out to investigate Facebook's workings as a competitive communication marketing platform for SMEs in Nakuru, Kenya (Chepkemai et al. 2018). Facebook was the primary target of the inquiry, which included multiple components. A random sample of 78 businesses was selected for the study out of the 350 registered small businesses in the Nakuru central business area. Structured questionnaires were distributed in order to collect primary data. The results demonstrated that Facebook is essential for attracting clients and building relationships. However, there is a theoretical gap because the study only looked at Facebook, ignoring its extensive potential outside of social media marketing.

An extensive investigation of the impact of social media marketing on the financial performance of small internet enterprises was conducted by Sufian et al. (2020). Some of the 150 small business

owners in Malacca who participated in their study had little prior experience setting up social media marketing platforms for their companies. Although customer feedback has no direct impact on sales performance, the study's findings indicate that small online businesses in Malacca must prioritize good customer relations and communication. However, the study used an explanatory framework, which resulted in a major methodology shortcoming.

Hasna conducted research in 2020 on the effects of social media marketing on the operational performance of mid-sized companies in Arusha City. Ninety medium-sized companies in the Arusha metropolitan area that provide a variety of goods and services to both local and distant clients provided the study with information. A random selection procedure was used to select participants, and survey forms were distributed to gather data. After then, a thorough evaluation was conducted. The main conclusions show that these businesses primarily use social media marketing to build an online presence and answer consumer questions, which helps them prosper in the increasingly competitive industry. However, the use of cluster sampling raised the possibility of more sample errors, which presented a challenge to the research technique.

Syaifullah et al. (2021) conducted research to assess the performance of medium-sized enterprises concerning their social media marketing activities during the COVID-19 Pandemic. The quantitative analysis utilized the statistical method of Partial Least Squares-based Structural Equation Modeling (SEM). A particular sampling technique was employed to select 254 companies, creating a sample group of medium-sized firms that were engaged in marketing on social media. Data was gathered through online surveys. The findings of the study indicated that several factors, including perceived benefits, alignment with existing practices, and ease of use, affect whether businesses choose to use social media marketing. The study demonstrated that social media marketing leads to better efficiency, more innovation, stronger customer relationships, and increased sales for medium-sized businesses, especially in the above-mentioned areas. However, the way participants were chosen for the study,

using a purposive sampling approach, could have led to bias in the sample, which is an important methodological consideration.

2.3.2 Content Marketing Strategy and Sales Performance

Ahmad and Ilkay (2019) undertook a study in Afghanistan that explored how content marketing impacts consumers' intentions to buy home appliances. The study, which involved 384 participants from the Afghan home appliance market, employed a convenience sampling approach for participant selection. The process of gathering data involved distributing semi-structured questionnaires. The techniques applied in examining the data encompassed both descriptive and inferential approaches. The study's results pointed to a strong and favorable correlation linking content marketing efforts with the likelihood of individuals buying household devices. Nevertheless, the research specifically concentrated on the environment within Afghanistan.

A research study conducted by Weerasinghe in 2019 examined how content marketing influences customer engagement on the internet. The study distributed 75 online questionnaires utilizing convenience sampling methodology. Research data were subjected to descriptive and bivariate analyses. The results unveiled a favorable correlation between content marketing strategies and online customer engagement levels. By offering pertinent content that addresses challenging issues, marketers can effectively cater to the needs of potential customers. Nevertheless, it is crucial to acknowledge that the utilization of convenience sampling in the study may lead to sampling errors.

The investigation conducted by Claesson and Jonsson (2017) aimed to elucidate the intricacies surrounding content marketing. By synthesizing diverse definitions of this marketing approach from prior studies, the researchers constructed a model outlining the fundamental dimensions of content marketing. A qualitative data collection technique involving semi-structured interviews was employed, with a total of seven participants contributing their insights. The analysis revealed

variations in perspectives among companies, yet a consensus emerged regarding the most critical aspects of content marketing. However, the reliance on qualitative data collection is noteworthy in this study.

Koob's (2021) investigation delved into the factors influencing the efficacy of content marketing through a managerial lens, encompassing a conceptual framework and empirical discoveries. The research employed regression analyses utilizing primary data gathered from senior marketers across 263 organizations of different sizes and industries. The empirical findings show that contextual factors associated with increased content marketing efficacy include content creation that is suited to the target audiences of the organization and follows normative journalistic standards, as well as strategy clarity and dedication. Nonetheless, the research adopted a cross-sectional design.

Zhu's (2019) inquiry scrutinized the impact of content marketing on sales performance. Employing a questionnaire survey technique to procure samples, the study intended to electronically distribute and collect the questionnaires. The electronic survey encompassed the entirety of the questionnaires, with a total of 230 questionnaires gathered. Through empirical investigation, the research applied regression analysis and revealed a noteworthy correlation between customer perception of value and content marketing. Concurrently, it was discovered that the perceived value of the customer entirely mediates the connection between content marketing and sales outcomes. Nevertheless, the study evaluated sales performance from the period spanning 2015 to 2018.

2.3.3 Search Engine Marketing and Sales Performance

The 2015 study by Tomasi and Li examined qualitatively how search engine marketing affects the success of SMEs. Employing a multiple case study methodology, the research aimed to investigate how SEM influences the performances of SMEs in terms of their websites and overall business operations. This survey aimed to collect information regarding the firms, their investments in SEM,

their utilization of SEM, and the resulting impacts of this use. The results of the research indicated that search engines have evolved into a crucial platform for enhancing the global outreach of SMEs and enabling them to compete with larger enterprises. Consequently, SMEs are increasingly focusing on improving their business visibility through the strategic implementation of SEM techniques. By effectively utilizing SEM, smaller companies have the opportunity to surpass prominent corporations in search engine results.

In 2015, Khraim carried out research examining how search engine marketing affects the success of companies that use digital advertising in Jordan. The research involved the distribution of a questionnaire to 121 companies within Jordan. Through Factor Analysis, the study identified four key dimensions which were subsequently utilized in Multiple Regression analysis. The results indicated that SEM connectivity did not exhibit a significant impact, whereas the remaining three dimensions displayed significant relationships. However, it is crucial to highlight that the research primarily focused on non-financial aspects of business performance.

Hidayanto et al. (2018) investigated how search engine marketing affects digital marketing approaches. The research centered its attention on three separate types of publisher sites: a simple website with no SEO tactics implemented, a tailored website equipped with social media integrations and simple SEO settings, and a tailored website with social media integrations and sophisticated SEO settings. The research examined website logs spanning a period of four to seven months and determined that social media widgets play a role in boosting the number of people who visit a website, their influence is comparatively insignificant when compared to traffic that comes from search engines. Nonetheless, it is essential to note that the research heavily relied on secondary data sources. Torieh and Norhan (2021) examined the implications of search engine optimization on the response of Egyptian consumers. The research aimed at a particular group of consumers were categorized based

on factors such as their age, gender, and level of schooling. The research involved a selection of 158 participants, and questionnaires were distributed through email and different social media channels. To assess the three main hypotheses, confirmatory factor analysis and multiple regression analysis were utilized. The results indicated a noticeable disparity in search engine optimization concerning customers' gender. Nevertheless, the respondents were purposefully chosen.

Poturak et al. (2021) carried out a study to assess how well a business does based on its search engine optimization strategies. The dataset that was used came from Google Analytics, and the data analysis was done using Seobility tools. The Customer Relationship Management system utilized by the International Business Unit was employed to determine how well the business was doing, giving special attention to the number of students signing up. The findings indicated that when a website appears higher in search engine results, it produced a range of positive benefits for companies, including heightened website traffic, increased user dwell time, enhanced user interaction, and a rise in student enrollment figures. However, the study concentrated on a private university in Sarajevo.

2.3.4 Digital Advertising and Sales Performance

Nyamamu (2014) examined the effects of digital marketing on the performance of print media companies in Kenya. The focus group consisted of employees from the advertising divisions of four print media organizations in Kenya. Information was gathered through an interview framework, and the information was presented through the application of content analysis. The findings brought to light a substantial influence of online marketing on the earnings of traditional print publications, an impact closely associated with the shift to reading news through internet platforms. Despite these insights, this study's scope was confined to Kenyan print media organizations, thus underscoring a limitation in geographical coverage.

Ahmed et al. (2019) evaluated the effectiveness of advertisements in online digital media are in

improving brand sustainability, particularly in the fast-moving consumer goods and service industries in Pakistan. They gathered 910 replies using an updated survey and utilized quantitative research methods. The results showed a notable and positive impact of digital media advertising platforms on brand sustainability for FMCGs and service sectors in Pakistan. However, employing a survey structure presented difficulties in ensuring the accuracy and dependability of the outcomes, underscoring a gap in the methodology.

Odero (2019) examined the impact of online advertisements on consumer decision-making in a study centered on Kenya's leading e-commerce platforms. The target population for the study included coworkers at work, friends who shop online, and managerial staff from five online retailers in Nairobi. The study's approach included applying a descriptive research design. A method of stratified sampling was utilized to choose a group of 92 individuals from the intended population, using random selection methods. Data collection was carried out using questionnaires. The results indicated that digital marketing provides brand-aligned content that encourages consumers to continuously interact with the company.

Fuxman et al. (2017) explored digital advertising as a more efficient method for promoting business products. The research utilized an empirical investigation to compare the efficacy of digital marketing compared to traditional media promotions in different large-scale marketing dimensions. The findings showed that, even though traditional media promotions are still widely favored, digital advertising proves to be more successful in product promotion. The study suggests that marketers should incorporate more digital advertising strategies to effectively target their clientele, particularly the younger demographic. However, the research relied on secondary data for analysis.

