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COLLEGE OF BUSINESS AND ECONOMICS

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DEPARTMENT OF MARKETING MANAGEMENT

**“THE EFFECT OF DIGITAL MARKETING ON CONSUMER BUYING
BEHAVIOR” THE CASE OF ETHIO TELECOM**

**A THESIS PAPER SUBMITTED TO DEPARTMENT OF MARKETING
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MANAGEMENT (MA).**

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Acronyms

SMS- short Message service

MMK-mobile marketing

SMMK- social media marketing

INFMMK- influential marketing

SPSS- Statistics Package for Social Science

WAP--- wireless application protocol

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Abstract

The study examined the effect of digital marketing on consumer buying behaviour, in case of ethio telecom customer. There were 373 questionnaire collected from the distribution of the 385 questionnaire though online Google form. The researcher was used explanatory and Descriptive research design and quantitative approach to analyzing the relationship between the dependent variable and independent variable. The validity and the reliability test were established by the conducting component principal analysis and Cranach's test respectively. The researcher used primary data for analysis which collected at one times. The study was used correlation coefficient for indicated the relation between the independent and dependent variable and multiple regression analysis for determine cause and effect relationship with digital platforms, mobile marketing ,social media marketing, search engine optimization, influential marketing and Email marketing. The result of the research indicated that social media marketing, mobile marketing, search engine optimization and influential marketing have 0.43, 0.35.0.24 and 0.26 respectively regression coefficient result with 0.00 P-value. The result indicates that the above independent variables have significant effect on consumer buying but Email marketing has not positive significant effect on the dependent variable. This result have supported by existing empirical literature. Finally, the digital marketing has a positive significant effect on consumer buying behaviour.

Keywords, digital marketing, consumer buying behaviour, social media marketing, mobile marketing, search engine optimization and influential marketing.

CHAPTER ONE

1. Introduction

This section presents the background of the study, statement of the problem, research objectives, research questions, and significance of the study, scope the study and definition of terms.

1.1 Background of the study

Digital marketing is a collection of plans and techniques used via digital channels to accomplish company objectives and raise profits within a budgeted time frame (Minculete and Olar, 2018). Digital marketing is known as the promotion of goods and services through digital technology, the internet, mobile devices, display ads, and other digital media (Kannan, 2017) . Digital marketing refers to achieving the goals of the company using internet-based avenues such as social media platforms, search engine optimization, content production, and promotion to increase potential customer's awareness about the goods and services (Morzhyna et al., 2019) . Digital marketing is one of the main methods of sharing information and informing customers about new goods and services through digital platforms. Marketers may contact customers with a variety of things at anytime and anywhere by using various digital marketing flat forms (Sljivo and Poturak, 2021) .

The use of digital marketing is more profitable for businesses than its traditional equivalent. Compared to previous marketing tactics, digital marketing is far less expensive and easier to evaluate in terms of effectiveness. Businesses across the globe are moving away from TV, radio, and banner campaigns in favor of more intricate but efficient routes to potential consumers. Nowadays, placing an advertisement on your mobile device's screen is a better idea than erecting a large banner at a train station (Nazarov, 2020) . In the competitive environment of today, the rise of digital marketing, which has transformed both marketing and business overall, presents a number of risks and difficulties for marketers. In order to create successful advertising strategies to keep current customers and attract new ones, companies need to know more about the purchasing habits of young people. This will allow the market to transition from a traditional customer-focused approach to a technological customer-focused approach in the coming years (Sivasankaran, 2013).

Digital marketing, such as social media marketing, mobile marketing, website marketing, and online advertising marketing tools, is important to raise the brand of a telecommunications company. The use of digital marketing in the telecommunications sector is significant for organizational success, revenue growth, and a company's competitiveness. The Telecom Company gives attention to digital marketing channels like social media to interact with their customers; it is important to reach a broad audience at the same time (Saira et al., 2023) . Consumer buying behavior is an investigation of the ways in which those who choose to buy and

use items, offerings, and ideas that fulfill their needs and aspirations do so (Solomon, 2018) . Customer behavior is biased in favor of the digital market. Both the merchant and the consumer benefit from it. It is very simple for those who like to offer goods and services to him as well as sell their goods overseas. They can benefit from these. The market for electronic goods quickly spanned a large territory. It brings in a lot of business at once. In digital marketing, we have access to an abundance of product knowledge at our fingertips. According to a recent survey, we can predict the potential of digital marketing and how consumers will behave while making purchases through internet-based platforms. The use of digital media in product promotion is crucial in today's world(Pal and Shukla, 2020) .