Is-haq (2019) investigated how digital advertising affected the growth of sales in Nigerian small and medium-sized businesses (SMEs). Questionnaires with a structured format were employed to gather

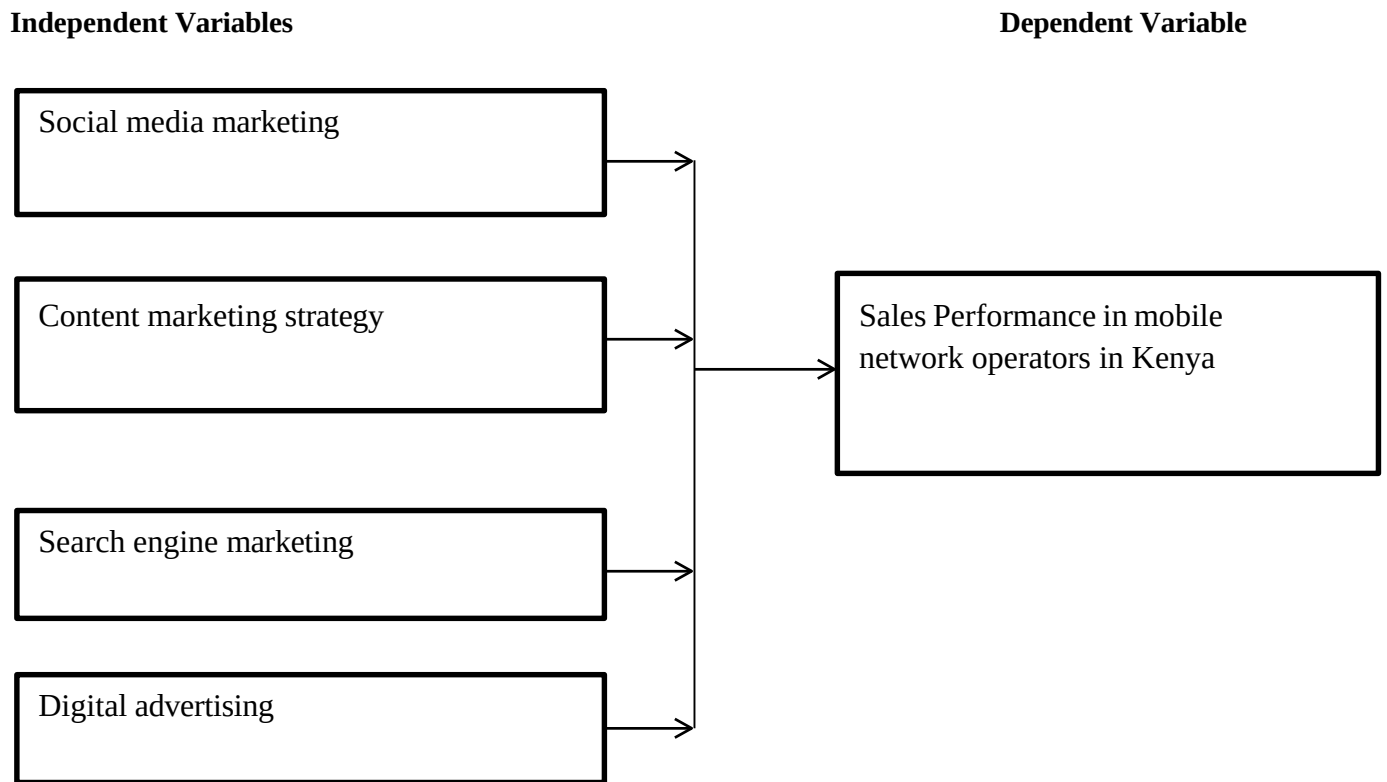
initial information from a randomly chosen group of experts in the SME sector. The collected data underwent both descriptive and inferential statistical analyses. The research results indicate that SMEs can greatly enhance their revenue by utilizing online marketing resources. pay-per-click advertising, email marketing, SEO, and online promotions. Nonetheless, the results suggested that for SMEs to sustain improved sales performance, they need to incorporate multiple digital tools into their marketing strategies. The study context focused specifically on SMEs.

2.4 Conceptual Framework

Figure 2.1 illustrates how independent and dependent variables are correlated according to the conceptual framework. Examining how digital marketing tactics affect Kenyan mobile network operators' sales performance is the main goal of this study. The digital marketing strategy is the independent variable being examined, and sales performance is the dependent variable.

Figure 2.1

Conceptual Framework



Researcher (2024)

Figure 2.1 illustrates the independent factors, which include social media marketing, digital advertising, content marketing strategies, and search engine marketing. The sales performance serves as the dependent variable. Social media platforms enable direct engagement with customers, enhancing brand loyalty and visibility. Digital advertising delivers precise marketing efforts, ensuring that promotional content connects with the appropriate audience when it matters most. Content marketing strategies, centered around the generation of pertinent and worthwhile material, are instrumental in cultivating market credibility and influence. Meanwhile, search engine marketing

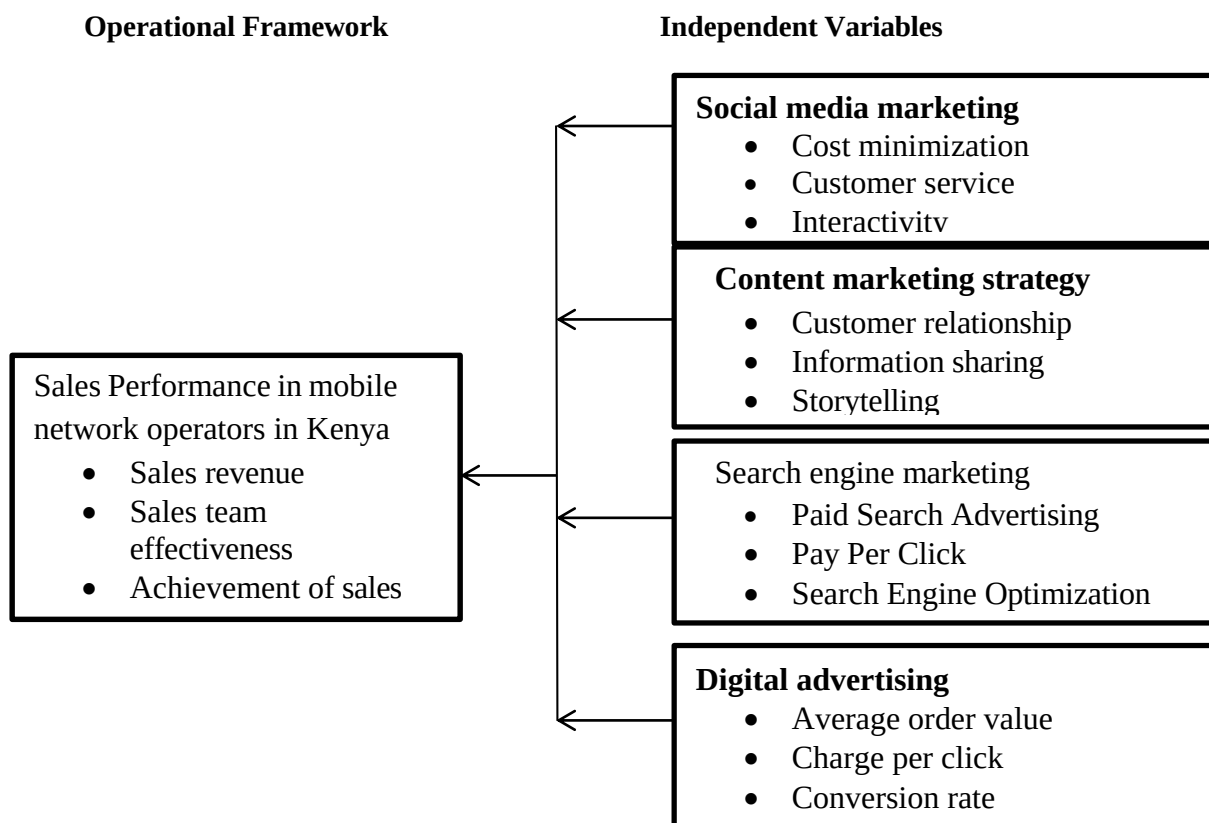
ensures that mobile network operators can be easily found by potential customers searching for their services online. Together, these strategies create a comprehensive marketing ecosystem that can lead to improved sales performance.

2.5 Operational Framework

The operational framework makes it easier to measure the parts of the study that are independent and those that depend on something else. Social media marketing metrics encompass elements such as minimizing costs, fostering interactivity, and enhancing customer service. Indicators of content marketing strategy involve practices like storytelling, disseminating information, and managing customer relationships. The sales performance indicators evaluate metrics such as sales revenue, sales team efficiency, and attainment of sales objectives.

Figure 2.1

Operational Framework



Researcher (2024)

2.6 Summary of Literature Reviewed and Research Gaps

The practical examination emphasizes studies carried out by different researchers regarding how search engine marketing and content marketing strategies influence sales results. Nevertheless, the majority of these studies were conducted on a global scale, with only a small number being carried out on a local level using varying methods. Table 2.1 displays this information.

Table 2.1

Summary of Literature Reviewed and Research Gaps

Author	Study focus	Findings	Gap
Kagondu (2018)	The impact of social media advertising on grocery sales within Nairobi City County, Kenya.	Many supermarkets acknowledged the significance of leveraging social media for promotional purposes, and the regular engagement with various social networking platforms had a substantial impact on their sales results.	The study centered its focus on how well sales performed in physical stores, which led to a contextual gap
Chepkemoi et al. (2018)	Facebook as a competitive venue for promotional messaging targeted towards small and medium-sized enterprises located in Nakuru, Kenya	Establishing connections with clients through Facebook is an important aspect of using it as a communication tool	The research focused on Facebook, recognizing it as more than merely a platform for social media marketing, leading to a gap in theory.

Hasna (2020)	Social media marketing's impact on company performance: An analysis of medium-sized businesses in Arusha City	Social media marketing is mainly employed to fight off intense competition by helping companies create an online presence and	The research highlighted a methodological deficiency because it utilized cluster sampling, which tends to result in increased sampling errors.
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2.7 Research Gaps

The examination of the existing literature uncovered multiple shortcomings, which encompassed contextual, methodological, and conceptual gaps. These identified gaps underscored the importance of undertaking the current study. The main aim of this study was to examine how digital marketing strategies affect sales outcomes. To achieve this, a survey was conducted targeting mobile network operators in Kenya, allowing for a comprehensive examination of how digital marketing initiatives correlate with sales results in this particular industry.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section presents the research's methodological strategy, detailed in the subsequent sections;

3.2 Research Design

The methodology employed in this investigation followed a descriptive research framework. Stangor (2019) stated that in order to portray the current state of a phenomenon, descriptive research design comprises measuring a variety of population characteristics, this encompasses responses based on self-reporting and actual actions, knowledge of initiatives, viewpoints, beliefs, and requirements. As a result, this research framework helped in recognizing patterns and trends within the information. Moreover, this approach allowed researchers to depict and summarize the data, offering valuable insights into the subject matter.

3.3 Target Population

According to Mugenda and Mugenda's 2003 definition, a population encompasses the entire group of individuals being studied in a particular field and having a common characteristic. The focal point of analysis encompassed Safaricom Plc, Telkom Kenya, and Airtel Kenya. These entities were chosen due to their significant market presence in the telecommunications industry of Kenya. The focal point of observation involved 2223 sales representatives from the marketing division of the respective companies. These individuals were chosen due to their active participation in carrying out the digital marketing strategies that the company has adopted.

Table 3.1*Target Population*

Company	Population	Population
Safaricom Plc	956	43.0%
Airtel Kenya	814	36.6%
Telkom Kenya	453	20.4%
Total	2223	100%

Source: Mobile Network Operators in Kenya, HRM Report of 2024

3.4 Sampling Design and Sample Size

For the purpose of generalization, the sample's representativeness is contingent upon both sample size and sampling design (Kombo & Tromp, 2006). The respondents were grouped based on the companies they belonged to, using a method called stratified sampling from Safaricom, Airtel Kenya and Telkom with the aim of ensuring a comprehensive representation of all participants. The method of simple random sampling was employed in the selection of respondents, ensuring that every person in the overall population has the same chance of selection. The calculation for sample sizes employed the Taro Yamane method established in 1967, with details provided subsequently;

$$n = N / (1 + N * e^2)$$

Where:

- n is the sample size,
- N represents the overall population size, totaling 2223 in this research.
- e is the margin of error (0.05)

$$n=2223/ (1+ 2223(0.05^2)) = 339$$

The number of participants in the study was 339, which accounted for 15.2% of whole population to be surveyed. As a result, the sample size was established in a proportional manner.

Table 3.2*Sample Size*

Company	Population	Percentage (15.2%)	Sample Size	Percentage
Safaricom Plc	956	15.2%	146	43.1%
Airtel Kenya	814	15.2%	124	36.6%
Telkom Kenya	453	15.2%	69	20.4%
Total	2223	15.2%	339	100

Source: Researcher (2024)**3.5 Data Collection Instrument**

A structured questionnaire has been chosen as the instrument for gathering data for this research. The questionnaires were chosen because they reach a larger audience in a shorter amount of time. This questionnaire consisted of 5 distinct sections. The initial section, part 1, focused on gathering demographic information from the respondents. Subsequent sections, part 2 through part 5, delved into various aspects related to social media marketing, digital marketing, content marketing, search engine marketing, and sales performance, in that order. The questionnaire items were formulated based on the Likert scale, allowing participants to indicate their agreement with each statement. Each respondent involved in the study received a copy of the questionnaire.

3.6 Pilot Study

Prior to initiating the ultimate phase of gathering data, a preliminary study is a modest-scale review involving a restricted number of individuals aimed at enabling the researcher to evaluate the questionnaire's quality and pinpoint any deficiencies (Orodho, 2005). A pilot study encompasses a segment of the population with similar traits (Mugenda & Mugenda, 2003). Consequently, 22 questionnaires underwent a trial run at Safaricom PLC and these participants were excluded from the

concluding research. Conducting a preliminary study allows for the researchers to recognize any potential obstacles or constraints that might surface throughout the comprehensive study.

3.6.1 Validity of the Instrument

Cooper and Schindler (2011) describe validity as the extent to which the instrument assesses the concepts under investigation. The current research opted for content validity due to its ability to gauge the extent to which the items in the sample accurately represent the subject matter that the assessment is intended to assess. Mugenda and Mugenda (2003) noted that Content validity pertains to the extent to which the questions align with the intended constructs on a test mirror the full range of what the test aims to assess. To make certain that the questions in the survey are straightforward for participants to comprehend and assess how clear the questions are, the researcher plans to employ a content validity evaluation. Gall et al. (2012), expert evaluation can improve an instrument's content validity. Therefore, the researcher enlisted the support of supervisors to ascertain whether the instruments effectively measure their intended constructs.

3.6.2 Reliability of the Instrument

Yasin et al. (2015) examined the reliability of the questionnaire, which was conducted to examine how consistent the questionnaire's responses are internally. Following the advice of Mugenda and Mugenda (2003), Cronbach's alpha was utilized to evaluate the reliability of the questionnaire, and the relationship between the survey responses was analyzed by calculating the Cronbach's alpha coefficient obtained from the pilot study data. Generally, the outcomes of these evaluations vary between 0 and 1, with higher numbers representing an increased level of reliability, as Mugenda and Mugenda (2003) suggest. This research aims for a minimum alpha correlation coefficient of 0.7. Therefore, the study achieved a 0.759 alpha value.

Table 3.3*Reliability Test Results*

Variable	α- Value	Remark
Social media marketing	0.851	Acceptable
Digital advertising	0.709	Acceptable
Content marketing strategy	0.731	Acceptable
Search engine marketing	0.674	Acceptable
Sales performance	0.829	Acceptable
Aggregate score	0.759	Acceptable

The finding in Table 3.3 indicate that each separate variable exhibited an alpha coefficient exceeding 0.7 with social media marketing ($\alpha=0.851$), digital advertising ($\alpha=0.709$), content marketing strategy ($\alpha=0.731$), search engine marketing ($\alpha=0.674$) and sales performance ($\alpha=0.829$) with an aggregate score ($\alpha=0.759$). Therefore, the study concluded that the questionnaire item was reliable.

3.7 Data Analysis and Presentation

The study gathered quantitative data that was analyzed through descriptive statistics, which included frequencies, percentages, means, and standard deviation. Moreover, the study utilized inferential statistics, which involved investigating correlations and performing multiple regression analysis, to assess the impact of various factors on one another at 5% significance level (0.05). The findings were displayed through graphs and figures utilizing the SPSS version 20.0.

This is the form that the regression equation took:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Whereby Y= Sales performance

 X₁= Social media marketing

 X₂= Content marketing strategy

 X₃= Search engine marketing

X_4 = Digital advertising

$\beta_1, \beta_2, \beta_3$ and β_4 = Coefficients

ε = Error term

3.8 Diagnostic Tests

3.8.1 Multicollinearity Test

Multicollinearity describes a situation in which a multiple regression model exhibits a substantial relationship among two or more predictor variables. According to Alin (2010), perfect multicollinearity exists when the relationship between two independent variables is either 1 or -1. The Variance Inflation Factor (VIF) is commonly used to assess how often independent variables are correlated. Generally, VIF calculations for independent variables are performed using statistical software. VIF values start from 1 and can rise indefinitely. Farrar and Glauber (2017) indicate that a VIF value of 1 signifies no correlation at all between the independent variable and any other variable. VIF values falling within the range of 1 to 5 suggest mild associations, without necessitating any corrective measures. Conversely, VIF values surpassing 5 indicate a critical level of multicollinearity, which can lead to erroneous coefficient estimations and the presence of unreliable p-values.

3.8.2 Normality Test

When it comes to statistical measurements, normality tests are essential because they determine how closely a dataset follows a normal distribution for a particular variable. In particular, The squared value of the Pearson correlation coefficient, derived from the ordered points on the plot $(E(Y_i), Z_i)$ for i ranging from 1 to n , is employed to compute the statistic for the Shapiro-Wilk normality assessment. Low values produced by the test statistics point to a deviation from the normalcy assumption. Conversely, the alternative hypothesis is supported by noteworthy values of the test statistic. The R value can be utilized to determine the p-value of the test. If the p-value falls below a set limit, the null hypothesis will be dismissed.

3.9 Ethical Considerations

Prior to starting the study in the specified location, the investigator secured a certificate of approval for research from the university along with a permit from NACOSTI. The participants in the study received comprehensive details regarding the purpose of the research and the methods that would be used, the researcher's credibility, and the utilization of the findings. This measure was implemented to facilitate an informed decision-making process regarding their potential involvement in the research. Participant anonymity was safeguarded by prohibiting the disclosure of their identities.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter aims to place the research results within the framework of the specific objectives that were examined. The findings of the analysis of the field data are shown in this section. These include the response rate, participant demographics, descriptive statistics, diagnostic evaluations, and inferential statistics.

4.2 Response Rate

The surveys were conducted with a group of 339 participants from Safaricom Plc, Airtel Kenya, and Telkom Kenya.

Table 4.1

Response Rate

Category	Given	Received back	Percentage
Safaricom Plc	146	143	97.9
Airtel Kenya	124	119	95.9
Telkom Kenya	69	65	96.5
Total	339	327	96.5

Source: Survey Data (2024)

The results presented in Table 4.1 show that out of 146 questionnaires sent out to individuals involved with Safaricom, 143 responded resulting to a response rate of 97.9%. Out of 124 questionnaires administered to the respondents in Airtel Kenya, 119 responded attaining a reply rate of 95.9% and from the 69 surveys distributed to participants in Telkom Kenya, 65 participants replied, leading to a reply rate of 96.5%. Furthermore, the overall rate of response for the study was 96.5%. Consequently, the study concluded that the results were dependable and acknowledged because of the high response

rate, which is in agreement with Baruch and Holtom's (2014) recommendation that an 80% response rate is adequate for analyzing data. Even though response rate is high, the non-response from each category is very small below 4% that could not affect the reliability of the results.