Digital marketing began in the 1990s with the introduction of the internet and Web 1.0 platforms. In the first 1990s, searching and search engine optimization came next to searching. The first social media platform began in 1997, and many digital channels began in the 2000s due to economic activity, like LinkedIn in 2002, Word Press in 2003, Face book in 2004, and mobile short messaging became well known. After a few years, mobile app marketing became popular with the birth of what Sapp, Instagram and Snap Chat brought to the digital world. There were 5.3 billion internet users globally as of October 2023, or 65.7% of the world's population. 4.95 billion People, or 61.4 percent of the global population, used social media out of this total. One of Ethiopia's top knowledge-based providers of digital marketing services is Ethio Digital Marketing. We think that with the correct digital strategy, any brand can achieve new heights. Our team of professionals has vast experience creating and implementing effective digital marketing strategies on various digital and social media platforms. In January 2023, there were 20.86 million internet users in Ethiopia. At the beginning of 2023, 16.7% of Ethiopians were using the internet; Ethiopia's internet user base grew by 520,000 (+2.6%) between 2022 and 2023. In Ethiopia, telephone service was first established in 1886 under Menelik II's rule. Ethiopian telephony has been known by several names and has operated under various organizational frameworks since 1886. Ethiopia Telecom wants to solidify the important role it plays in the ongoing development of our nation. It opened for business on November 20, 2003. Ethiopian Telecom has 72 million customers. And is the second-largest telecom operator in Africa (2023). There were 20.86 million internet users and 6.4 million social media users in January 2023. . In order to fulfill its aspiration to become a leading provider of digital solutions in the cutthroat telecom market and to facilitate the advancement and prosperity of our nation as a whole as well as the development of a digital Ethiopia, Ethio Telecom began the budget year by implementing its three-year LEAD Growth Strategy (Ethio Telecom, 2023).

According to the TADEL (2019) study results, websites, social media, and online display ads all have a significant effect on customer purchasing decisions. Various social media platforms and online businesses have a significant effect on sales growth. Modern businesses rely entirely on

digital rather than conventional media. Internet advertising attracts people's attention more than commercials on television, billboards, magazines, books, pamphlets, newspapers, etc. Customers are periodically updated on various applications by brief advertisements on Face book, WhatsApp, Google, Twitter, YouTube, emails, LinkedIn, and other online marketing platforms.

According to Pal and Shukla's (2020) research on the effect of digital marketing on consumer buying behavior, the study result indicated that consumers are interested in purchasing and selling their products and services via digital platforms because digital marketing gives them opportunities to make a better living standard. The study investigated that customer behavior is preferred by digital marketers who desire to seal their products globally, get goods, and offer benefits to simply. Azzam et al. (2023) conducted a study on the effect of digital advertising via social media tools on the buying behavior of fast food consumers. In the case of Jordan, the research posits that online marketing has a statistically significant positive influence on consumers' purchasing decisions and improves the purchasing behavior of fast-food customers in Jordan. Additionally, the study found that digital advertising has the explanatory power to explain why consumers choose to make certain purchases. The study indicated that digital advertising strategies have the biggest beneficial influence on consumers' purchasing decisions. According to the (Ramesh and Vidhya, 2019) study, digital marketing strongly influences consumer buying decisions and is very essential to consumer buying perceptions. According to the study, content marketing tools have a very significant effect on customers to digital buying decisions. (Gulve and Student, 2021) A study was conducted to understand the effect of digital advertisements, social media and e-commerce platforms, monthly income, blogs, and websites on the buying behavior of consumers. According to the findings of the study, social media and e-commerce platforms have significant effects on consumer buying choices. During promotions, sales, and times of celebration, consumers prefer digital platforms more than the shop trend. Consumers have confidence in the reliability of information about products available online; according to the study survey, they look at it before purchasing. Consumers are happy with their experience buying things online as well as the items acquired through online stores, and this enjoyment has resulted in a shift in their choice from ordinary to online purchases. Effective marketing advertising via social media, blogs, and websites can assist a business in increasing sales.

Many researchers have studied the effect of digital marketing on organizational performance, but few have studied the effect of digital marketing on consumer purchasing behavior in the telecom industry. However, no research has been studied based on Ethiopian telecom customers, and no research has been significantly studied on the effect of digital marketing on consumer buying behavior in the telecom sector. So, the aim of the study is analyze the effect of digital marketing on telecom consumer buying behavior in Addis Ababa city.

1.2 Statement of Problems

Ethiopian Telecom initiated the implementation of its recently developed three-year LEAD Growth Strategy on July 1, 2022. The strategy aims to offer services that go beyond connectivity, facilitate inclusive growth through the provision of digital services, and streamline the day-to-day operations of both individuals and organizations.

EL-MOFFOCK (2021) conducted a research to examine digital marketing effect on Algerian telecom customer purchase decision. The study found that Most of Algerian telecom customer who find information through digital tools when they buying products and services. According to this study result, the information search has implemented by the digital marketing tools website, social media, search engines etc. the research result indicated that customer using internet resources to look up products and service before making a purchase in Algerian telecom sector. According to (Tarik and Adnan, 2018) study; the study result showed that social media are the marketing tools best interested by the telecommunication consumers in Bosnia and Herzegovina. Additional, as the study result, SMS, organizational web site and e mail marketing have given attention by these telecom company customers.

In this research, Ethiopia Telecom has selected because of the following reason. Firstly, its vision, which is to be a leading digital solution provider, however, in Ethiopia there are a lot of challenges which restrict the practices of digital marketing optimization due to internal factors we have seen. . So this research was focused on the compatibility of digital leadership strategies in real-life situations and second reason for this study is digital marketing is affect by social and cultural capital. So, ethio telecom customers have their own social capital and cultural capital but their no research has been done on the effect of digital marketing on Ethiopian telecom customers. As well as the above gaps, this study including additional marketing channels, like influential marketing to examine effect on telecommunication marketing practices.

Digital marketing understanding used business to reach a large audience, target specific demographics, and measure the effectiveness of their marketing efforts. It also provides the opportunity to engage with customers on various platforms. Today having a strong online presence is crucial for the success of any business.

1.3 Research question

The study attempts to answer the following question:

- How does social media marketing affect consumer buying behavior?
- How does mobile marketing influence consumer buying behavior?
- Does e-mail marketing affect consumer buying behavior?
- Does search engine optimization (SEO) affect consumer buying behavior?
- How does influential marketing affect consumer buying behavior?

1.4 The objective of the study

1.4.1 General objective

The general objective of the study is to examine the effect of digital marketing on telecom consumer buying behavior.

1.4.2 Specific objective

- To assess social media marketing effect on the buying behavior of Ethio telecom customers
- To determine the influence of mobile marketing on the buying behavior of Ethio telecom customers
- To examine the effect of email marketing on the buying behavior of Ethio telecom customers'
- To assess the search engine optimization (SEO) effect on the buying behavior of ethio telecom customer
- To examine the influential marketing effect on the buying behavior of ethio telecom customer

1.5 The significance of the study

The significance of studying the effect of digital marketing on buying behavior is that business organizations can understand customer preferences, decision-making processes, and purchasing trends, which leads to marketing departments making better digital marketing strategies to meet the needs and expectations of their target customers. So this study was used to identify trends and opportunities in marketing practices, which can inform strategic decision-making and help the organization stay dominant in marketing performance. For academic purpose the research used for as reference to conduct more investigation for the future.

1.6 Scope of the study

The scope of the study is limited to addressing issues of the effect of digital marketing channel

1.6.1 Geographical scope

For the purposes of this study, the study has taken place in Addis Ababa, and the questionnaire was been distributed and collected in that specific city.

1.6.2 Theoretical scope

Digital marketing is a big concept and there are various numbers of variables needs to Analyze, However in this research, the researcher focus only on social media marketing, mobile marketing, email marketing, search engine optimization (SEO) and influential marketing on consumer behavior among Ethiopian telecom customers in Addis Ababa,

1.6.3 Methodology scope

The study used quantitative research approach and primary data was collected from Ethiopian telecom customers living in Addis Ababa cities internet users and the organization website and annual reports. The data source will select after 2021 G.C.