4.3 Respondents' Demographic Data

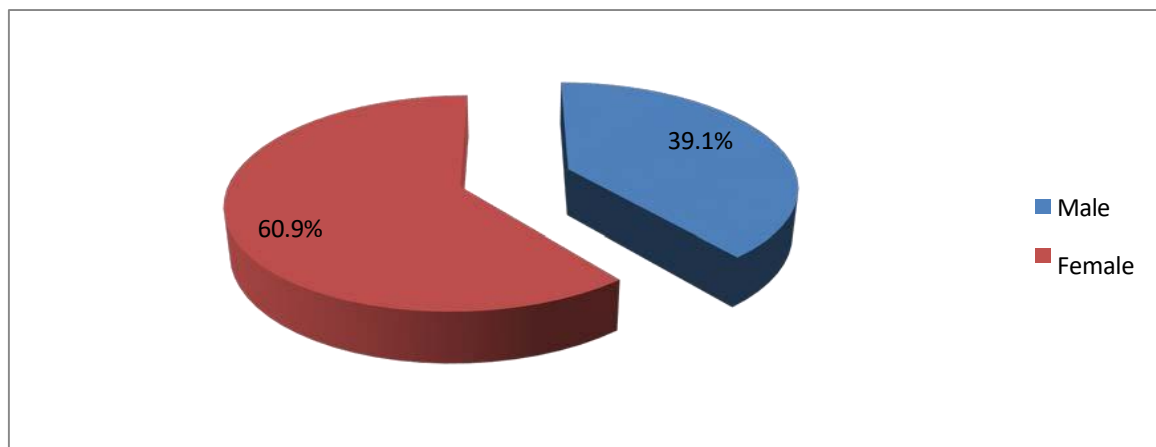
Examining the demographic information of the participants enables a better grasp of the individuals involved in the research, which improves the analysis of outcomes and facilitates the creation of more customized and impactful solutions or suggestions aligned with the distinct needs and choices of various demographic categories (Axinn et al., 2021). The research aimed to gather foundational details about the participants related to their gender, years of experience in marketing, educational qualifications, marketing certifications, and age groups. The results are shown below.

4.3.1 Respondents' Gender

Figure 4.1 shows the findings of the study, which aimed to determine the participants' gender distribution.

Figure 4.1

Respondents' Gender



Source: Survey Data (2024)

The findings illustrated in Figure 4.1 reveal that most of the participants were women, comprising 60.9%, whereas men made up 39.1% of the respondents. Understanding the gender distribution among respondents was essential to ensure that both males and females were adequately represented in the research. However, the results indicate the organizations mostly engage female employees in marketing.

4.3.2 Respondents' Number of Years in the Marketing Field

The purpose of the study was to determine how long the participants had worked in marketing, and Table 4.2 shows the findings.

Table 4.2

Respondents' Number of Years in the Marketing Field

Years	Frequency	Percentage
Less than 5	43	13.1
5 to 9	116	35.5
10 to 15	109	33.3
Above 15	59	18.0
Total	327	100

Source: Survey Data (2024)

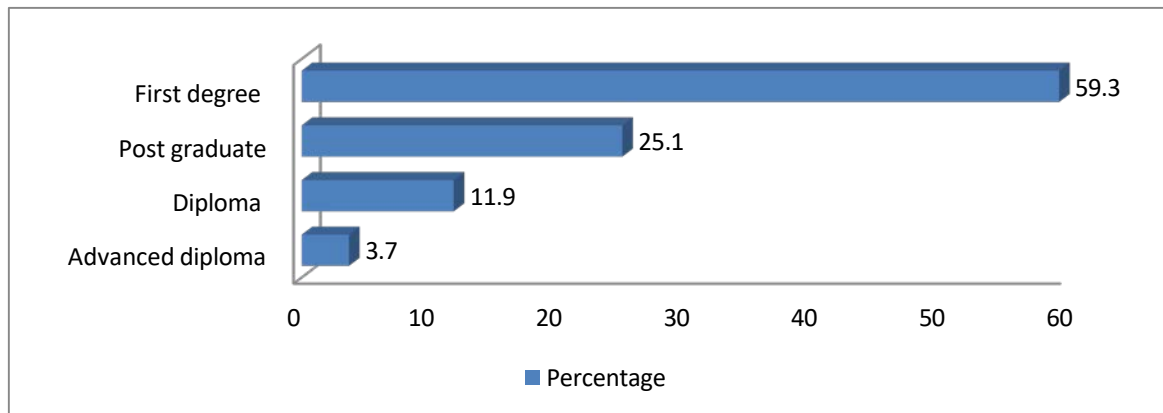
According to the results shown in Table 4.2, the largest participant group, at 35.5%, had 5 to 9 years of experience in marketing. Following this, 33.3% of the respondents had between 10 to 15 years, while 18.0% had more than 15 years, and 13.1% had less than 5 years in the field. This suggests that most participants in the research had significant experience in marketing, enabling them to effectively address the objectives of the study due to their extensive background.

4.3.3 Respondents' Education Status

Figure 4.2 illustrates the manner in which the educational background of the participants was depicted in the research.

Figure 4.2

Respondents' Education Status



Source: Survey Data (2024)

The findings shown in Figure 4.2 reveal that most of the individuals involved, specifically 59.3%, possessed a bachelor's degree, while 25.1% had completed a postgraduate degree. Additionally, 11.9% held a diploma, and 3.7% achieved an advanced diploma. Understanding the educational background of the participants was important because when employees receive suitable training, their job satisfaction and morale improve, which enhances productivity and leads to meeting their goals. Formal education provides a foundational knowledge of marketing principles, theories, and business concepts.

4.3.4 Marketing Certification

Figure 4.3 illustrates the manner in which the marketing certification of the participants was depicted in the research.

Figure 4.3

Marketing Certification

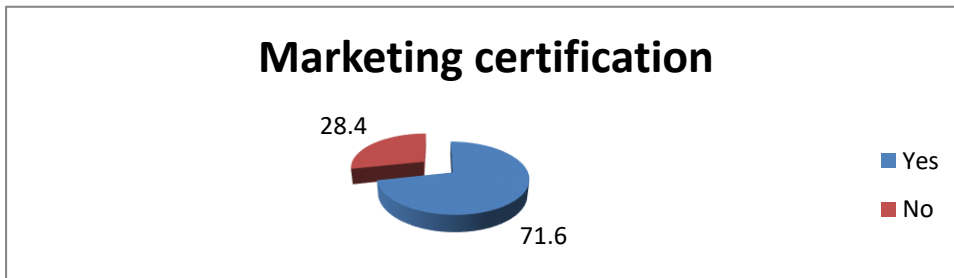


Figure 4.3: Marketing Certification

The research revealed that most, 234 individuals or 71.6%, obtained a professional certificate in marketing, whereas 93 individuals or 28.4% did not. This indicates that the company endorses the development and growth of its employees within the marketing field. Professional certifications are particularly focused on specific skills and tools and provide hands-on experience that is highly relevant to what employers are looking for today.

4.3.5 Respondents' Age Bracket

The research aimed to show how the participants' ages were reflected in the analysis, and the findings are presented in Table 4.3.

Table 4.3*Respondents' Age Bracket*

Years	Frequency	Percentage
Less than 29	87	26.6
30 to 39	94	28.7
40 to 49	88	26.9
50 and more	58	17.7
Total	327	100

Source: Survey Data (2024)

According to Table 4.3, the largest group of responders (28.7%) were between the ages of 30 and 39. Following that, 26.9% were between 40 and 49 years old, while 26.6% were younger than 29 years. Those aged 50 or older made up 17.7% of the participants. This data suggests that the respondents represented a diverse range of ages. Including individuals of different age groups was essential, as younger employees can introduce innovative ideas and new viewpoints, while older workers can leverage their rich mix of personal and professional experiences. This blend helps the organization meet its goals effectively and efficiently, maximizing the contributions from all employees.

4.4 Descriptive Statistics Results

The outcomes of the quantitative data were displayed using percentages, the average (M), and the Standard Deviation (SD). The results are detailed in the following sections.

4.4.1 Social Media Marketing

The research aimed to determine how social media marketing affects the sales performance of mobile network operators in Kenya. Participants were given a set of statements about social media marketing to assess their level of agreement using a Likert scale. The findings from the descriptive statistics are shown in Table 4.4.

Table 4.4*Social Media Marketing*

Statements	SD	D	N	A	SA	M	St.Dv
	%	%	%	%	%		
Cutting costs enables businesses to offer goods or services to their customers at reduced prices.	4.6	15.6	1.9	37.8	40.1	3.99	1.196
Cutting costs enables the business to expand its offerings of goods and services without increasing prices.	0.1	5.7	0.0	62.2	31.3	4.06	0.841
Transforming a reader into a purchaser via a favorable online engagement with a client indicates achievement.	4.6	9.9	0.0	43.9	41.6	4.51	0.591
Real-time responses regarding products and services through engagement assist marketing leaders in identifying their target audiences.	5.7	4.2	1.5	39.7	48.9	4.15	0.834
Improving communication within the organization stems from companies promoting a strong customer service ethos..	0.0	0.0	0.0	44.7	55.3	4.62	0.600
Each interaction embodies a customer-focused strategy when embraced by a business.	1.5	7.3	3.3	45.5	42.4	3.26	1.720
Aggregate score	2.8	7.1	1.1	45.6	43.3	4.09	0.964

Source: Survey Data (2024)

According to the findings in Table 4.4, a vast majority of respondents (88.9%) concurred that social media marketing affects how well Kenyan mobile network firms sell. Conversely, 9.9% disagreed and 1.1% took a neutral position. A standard deviation of 0.964 and an overall average score of 4.09 indicate that participants generally think social media marketing has a favorable impact on Kenyan mobile network operators' sales performance. This outcome shows that the majority of respondents strongly agreed that social media marketing is a successful way to increase sales for mobile network

companies, underscoring its potential as a useful strategy in the industry. According to Kagundu (2018), it was noted that the majority of grocery stores have embraced social media marketing, and the regular interaction with customers across different social media sites has significantly influenced their sales. Kagundu's 2018 study looked at the impact of social media marketing on grocery sales in Nairobi City County, Kenya. The study's main focus was on marketing on social media sites including Facebook, Instagram, and Twitter. The majority of supermarkets had adopted social media marketing, according to the findings, and their sales were greatly impacted by frequent customer interaction on several channels. A research study was carried out to investigate Facebook's workings as a competitive communication marketing platform for SMEs in Nakuru, Kenya (Chepkemai et al. 2018). Facebook was the primary target of the inquiry, which included multiple components. The results demonstrated that Facebook is essential for attracting clients and building relationships. However, there is a theoretical gap because the study only looked at Facebook, ignoring its extensive potential outside of social media marketing

4.4.2 Content Marketing Strategy

The research aimed to explore how content marketing strategies affect the sales performance of mobile network operators in Kenya. Participants were given a set of statements in a Likert scale format about content marketing strategies to gauge their degree of agreement. Table 4.5 showcases the findings from the descriptive statistics.