1.7 Organization of the paper

This paper is organized into chapters. Chapter one is about the introduction of the study it includes background of the study, statement of the problem, research question, objective of the study, significance of the study, scope of the study, limitation of the study; chapter two deals with the literature review parts and it includes theoretical literature and empirical literature, which review related topics of the study; and chapter three is about the methodology of the study and it include research design, research approach, target population, study sample size, data collection types and collection procedures, data analysis methods bad instrument and ethical consideration; chapter four includes profile of the respondent, finding and result of the study like dscrbtive analysis, correlation analysis, regression analysis and hypothesis result and Finlay chapter five includes summarizing of the result, conclusion of the study, recommendation of the research and research implication.

1.8 Limitation of the study

This research was include only the capital city of Ethiopia, Addis Ababa however most Ethiopian population live in Sub cities and rural areas therefore Samples from the entire population might not truly representative. Additional, lack of this research was used non probability sampling method that leads to weak representative to the target population and the effect was looking at the specific time.

1.9 Definition of terms

Mobile marketing is a technological instrument that helps companies to communicate with in their consumers. Mobile marketing is greater than technology that established for along (Leppäniemi et al., 20060)

social media plat forms that businesses frequently utilize to market efforts and their brand are face book, twitter, and YouTube (Saravanakumar and SuganthaLakshmi, 2012)

E-marketing is a special kind of communication that enriches subscribers' inboxes by combining science and creativity (Jenkins, 2008)

SEO is to maximize the amount of traffic that your website receives, and it is a dynamic notion that is always changing (Ledford, 2015).

Influential marketing is a form of social media marketing involving endorsements and product placement from influencers, people, and organizations that have a purported expert level of knowledge or social influence in their filed.

CHAPTER TWO

2. Related Literature review

This chapter reviews the Concept of digital Marketing, Digital marketing model, Evolution of digital marketing, Significance of digital marketing, Types of digital marketing, Digital marketing strategy, Consumer buying behaviour, empirical literature, Conceptual framework.

2.1 Theoretical Literature

2.1.1 Concept of digital marketing

Digital marketing refers to the use of digital channels and technologies to promote products and services and engage with target consumers. It encompasses various strategies and tactics such as email marketing, social media marketing, search engine optimization (SEO), and e-commerce platforms. Digital marketing is a types of direct marketing which connected consumers with sellers though digitally using technologies instrument like emails, websites, digital forums and newsgroups, interactive television, communication technology (Kotler and Armstrong, 2010). Digital marketing is new business platforms, which connect selling and customers how buying goods and services using a technology plat form, like the World Wide Web or Internet. Digital marketing is started from the Internet and search engines ranking of websites. Digital marketing is the player of advertising and selling products and services by leveraging digital marketing tactics such as social media marketing, search marketing, and email marketing. The application of digital media, data and technology integrated with traditional communications to achieve marketing objectives (Chaffey and Ellis-Chadwick, 2019, Boukouyen, 2023) One such form of marketing that is frequently used to advertise goods and services that may be accessed by customers through a variety of digital platforms is digital marketing. Furthermore, digital marketing encompasses more than just online marketing; it also involves offline media. Using mobile devices (SMS and MMS included), display marketing, social media marketing, search engine marketing, and several other digital media platforms are all included. Via online channels, consumers have access to information at anytime, anywhere, and anytime they choose (Naik).

According to Basnet (2023) study digital marketing comprised sub-dimensions: Email Marketing, Social Media Marketing, Website Marketing, and Other Means of Digital Marketing (BASNET, 2023). Saura et al identified digital tools in businesses classified in the following categories: mobile marketing, , cost per click, cost per mile , cost per acquisition, search engine optimization , search engine marketing (SEM) strategies, social media marketing, social ads, social selling, websites and online reputation optimization (Saura et al., 2023).