Table 4.5*Content Marketing Strategy*

Statements	SD	D	N	A	SA	M	St.Dv
	%	%	%	%	%		
By creating memories, narrative making enables customers to visualize a good or service.	2.7	6.3	1.0	45.5	45.2	3.82	1.174
Storytelling engages customers on a product or a service	0.5	2.9	0.6	44.1	51.0	4.64	1.096
Information sharing leads to increased brand awareness	0.0	3.7	0.0	36.7	52.7	4.54	1.104
Sharing information results in increased rankings in search engines	0.0	0.0	0.0	41.5	58.5	4.03	1.591
Customer relationships offer marketing managers improved information that assists them in developing a more effective campaign.	0.0	0.0	2.1	34.5	55.6	3.54	1.174
Customer relationship management allows customer service representatives to access all pertinent information to assist in resolving a customer's problem.	0.0	4.2	0.0	37.4	58.9	4.41	1.145
Aggregate score	0.5	2.9	0.6	39.9	53.7	4.16	1.214

Source: Survey Data (2024)

An overwhelming 93.6% of participants acknowledged that the content marketing strategy had improved the sales results for Kenyan mobile service providers, according to the results shown in Table 4.5. However, only 0.6% of respondents said they were neutral on the matter, and 3.4% said they disagreed with the assertion. With an overall average score of 4.16 and a standard deviation of 1.214, it appears that most respondents agreed that the content marketing strategy has affected Kenyan mobile network operators' ability to make sales. This indicates that participants strongly agree that

content marketing can increase revenue for local mobile network companies. Because it involves giving customers the information they want at the exact moment they are looking for it, Krajnovic et al. (2018) found that content marketing is a tactic associated with the success of digital marketing. Ahmad and Ilkay (2019) undertook a study in Afghanistan that explored how content marketing impacts consumers' intentions to buy home appliances. The techniques applied in examining the data encompassed both descriptive and inferential approaches. The study's results pointed to a strong and favorable correlation linking content marketing efforts with the likelihood of individuals buying household devices. A research study conducted by Weerasinghe in 2019 examined how content marketing influences customer engagement on the internet. The results unveiled a favorable correlation between content marketing strategies and online customer engagement levels. By offering pertinent content that addresses challenging issues, marketers can effectively cater to the needs of potential customers.

4.4.3 Search Engine Marketing

The research aimed to investigate how search engine marketing affects the sales performance of mobile network providers in Kenya. Participants were given a set of statements using a Likert scale related to search engine marketing to indicate their degree of agreement.

Table 4.6*Search Engine Marketing*

Statements	SD %	D %	N %	A %	SA %	M	St.Dv
Pay-per-click is a cost-effective strategy since companies incur charges only when someone clicks through to their site,	7.7	4.7	9.1	38.6	39.9	4.67	0.780
With pay-per-click, businesses can target specific audiences based on factors such as geographic area, language, and type of device	6.7	5.4	8.4	36.6	43.0	4.06	1.602
Search engine optimization helps companies attract additional clients via organic search results	7.4	4.7	8.7	35.9	43.3	4.50	0.775
Search engine optimization helps a company establish a reliable online experience for its users	7.7	4.7	8.7	36.9	41.9	4.13	0.846
Paid search advertising offers businesses the flexibility to adjust their campaigns as needed for optimizations	5.4	4.4	10.1	37.2	43.0	3.46	1.605
Paid search marketing enables the business to track outcomes for every advertisement, every keyword, and even for each individual user.	7.7	4.4	8.7	37.2	41.9	4.45	1.142
Aggregate score	7.1	4.7	8.9	37.1	42.2	4.21	1.125

Source: Survey Data (2024)

The finding found in Table 4.6 demonstrate that a significant proportion, precisely 79.2%, of those surveyed believed that the search engine marketing strategy positively impacted the sales performance of mobile network operators in Kenya. Conversely, 8.9% of participants adopted a neutral viewpoint on this matter, whereas 11.8% expressed disagreement with this claim. The overall mean score of 4.09 along with a standard deviation of 0.964 reflects the collective agreement among respondents that

search engine marketing influenced the sales performance of mobile network operators in Kenya. This suggests a strong agreement among most participants about the success of search engine marketing in boosting sales performance in this industry. These findings are consistent with Sen (2015), who indicates that search engine marketing is about advertising a business through paid promotions displayed on search engine results pages. Additionally, Search Engine Marketing (SEM) is a digital marketing approach that uses Pay-Per-Click (PPC) advertising to increase brand presence on search engines or Search Engine Optimization (SEO) and content marketing to draw in organic traffic. The 2015 study by Tomasi and Li examined qualitatively how search engine marketing affects the success of SMEs. Employing a multiple case study methodology, the research aimed to investigate how SEM influences the performances of SMEs in terms of their websites and overall business operations. The results of the research indicated that search engines have evolved into a crucial platform for enhancing the global outreach of SMEs and enabling them to compete with larger enterprises. In 2015, Khraim carried out research examining how search engine marketing affects the success of companies that use digital advertising in Jordan. The results indicated that SEM connectivity did not exhibit a significant impact, whereas the remaining three dimensions displayed significant relationships. Hidayanto et al. (2018) investigated how search engine marketing affects digital marketing approaches. The research examined website logs spanning a period of four to seven months and determined that social media widgets play a role in boosting the number of people who visit a website, their influence is comparatively insignificant when compared to traffic that comes from search engines.

4.4.4 Digital Advertising

The research aimed to determine how digital marketing affects the sales performance of mobile network companies in Kenya. Participants received a set of statements on a Likert scale concerning digital marketing to assess their agreement levels.

Table 4.7*Digital Advertising*

Statements	SD	D	N	A	SA	M	St.Dv
	%	%	%	%	%		
Charge per click allows the organization to understand its potential achievements within its financial parameters	2.6	1.1	0.0	40.9	55.4	4.42	1.107
Cost per click aids businesses in assessing the range of their campaigns, enabling them to establish objectives	0.0	0.0	0.9	48.3	50.8	4.68	0.771
The conversion rate gives insights into customer behavior and their goals.	1.8	3.8	0.0	38.5	55.9	3.83	1.178
By addressing customer issues and delivering exceptional experiences, the conversion rate enhances the brand equity of the business.	0.0	0.0	0.7	39.2	60.1	3.77	1.196
Average order value provides essential data for assessing the long-term worth of individual clients, helping a company refine its pricing approach and online marketing efforts.	0.0	7.9	1.5	45.6	39.4	3.84	1.170
Average order values offer valuable perspectives on consumer purchasing habits and their expenditure on the company's products.	0.9	2.8	0.0	48.1	48.2	3.84	1.173
Aggregate score	0.9	2.6	0.5	43.4	51.6	4.06	1.099

Source: Survey Data (2024)

According to the data in Table 4.7, the vast majority of participants (95.1%) concurred that the digital advertising strategy improved Kenyan mobile network operators' sales outcomes. On the other hand, 3.5% disagreed and 0.5% had a neutral viewpoint. With an overall mean score of 4.06 and a standard deviation of 1.099, it appears that most respondents were aware of how digital advertising affected

Kenyan mobile network operators' sales results. According to this conclusion, the majority of participants strongly agreed that the digital advertising approach has positive benefits and is generally seen as an effective way to increase sales in Kenya's mobile network market. The findings align with the observations made by Chitra and Sasikala, (2016), who note that online marketing provides both advertisers and consumers with the opportunity to engage based on timing and location for quicker responses. Nyamamu (2014) examined the effects of digital marketing on the performance of print media companies in Kenya. The findings brought to light a substantial influence of online marketing on the earnings of traditional print publications, an impact closely associated with the shift to reading news through internet platforms. Ahmed et al. (2019) evaluated the effectiveness of advertisements in online digital media are in improving brand sustainability, particularly in the fast-moving consumer goods and service industries in Pakistan. The results showed a notable and positive impact of digital media advertising platforms on brand sustainability for FMCGs and service sectors in Pakistan. Odero (2019) examined the impact of online advertisements on consumer decision-making in a study centered on Kenya's leading e-commerce platforms. The results indicated that digital marketing provides brand-aligned content that encourages consumers to continuously interact with the company.

4.4.5 Sales Performance

The research aimed to assess how well mobile network operators in Kenya performed in terms of sales. A set of statements on a Likert scale was given to the participants to evaluate their agreement levels concerning sales performance.

Table 4.8*Sales Performance*

Statements	SD	D	N	A	SA	M	St.Dv
	%	%	%	%	%		
A digital marketing plan has allowed the company to boost the productivity of its sales team	27.9	15.1	12.8	21.1	23.2	3.90	1.160
A digital marketing plan has helped the company to enhance its overall sales revenue	20.5	9.1	9.7	29.5	31.2	3.86	1.168
The company has been able to achieve its sales goals thanks to a digital marketing strategy.	39.6	16.8	15.8	15.4	12.4	3.88	1.164
Aggregate score	29.3	13.7	12.8	22.0	22.3	3.45	1.164

Source: Survey Data (2024)

Table 4.8 shows that 42.3% of respondents agreed with the sales performance of mobile network operators in Kenya, while 12.8% remained neutral and 43.0% disagreed. With a standard deviation of 1.164 and an overall average score of 3.45, the participants generally voiced no opinion regarding the sales performance of Kenyan mobile network operators. This distribution indicates a divided opinion on the effectiveness of sales strategies in the region. The notable agreement suggests a positive perception among many, whereas the high disagreement reflects significant skepticism or dissatisfaction. This result agrees with (Morgan, 2018) who observe that the function of digital marketing in clarifying sales business outcomes has gained considerable focus over the course of marketing history. According to Adiyono et al. (2021), sales performance maps the trajectory of revenue generation across different periods. Typically, sales activities involve providing goods or services to customers. A service is defined as a non-tangible benefit or action offered by one entity to another without transferring ownership. Mehralian (2022) emphasized the vital need for synchronization between marketing and sales to attain organizational success. Business performance

tends to enhance when the sales and marketing teams communicate effectively, respect each other, and build trust.

4.5 Diagnostic Test Results

The diagnostic tests were conducted to help confirm the reliability of the results from the multiple regression analysis and to make certain that the regression model's assumptions hold true. These assessments comprised a normality check, a multicollinearity assessment, and an autocorrelation evaluation. The results are shown below:

4.5.1 Normality Test

The data's normality was confirmed using the Shapiro-Wilk one sample test.

Table 4.9

Normality Test

Variable	Shapiro		
	Statistic	Df	Sig.
Social media marketing	0.695	327	0.217
Digital advertising	0.812	327	0.381
Content marketing strategy	0.531	327	0.175
Search engine marketing	0.703	327	0.282
Sales performance	0.794	327	0.114

Source: Survey Data (2022)

As shown in Table 4.9, the statistical values for social media promotion, online advertising, content marketing approaches, search engine marketing, and sales effectiveness were 0.695, 0.812, 0.531, 0.703, and 0.794 in that order. Additionally, it was identified that the significance figures for each independent variable exceeded 0.05. Consequently, it can be inferred that a standard distribution of data was observed because all P-values were higher than 0.05, in line with the guidelines suggested by Saunders et al. (2009).

4.5.2 Multicollinearity Test

The research examined multicollinearity through the variance inflation factor (VIF) and then analyzed the correlation coefficients between the variables. The findings are displayed in Table 4.10.

Table 4.10

Multicollinearity Test

Variable	Collinearity Tests	
	Tolerance	VIF
Social media marketing	0.800	1.173
Digital advertising	0.637	1.274
Content marketing strategy	0.794	1.037
Search engine marketing	0.516	1.209

Source: Survey Data (2022)

The findings illustrated in Table 4.10 indicate that none of the explanatory variables exhibited issues with multicollinearity, as each individual variable recorded a VIF value under 10. That is, social media marketing (VIF=1.173<10), digital advertising (VIF=1.274<10), content marketing strategy (VIF=1.037<10) and search engine marketing (VIF=1.209<10).

4.6 Inferential Analysis Results

4.6.1 Correlation Analysis

Table 4.12*Correlation Analysis*

		Social media marketing	Digital advertising	Content marketing strategy	Search engine marketing	Sales performa nce
Sales performance	Pearson	.639*	.804**	.791	.664	1
	Correlati on					
	Significan ce (2- tailed)	.000	.000	.000	.000	
	N	327	327	327	327	327

Source: Survey Data (2022)

The Pearson r correlation coefficient between social media marketing and sales success is 0.639, with a significance value of 0.000, below the 0.05 criterion, according to the data in Table 4.12. This implies that social media marketing and sales outcomes for Kenyan mobile network operators are significantly correlated. The results of the study by Sufian et al. (2020), which investigated the effect of social media marketing on the sales performance of small online enterprises, are in line with these findings. The research indicated that small online companies in Malacca place a strong emphasis on maintaining excellent customer relations and effective communication, even though there is no direct effect from consumer feedback on their sales outcomes. A research study was carried out to investigate Facebook's workings as a competitive communication marketing platform for SMEs in Nakuru, Kenya (Chepkemai et al. 2018). Facebook was the primary target of the inquiry, which included multiple components. The results demonstrated that Facebook is essential for attracting clients and building relationships. However, there is a theoretical gap because the study only looked at Facebook, ignoring its extensive potential outside of social media marketing

With a significance level of 0.000, the correlation coefficient (Pearson r) between digital advertising

and Kenyan mobile network carriers' sales performance was found to be 0.804, below the 0.05 threshold. This shows that the sales performance of these operators in Kenya is significantly correlated with digital advertising. These findings concur with the research conducted by Ahmed et al. (2019), which looked at the role of online digital media advertising as a tactical approach to building brand longevity, especially in Pakistan's fast-moving consumer goods (FMCG) and service industries. The results of the direct impact study showed that different forms of digital media advertising significantly and favorably affect how well digital advertising works to support brand sustainability for FMCGs and the service sector in Pakistan. Ahmad and Ilkay (2019) undertook a study in Afghanistan that explored how content marketing impacts consumers' intentions to buy home appliances. The techniques applied in examining the data encompassed both descriptive and inferential approaches. The study's results pointed to a strong and favorable correlation linking content marketing efforts with the likelihood of individuals buying household devices. A research study conducted by Weerasinghe in 2019 examined how content marketing influences customer engagement on the internet. The results unveiled a favorable correlation between content marketing strategies and online customer engagement levels. By offering pertinent content that addresses challenging issues, marketers can effectively cater to the needs of potential customers.

With a significance level of 0.000, or less than 0.05, the content marketing approach variable showed a Pearson value of 0.791. This implies a close relationship between Kenyan mobile network operators' sales outcomes and their content marketing strategy. This finding is consistent with research done in Afghanistan by Ahmad and Ilkay (2019), which looked into how content marketing affects customers' intentions to purchase home appliances. Their research confirmed that content marketing positively and significantly affected consumers' purchase intentions in that domain. The 2015 study by Tomasi and Li examined qualitatively how search engine marketing affects the success of SMEs. Employing a multiple case study methodology, the research aimed to investigate how SEM influences the

performances of SMEs in terms of their websites and overall business operations. The results of the research indicated that search engines have evolved into a crucial platform for enhancing the global outreach of SMEs and enabling them to compete with larger enterprises. In 2015, Khraim carried out research examining how search engine marketing affects the success of companies that use digital advertising in Jordan. The results indicated that SEM connectivity did not exhibit a significant impact, whereas the remaining three dimensions displayed significant relationships. Hidayanto et al. (2018) investigated how search engine marketing affects digital marketing approaches. The research examined website logs spanning a period of four to seven months and determined that social media widgets play a role in boosting the number of people who visit a website, their influence is comparatively insignificant when compared to traffic that comes from search engines.

In the case of the search engine marketing variable, the Pearson value was recorded at 0.664, with a significance value of 0.000, also under 0.05. This illustrates that search engine marketing exerted a strong correlation with sales performance of mobile network operators in Kenya. This result correlates with findings from the study by Torieh and Norhan (2021), which examined the effect of search engine optimization on responses from Egyptian consumers, revealing notable variations in search engine optimization effects based on customer gender. Nyamamu (2014) examined the effects of digital marketing on the performance of print media companies in Kenya. The findings brought to light a substantial influence of online marketing on the earnings of traditional print publications, an impact closely associated with the shift to reading news through internet platforms. Ahmed et al. (2019) evaluated the effectiveness of advertisements in online digital media are in improving brand sustainability, particularly in the fast-moving consumer goods and service industries in Pakistan. The results showed a notable and positive impact of digital media advertising platforms on brand sustainability for FMCGs and service sectors in Pakistan. Odero (2019) examined the impact of online advertisements on consumer decision-making in a study centered on Kenya's leading e-commerce

platforms. The results indicated that digital marketing provides brand-aligned content that encourages consumers to continuously interact with the company.

4.6.2 Multiple Regression Analysis

Table 4.13

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.731	.723	1.916.

Source: Survey Data (2022)

An R value of 0.809, which is near to 1, is displayed in the model summary in Table 4.13. This suggests that the independent and dependent variables have a strong association with one another. The observed R square value of 0.731, which is once more close to 1, highlights how well the model takes variability into account. With an adjusted R square value of 0.723, it can be inferred that variations in social media marketing, digital advertising, content marketing tactics, and search engine marketing account for 72.3% of the difference in sales performance among Kenyan mobile network carriers. Additionally, this shows a 27.7% disparity that reflects other unanalyzed criteria including network coverage, customer service, and brand loyalty.

Table 4.14

Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	231.001	4	57.750	123.397	.000
	Residual	150.624	322	.468		
	Total	381.625	326			

Source: Survey Data (2022)

The findings displayed in Table 4.14 indicate that the model was statistically relevant, as the F statistic

reached 123.397, exceeding the average statistical value of 57.750. Furthermore, the significance level was 0.000, which is below 0.05.

Table 4.15

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.510	.114		4.447	.000
Social media marketing	.711	.258	1.203	2.756	.000
Digital advertising	.836	.364	3.197	2.297	.000
Content marketing strategy	.757	.420	2.700	1.802	.000
Search engine marketing	.809	.119	1.642	6.798	.000

Source: Survey Data (2022)

According to the findings in Table 4.15, Kenyan mobile network providers' sales results would be at 0.510 if social media marketing, digital advertisements, content marketing strategies, and search engine optimization were not used. Standardized beta values were used to determine social media marketing, and the resulting regression equation looks like this:

Sales performance = 0.510 + 1.203 (social media marketing) + 3.197 (digital advertising) + 2.700 (content marketing strategy) + 1.642 (digital advertising)

4.7 Hypotheses Testing

HO₁: Social media marketing does not significantly influence the sales performance of the mobile network operators in Kenya

A t-value of 2.756 and a significance level of 0.000 indicate that social media marketing had a positive and significant impact on Kenyan mobile network operators' sales outcomes. The null hypothesis was

thus disproved. This outcome is in line with the research conducted by Hasna (2020), which investigated how social media marketing impacted the general performance of medium-sized enterprises in Arusha City. According to the key findings, social media marketing helps companies create an online presence and respond to consumer inquiries, which helps them deal with the growing competition. Kagundu's 2018 study looked at the impact of social media marketing on grocery sales in Nairobi City County, Kenya. The study's main focus was on marketing on social media sites including Facebook, Instagram, and Twitter. The majority of supermarkets had adopted social media marketing, according to the findings, and their sales were greatly impacted by frequent customer interaction on several channels. A research study was carried out to investigate Facebook's workings as a competitive communication marketing platform for SMEs in Nakuru, Kenya (Chepkemai et al. 2018). Facebook was the primary target of the inquiry, which included multiple components. The results demonstrated that Facebook is essential for attracting clients and building relationships. However, there is a theoretical gap because the study only looked at Facebook, ignoring its extensive potential outside of social media marketing.