2.1.2 Digital marketing model

To make their strategy work, businesses need to decide what kind of marketing organization they need, decide on a digital marketing model based on their strategic goals, and then concentrate on building a select few marketing capabilities that will enable them to implement that model and achieve consistent success (Egol et al., 2014). According to Egol et al the strategy is identifying four types of digital marketing model; these are Digital Branders, Customer Experience Designers, Demand Generators, and Product Innovators

Digital Branders- is most concentrate on increasing and restoring brand equity and deeper customer involvement .These businesses are investing less in traditional linear advertising and more in comprehensive digital media activities that open up opportunities for customer interaction with the brand. They are considering how they interact with customers, with the main objective being bringing in new ones and establishing brand loyalty via repeated interactions. Models for digital marketing are not sector-specific. In actuality, businesses in the same sector can select several digital marketing tactics to promote your brand. For example, in the telecommunications industry, Vodafone aligns most closely with the Digital Brander model, Coca-Cola is a perfect example of a Digital Brander.

Customer Experience Designers – is providing their client a better end-to-end brand experience by utilizing customer data. These businesses usually base their business strategies on providing excellent customer service. These businesses want to start a conversation with customers and develop an engaged customer base by redefining how they engage with them and impressing them at several points. . For example Verizon as a Customer Experience Designer, Virgin’s airline operations, on the other hand, are a good example of a Customer Experience Designer.

Demand Generators-is concentrate on increasing web traffic and converting as many sales as they can through various channels for the purpose to increase marketing efficiency and increase their share of wallet. Component of the digital marketing plan, including social media participation, mobile linked applications, website design, and SEO, is intended to enhance sales and foster customer loyalty. For example Wal-Mart, align to Demand Generator.

Product Innovators-is create, and launch new digital goods and services with the help of digital marketing. These businesses use digital customer contacts mainly to quickly get information that might influence the innovation process. The marketing department raises the company's profitability by creating new revenue streams. For example Henkel, a manufacturer of various household chemical products including detergents, adhesives, and cosmetics, based in Germany, is a clear Product innovator.

Exhibit: Capabilities Mapped to Digital Marketing Models

Capability		Digital Branders	Customer Experience Designers	Demand Generators	Product Innovators
INSIGHT AND ANALYTICS	Segmentation and needs assessment	2	4	2	3
	Measurement	1	2	3	4
	Real-time decision making	2	2	4	1
	Personalization and targeting	4	2	4	1
PLATFORMS AND ACTIVATION	Optimized content	4	3	1	2
	Innovation	1	3	2	4
	Social influence and advocacy	4	2	3	2
	Omnichannel experience	3	4	3	2

Note: 1 = not relevant; 4 = highly relevant

Source: Strategy& analysis



Figure 2.1 digital marketing model

2.1.3 Evolution of Digital Marketing

The phrase digital marketing originally appeared in the 1990s. The digital era began with the introduction of the internet and the creation of the Web 1.0 platform. The Web 1.0 platform enabled users to search for information but not distribute it on the internet. The first search engine is launched in the early 1990s, marking the beginning of search. SEO, or search engine optimization, was soon adopted. The first clickable online ad banners appeared in 1994. The first identified social networking site went live in 1997, with 3.5 million subscribers. In the 1990s, a plethora of still-in-use websites were discovered, including Google and Yahoo's online search, both of which launched in 1998. A gigantic economic bubble erupted in the new millennium. However, the bubble's peak and bust between 2000 and 2002 hurt several enterprises. Many new websites were developed in the 2000s as the economy recovered from the boom, including LinkedIn in 2002, MySpace and Word Press in 2003, and Facebook in 2004. In the early 2000s, mobile text message marketing gained popularity. The second half of the decade witnessed greater marketing and sales, with Amazon's e-commerce revenue exceeding \$10 billion. Over the next several years, mobile app culture grew with the introduction of Whatsapp, Instagram, and Snapchat to the digital world. Today, mobile devices account for 65% of an individual's digital media time. The digital advertising market is currently worth around \$200 billion, with Google AdWords accounting for 96% of the company's income. With an estimated 3.1 billion internet users, social media has driven the digital marketing revolution. The emergence of bloggers and Instagram has created a \$1 billion business for influencers, which is expected to expand. Digital

marketing is anticipated to expand in the following years, with many new advancements and adjustments in this fascinating business.