HO₂: Content marketing strategy does not significantly influence the sales performance of the mobile network operators in Kenya.

According to the results shown in Table 4.15, the content marketing strategy t-value was 1.802, which is positive, at a significance level of 0.000. This implies that content marketing significantly impacted Kenyan mobile network companies' sales outcomes, leading to the rejection of the null hypotheses. This result is consistent with the study conducted by Zhu (2019), which looked at the relationship between content marketing and sales performance. This study used empirical techniques, including regression analysis, and found a significant positive correlation between customers' perceptions of value and content marketing. Ahmad and Ilkay (2019) undertook a study in Afghanistan that explored how content marketing impacts consumers' intentions to buy home appliances. The techniques applied

in examining the data encompassed both descriptive and inferential approaches. The study's results pointed to a strong and favorable correlation linking content marketing efforts with the likelihood of individuals buying household devices. A research study conducted by Weerasinghe in 2019 examined how content marketing influences customer engagement on the internet. The results unveiled a favorable correlation between content marketing strategies and online customer engagement levels. By offering pertinent content that addresses challenging issues, marketers can effectively cater to the needs of potential customers.

HO₃: Search engine marketing does not significantly influence the sales performance of the mobile network operators in Kenya

A t-value of 6.798 and a significance level of 0.000 indicated that search engine marketing had a positive and statistically significant impact on Kenyan mobile network firms' sales outcomes. The null hypothesis has thus been rejected. This result is consistent with a study by Poturak et al. (2021) that looked at the impact of search engine optimization (SEO) on company performance in a scenario involving a Sarajevo private institution. Their study determined that improving a website's ranking on search engine results pages (SERPs) resulted in multiple benefits for companies, such as an increase in website traffic and a greater average time spent by users on the site, heightened user interaction, and an increase in enrollment of students. The 2015 study by Tomasi and Li examined qualitatively how search engine marketing affects the success of SMEs. Employing a multiple case study methodology, the research aimed to investigate how SEM influences the performances of SMEs in terms of their websites and overall business operations. The results of the research indicated that search engines have evolved into a crucial platform for enhancing the global outreach of SMEs and enabling them to compete with larger enterprises. In 2015, Khraim carried out research examining how search engine marketing affects the success of companies that use digital advertising in Jordan. The results indicated that SEM connectivity did not exhibit a significant impact, whereas the remaining three

dimensions displayed significant relationships. Hidayanto et al. (2018) investigated how search engine marketing affects digital marketing approaches. The research examined website logs spanning a period of four to seven months and determined that social media widgets play a role in boosting the number of people who visit a website, their influence is comparatively insignificant when compared to traffic that comes from search engines.

HO4: Digital advertising does not significantly influence the sales performance of the mobile network operators in Kenya

A t-value of 2.297 and a significance level of 0.000 indicate that online marketing has a positive and substantial effect on Kenyan mobile network operators' sales outcomes. The null hypothesis was therefore rejected. This finding is consistent with a 2019 study by Is-haq that examined the impact of digital advertising on increasing sales in small and medium-sized businesses in Nigeria. The research determined that using digital marketing strategies, such as email communication and optimizing search engines, pay-per-click, and online ads, could greatly enhance sales for SMEs. Nyamamu (2014) examined the effects of digital marketing on the performance of print media companies in Kenya. The findings brought to light a substantial influence of online marketing on the earnings of traditional print publications, an impact closely associated with the shift to reading news through internet platforms. Ahmed et al. (2019) evaluated the effectiveness of advertisements in online digital media are in improving brand sustainability, particularly in the fast-moving consumer goods and service industries in Pakistan. The results showed a notable and positive impact of digital media advertising platforms on brand sustainability for FMCGs and service sectors in Pakistan. Odero (2019) examined the impact of online advertisements on consumer decision-making in a study centered on Kenya's leading e-commerce platforms. The results indicated that digital marketing provides brand-aligned content that encourages consumers to continuously interact with the company.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section provides a summary of the results, the deductions made, suggestions, and plans for upcoming studies.

5.2 Summary

This study's main goal was to find out how digital marketing strategies impact Kenyan mobile network operators' sales results. The study focused on the effects of search engine optimization, content marketing strategies, internet advertising, and social media promotion. Three Kenyan mobile network companies—Safaricom Plc, Airtel Kenya, and Telkom Kenya—were the focus of the inquiry. Surveys were used to gather data, which were then subjected to both descriptive and inferential statistical analysis. Below is a summary of the analysis's results:

The study examined how social media marketing affected Kenyan mobile network operators' sales figures. The findings demonstrated that social media marketing significantly and favorably affects these providers' national sales success. Lowering costs enables the business to expand its array of products and services while maintaining current pricing. Improving internal communication arises from companies fostering a robust customer service ethos, and each engagement reflects a customer-oriented approach when adopted by an organization.

The research examined how content marketing strategies affect the sales results of mobile network operators in Kenya. The findings indicated that the variable related to content marketing strategy significantly and positively impacted the sales performance of these operators. Through storytelling, consumers are able to form lasting impressions that help them visualize a product or service. Moreover, sharing information enhances brand recognition, while effective management of customer

relationships allows representatives to access relevant information to address customer concerns. Additionally, the dissemination of information contributes to improved rankings on search engines.

The research examined how search engine marketing impacts the sales outcomes of mobile network providers in Kenya. It was determined that the variable related to search engine marketing positively and significantly affects the sales performance of these operators. Through pay-per-click advertising, businesses can target their audience based on factors such as geographic location, language, and the type of device used. This model is financially advantageous for companies, as they incur costs only when a user clicks through to their website. Additionally, paid search advertising offers flexibility for optimizing campaigns and provides insights into the performance of specific ads, keywords, and individual users.

The research investigated how digital advertising affects the sales outcomes of mobile network operators in Kenya. It was discovered that online marketing significantly and positively influenced the sales outcomes of these companies. The cost-per-click metric allows companies to assess the extent of their advertising efforts, enabling them to establish specific objectives. The conversion rate offers valuable insights into customer behaviors and their goals, while understanding average order values sheds light on shopping habits and expenditure on the company's products.

5.3 Conclusions

5.3.1 Social Media Marketing

The research concluded that in Kenya, mobile network providers significantly gain from social media marketing by increasing their sales because it facilitates direct interaction with customers. This interaction helps operators grasp customer preferences and customize their services, encouraging repeat business and cultivating brand loyalty. Furthermore, social media marketing serves as an inexpensive means of promotion, allowing access to a broader audience without the high expenditure associated with conventional advertising. It also provides immediate feedback and customer support,

improving customer satisfaction and retention rates. Furthermore, the viral aspect of social media can boost campaigns, increasing revenue and visibility as happy clients spread the word about their excellent experiences. This conclusion is consistent with the findings of Syaifullah et al. (2021), which show that social media marketing enhances medium-sized enterprises' productivity, inventiveness, customer interaction, and sales growth, particularly in these areas. Kagundu's 2018 study looked at the impact of social media marketing on grocery sales in Nairobi City County, Kenya. The study's main focus was on marketing on social media sites including Facebook, Instagram, and Twitter. The majority of supermarkets had adopted social media marketing, according to the findings, and their sales were greatly impacted by frequent customer interaction on several channels. A research study was carried out to investigate Facebook's workings as a competitive communication marketing platform for SMEs in Nakuru, Kenya (Chepkemai et al. 2018). Facebook was the primary target of the inquiry, which included multiple components. The results demonstrated that Facebook is essential for attracting clients and building relationships. However, there is a theoretical gap because the study only looked at Facebook, ignoring its extensive potential outside of social media marketing.

5.3.2 Content Marketing Strategy

The research concluded that organizations utilized content marketing as a strategy to enhance brand awareness, foster trust, and build customer loyalty. This approach also allows them to connect with potential clients who may utilize ad blockers or intentionally evade conventional advertisements. By delivering high-quality content, the organization successfully boosted website traffic and improved conversion rates, effectively drawing its target audience to its online platform. Additionally, this strategy has allowed the company to lower its marketing expenses for its products and services. These findings align with the view expressed by Holliman and Rowley (2019), who suggest that producing content that can be easily discovered when customers seek solutions can positively impact an organization's brand perception. Providing helpful, educational content without an overt sales agenda

cultivates trust among both prospects and existing customers. Ahmad and Ilkay (2019) undertook a study in Afghanistan that explored how content marketing impacts consumers' intentions to buy home appliances. The techniques applied in examining the data encompassed both descriptive and inferential approaches. The study's results pointed to a strong and favorable correlation linking content marketing efforts with the likelihood of individuals buying household devices. A research study conducted by Weerasinghe in 2019 examined how content marketing influences customer engagement on the internet. The results unveiled a favorable correlation between content marketing strategies and online customer engagement levels. By offering pertinent content that addresses challenging issues, marketers can effectively cater to the needs of potential customers.