2.1.4 Significance of digital marketing

Digital platform is used strategically, taking into account all relevant factors, in order to maximize income for the company. Given that a company's main objective is to raise income, this technique is crucial for both products branding and marketing (Kaur et al., 2021). Digital marketing play a significant advantage in the improvement of marketing which support aim driven marketing with the stockholder. Digital marketing has an important of identifying, anticipating, and satisfying consumer desire via the use of digital channels and innovation (Chaffey and Smith, 2022). Digital marketing is more cost effective than traditional methods. Analytics and other technologies help easily identify target clients. Budget planning and allocation may be optimized based on client needs. It advertises the product using social media, smart phones, Google Ads, and other online channels. Results can be tracked easily, allowing campaigns to be improved depending on their performance. The goals of digital marketing are to save expenses, boost leads to the sales team, enhance customer retention, raise brand recognition, and increase sales (Sinha, 2018). Digital ads are one of the most effective ways to disseminate information and keep customers up to date on new goods, services, and campaigns. Advertisers may use several digital marketing channels to reach customers at any time and from any location with diverse content (Sljivo and Poturak, 2021). Digital marketing is crucial for each company's marketing plan, regardless of industry, size, or location. To stay competitive, organizations must use this marketing strategy may provide tremendous advantages at a cheap cost. Inbound marketing is a natural variant of digital marketing that relies on a strong connection between a company and its customers or potential clients who have expressed interest in the company's products through voluntary means such as newsletters, blogs, and social networks. High-quality content is used to attract and engage them (Patruti-Baltes, 2016). "Digital marketing plays an important part in corporate success. Due to limited time and resources for global advertising, this approach allows for easy product adjustments and increases awareness compared to traditional marketing methods. So it plays a key part in the product Awareness (particularly when presenting a new product). Digital marketing requires several instruments. So we have many of possibilities in digital marketing. Digital marketing approach helps speed up the buying and sealing process. Digital marketing allows for quick and simple reach to a large number of visitors and customers. It undoubtedly plays a significant role in the contemporary business

system. This strategy improves our business's speed and accuracy. Digital marketing is more affordable than traditional offline marketing methods (Bhosale et al., 2020). In the competitive environment of today, the rise of digital marketing, which has transformed both marketing and business in overall, presents a number of risks and difficulties for marketers. In order to create successful advertising strategies to keep current customers and attract new ones, companies need to know more about the purchasing habits of young people (Sivasankaran, 2013).

2.1.5 Types of digital marketing

There are several types of digital marketing. However, some of the most common digital marketing channels are the following

2.1.5.1 Mobile marketing

Mobile marketing is a technological instrument that helps companies to communicate with in their consumers. Mobile marketing is greater than technology that established for along. It also defined as the use of mobile device as a tool of marketing communication (Leppäniemi et al., 2006). Mobile marketing refers to the use of mobile phones as means of interaction and enjoyment with the company brand and its customer. It is unique private digital marketing that allows for anytime, anywhere to direct interactive or targeted interactions on the supers of the moment. Marketing tools for mobile device are laptops, short message service(SMS), multimedia messaging service(MMS) that combine text with graphics, audio, large file in the form of message. Mobile marketing is an effective method to improve sales when utilized cross media with other campaigns (Michael and Salter, 2006). Mobile marketing is how marketers reach their target audience with their personal devices. As cited by Nkpurukwe et al., mobile advertising consisted of using interactive wireless media, such as mobile phones, for the transmission of personalized advertising messages to consumers with the main aim of promoting their goods and services. An evaluation of the above definitions shows that mobile marketing is a means of effectively reaching target audiences with promotional messages, either personalized or not, directly to their mobile devices. Mobile marketing operates either by pushing promotional contents to target audiences or by pulling them to the sites where the needed content is available (Haghirian et al., 2005). SMS has grown into a mainstream communication tool for marketers to reach millions of consumers. SMS has grown into a mainstream communication tool for marketers to reach millions of consumers. This platform provides firms with unprecedented opportunities to connect with customers by leveraging the massive rise in the use of mobile phones around the world (Crate, 2015).