5.3.3 Search Engine Marketing

The study concludes that marketing through search engines successfully captures the interest of prospective clients at ideal times, allowing the company to present content and advertisements to a very interested audience actively seeking comparable offerings. This process is both cost-effective and unobtrusive. Initiating a search engine marketing campaign is a straightforward and quick endeavor, with the flexibility to make adjustments as needed. This allows for customization of website content, keywords, and budgets based on the behaviors of the target demographic. These findings align with those of Zhang and Schultz (2017), who note that search engine marketing focuses on enhancing visibility on search platforms when users search for relevant business-related terms. The 2015 study by Tomasi and Li examined qualitatively how search engine marketing affects the success of SMEs. Employing a multiple case study methodology, the research aimed to investigate how SEM influences the performances of SMEs in terms of their websites and overall business operations. The results of the research indicated that search engines have evolved into a crucial platform for enhancing the global outreach of SMEs and enabling them to compete with larger enterprises. In 2015, Khraim carried out research examining how search engine marketing affects the success of companies that use digital

advertising in Jordan. The results indicated that SEM connectivity did not exhibit a significant impact, whereas the remaining three dimensions displayed significant relationships. Hidayanto et al. (2018) investigated how search engine marketing affects digital marketing approaches. The research examined website logs spanning a period of four to seven months and determined that social media widgets play a role in boosting the number of people who visit a website, their influence is comparatively insignificant when compared to traffic that comes from search engines.

5.3.4 Digital Advertising Strategy

The study concluded that Digital advertising provides businesses with the opportunity to reduce expenses while simultaneously increasing lead generation. It offers quantifiable outcomes that can support organizational development. Through digital marketing, businesses can focus on their ideal customer demographic. The benefits of digital marketing include the capability to connect with individuals at the start of their buying process, along with the flexibility to adapt strategies as the organization evolves. This aligns with the observations made by Lee and Cho (2020), who highlight that digital advertising can manage a large volume of clients while effectively targeting specific audiences. It improves interaction with the brand and fine-tuning processes, giving marketing leaders the ability to view immediate analytics that help them adjust their marketing approaches to reach intended results. Nyamamu (2014) examined the effects of digital marketing on the performance of print media companies in Kenya. The findings brought to light a substantial influence of online marketing on the earnings of traditional print publications, an impact closely associated with the shift to reading news through internet platforms. Ahmed et al. (2019) evaluated the effectiveness of advertisements in online digital media are in improving brand sustainability, particularly in the fast-moving consumer goods and service industries in Pakistan. The results showed a notable and positive impact of digital media advertising platforms on brand sustainability for FMCGs and service sectors in Pakistan. Odero (2019) examined the impact of online advertisements on consumer decision-

making in a study centered on Kenya's leading e-commerce platforms. The results indicated that digital marketing provides brand-aligned content that encourages consumers to continuously interact with the company.

5.4 Recommendations

The research suggested that businesses ought to create focused marketing strategies aimed at particular demographics and areas in Kenya, employing data analysis to pinpoint possible customer groups. Utilize collaborations with influencers to broaden outreach, collaborating to promote mobile services with local leaders who have a connection to the target market. Encourage users to share their tales and experiences with the mobile network, use user-generated content to foster a sense of belonging and build trust.

The study recommended that no matter how effective their content marketing efforts may be, organizations must prioritize building an audience. It's important to assess if their ideas are connecting and being effectively communicated to enhance their overall success. The organization needs to focus on optimizing its content creation process. In most instances, this can be achieved by adopting practical work strategies to boost efficiency. Additionally, the company ought to have achievable expectations regarding what content marketing can realistically achieve by setting attainable targets that take into account factors such as the organization's size, the commitment of its leadership, the nature of the industry, the total addressable market, the competitive environment, and the resources at their disposal.

Organizations ought to release content that is both pertinent and credible, as high-quality material tailored for the target audience can significantly boost website traffic. This, in turn, enhances the site's authority and relevance. Regularly examine the existing content and update it as necessary. As the site evolves, it is crucial that the organization regularly updates and renews metadata. By including pertinent links, you can increase the content's credibility and dependability. Additionally, always characterize the company's photos and videos with alt tags, or detailed alternative language. This

method makes the page easier for search engines to find, which is particularly useful for people who use screen readers or text-only browsers.

The organization should implement personalized advertising campaigns that resonate with the unique preferences and behaviors of Kenyan consumers. Utilize social media channels to connect with prospective clients by offering engaging content and fostering community development efforts. Utilize influencer marketing to build trust and credibility among target audiences, thereby increasing brand awareness and sales. Optimize ad placements on mobile apps and websites frequented by the target demographic to maximize visibility and engagement.

5.5 Suggestions for Further Study

Regression analysis results showed that 27.7% of Kenyan mobile network carriers' sales performance is due to factors not included in this study. Consequently, this research suggests that further studies should be conducted to explore these other elements in order to address the recognized gap. Moreover, this research specifically examined mobile network operators in Kenya. Therefore, it also advocates for further studies to be conducted on different entities, such as commercial banks and companies involved in fast-moving consumer goods, among others globally and regionally.

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APPENDICES

Appendix I: Cover Letter

Dear Sir/Madam

Re: Request for Participation in Research Study

I am a marketing-focused Master of Business Administration student at Kenya Methodist University. Currently engaged in scholarly research project named 'Digital Marketing Strategy and Sales Performance of mobile network operators in Kenya'. The study's findings would serve as a foundation for developing strategies to improve the company's marketing tactics.

Please be aware that your answers would be handled with the highest confidentiality and used exclusively for this study.

Appendix II: Questionnaire

The study's findings serve as a foundation for developing strategies to improve the company's marketing tactics.

Please be aware that your answers would be handled with the highest confidentiality and used exclusively for this study. Kindly take the time to thoroughly review each question and indicate or note your response accordingly.

Section A: Demographic Data

1. Indicate your Gender: ☐ Male ☐ Female

2. Do you have any professional certificate in marketing? Yes ☐ No ☐

If (yes) specify.....

3. How long have you worked in the marketing industry?

☐ Below 5 years

☐ 5 to 9 years

☐ 10 to 15 years

☐ More than 15 Years

4. Your educational status

☐ Diploma

☐ Advanced Diploma

☐ First Degree

☐ Post graduate

5. Age (years) bracket?

>29 ☐

30 to 39 ☐

40 to 49 ☐

50 and more ☐

The following statement relates to social media marketing, content marketing, search engine marketing and digital marketing. You are required to rate the extent to which you agree on the statements guided by the following Likert scale.

Key: 1-Strongly Disagree, 2- Disagree, 3-Neutral, 4-Agree, 5-Strongly agree

Section B: Social media marketing

Statement	1	2	3	4	5
Lowering costs enables organizations to offer goods/services to customers at reduced prices.					
Decreasing costs enables the organization to expand its product and service offerings without increasing prices.					
Converting a reader into a buyer through a positive online interaction with a customer signifies success.					
Instant feedback on products and services through interactivity helps marketing managers pinpoint target markets.					
Enhancing internal communication is a result of brands fostering a robust customer service culture.					
Every interaction reflects a customer-centric approach when adopted by a company.					

Section C: Content Marketing Strategy

Statement	1	2	3	4	5
Storytelling creates memories that enables the customers to create a visual image about a product or a service					
Storytelling engages customers on a product or a service					
Information sharing leads to increased brand awareness					
Information sharing leads to higher search engine rankings					
Customer relationship management equips marketing managers with enhanced data to assist in the development of more effective campaigns					
Customer relationship management grants customer representatives access to comprehensive information to effectively resolve customer issues					

Section E: Search Engine Marketing

Statement	1	2	3	4	5
Pay-per-click is a cost-effective strategy since companies incur charges only when someone clicks through to their site,					
With pay-per-click, businesses can target specific audiences based on factors such as geographic area, language, and type of device					
Search engine optimization helps companies attract additional clients via organic search results					
Search engine optimization helps a company establish a reliable online experience for its users					
Paid search advertising offers businesses the flexibility to adjust their campaigns as needed					
Pay-per-click is a cost-effective strategy since companies incur charges only when someone clicks through to their site,					

Section E: Digital Advertising

Statement	1	2	3	4	5
Charge per click allows the organization to understand its potential achievements within its financial parameters					
Cost per click aids businesses in assessing the range of their campaigns, enabling them to establish objectives					
The conversion rate gives insights into customer behavior and their goals.					
By addressing customer issues and delivering exceptional experiences, the conversion rate enhances the brand equity of the business.					
Average order value provides essential data for assessing the long-term worth of individual clients, helping a company refine its pricing approach and online marketing efforts.					
Average order values offer valuable perspectives on consumer purchasing habits and their expenditure on the company's products.					

Section F: Sales Performance

	Statement	1	2	3	4	5
1	A digital marketing plan has allowed the company to boost the productivity of its sales team					
2	A digital marketing plan has helped the company to enhance its overall sales revenue					
3	A digital marketing plan has permitted the organization to meet its sales objectives.					

Appendix III: List of Companies

1. Safaricom Plc
2. Airtel Kenya
3. Telkom Kenya

Appendix IV: Introduction Letter



KENYA METHODIST UNIVERSITY

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BOARD OF POSTGRADUATE STUDIES

Our Ref: KeMU/NACOSTI/BUS/53/2024

December 16, 2024

Commission Secretary
National Commission for Science, Technology and Innovations
P.O. Box 30623-00100
NAIROBI

Dear Sir/Madam,

RE: JEAN ADIKINYI NAMAHA (REG. NO. BUS-3-1986-1/2013)

This is to confirm that the above named is a bona fide student of Kenya Methodist University, in the Department of Business Administration, undertaking a Master's Degree in Business Administration. She is conducting research on; "Influence of Digital Marketing Strategies on Sales Performance: A Survey of Mobile Network Operators in Kenya".

We confirm that her research proposal has been defended and approved by the University.

In this regard, we are requesting your office to issue a research license to enable her collect data.

Any assistance accorded to her will be highly appreciated.

Yours sincerely,


Dr. Nancy Rintari (PhD)
Director, Board of Postgraduate Studies
Cc: **Dean, KeMU Business School**
CoD, Business Administration
Postgraduate Coordinator - BA
Supervisors

Appendix V: NACOSTI Research License

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 781030	Date of Issue: 15/January/2025
RESEARCH LICENSE	
	
This is to Certify that Ms.. Jean Adikinyi Namahia of Kenya Methodist University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: Influence of Digital Marketing Strategies on Sales Performance: A Survey of Mobile Network Operators in Kenya. for the period ending : 15/January/2026.	
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