2.1.5.2 Social media marketing

Social media is ordinary individuals may take control of their surrounding and established new methods for combining their opinions in order to achieve their goals. Social media marketing is predominantly conducted online. It also, it is the process of promoting a website, brand or company image by engaging with stimulating the attention of present or potential clients via social media plat forms. The well known social media plat forms that businesses frequently utilize to market efforts and their brand are face book, twitter, and YouTube (Saravanakumar and SuganthaLakshmi, 2012) . Social media is defined as, most customers view as electronics word of mouth and also potential consumers influenced in their decision making process by the opinions and preferences of previous users on social media platforms. When we compared other information source, social media users said that decision making is simple and they like it more during the process. The number of smart phones is growing daily, which benefits marketers, designers, and customers alike by helping them meet their demands (Keikhosrokiani, 2022).

2.1.5.3 Search engine optimization (SEO)

Search engine optimization (SEO) is a continuous activity rather than a one-time event. Sustaining good search engine results and making sure your internet business succeeds in the long run need consistent attention and work. You may increase your website's search engine exposure by optimizing it. Engines draw in more people, and eventually encourage the expansion of businesses. For your online business to continue to succeed and to keep top search engine results, it is critical that you be cautious while putting SEO strategies into practice (Alfiana et al., 2023) . Search engine optimization defined as a different collection of activities that you can implement to raise the number of appealing guests who come to the company website though search. It used unique text or other information to contact directly with search engine knowledge by obtaining connections. It has a process for search engines go to company site, webs and bloggers to connect consumers within the organization to fulfil your aspiration (Grappone and Couzin, 2011) . Search engine optimization is the all-encompassing strategy for raising your search engine ranks. SEO is to maximize the amount of traffic that your website receives, and it is a dynamic notion that is always changing(Ledford, 2015).

2.1.5.4 E-mail marketing

Email marketing is a type of direct marketing in which audiences are reached with financial or business messages using electronic mail (Fariborzi and Zahedifard, 2012). E-marketing is a special kind of communication that enriches subscribers' inboxes by combining science and creativity (Jenkins, 2008). Email marketing is a very effective strategy for giving companies quantifiable returns on investment. When done correctly, email marketing initiatives are among the most lucrative and have high conversion rates. This implies that they can only be shared with

those who have agreed to receive communications from the relevant marketer. A lot of companies who run these kinds of campaigns do accurately gauge how effective email marketing is. Furthermore, they are not even considering segmenting the clientele. Marketing via email is more effective because of its low costs, high conversion rate, improved measurability, segmentation, and individualized addressing (Budac, 2016).

2.1.5.5 Influential marketing

Influencer is an individual that affect the communication positively or negatively by concaving externally. There are factors that established connection between influencers and consumers purchasing decision making. micro influencers who contact with others who reflect many of their cultural characteristics are more inclined to do so again since these encounters tend to enhance the quantity of cultural characteristics that they have in common, Which denotes that, people who potential buyers interact with a greater degree while deciding what to buy. Influencers allows us to determine, each individuals, companies, or technological and communication channels perception. Micro-influencers and consider them as the business's potential to have actual influence over the customer's decision-making process (Brown and Hayes, 2008). Macro influencers who only broadcast to a bigger, more general audience that the marketing team of the company makes an effort to inform, inspire, and reward the selected influencers for promoting positive brand messaging via their blogs, Twitter, Face book, and other social media platforms as well as their media platforms (radio shows, magazine columns(Brown and Fiorella, 2013) . Influencers are often thought to represent very well-liked and respected superiors. Children are more and more exposed to integrated advertising methods when they watch YouTube or browse via social media applications. These practices may be seen in the engaging material that social media celebrities provide. Influencer marketing mixes celebrity endorsement with ewe's benefits. Kids look up to well-known influencers who have achieved a certain level of popularity, and they are prepared to adopt their attitudes, views, and lifestyles—including the things that show up on their social media accounts—in order to identify with them (De Veirman et al., 2019). Influencer marketing is high business for both company and influencers. The brand get a better image when most popular profile use the company brand, wear their products, talk about the brand or the influencer contact with the firms brand by represent brand ambassador(Chaffey and Smith, 2022). According (Chaffey and Smith, 2022) described influencer marketing is categories' as following -

- ❖ Niño influencer (under 5000 followers)
- ❖ Micro and niche influencer (5000-99,999)
- ❖ Mid-tier influencer (100,000-999,999)
- ❖ Top-tier influencers (1million and above) with presence a global
- ❖ Authoritative influencer (expert, journalists, editor etc.)

Digital marketing channels

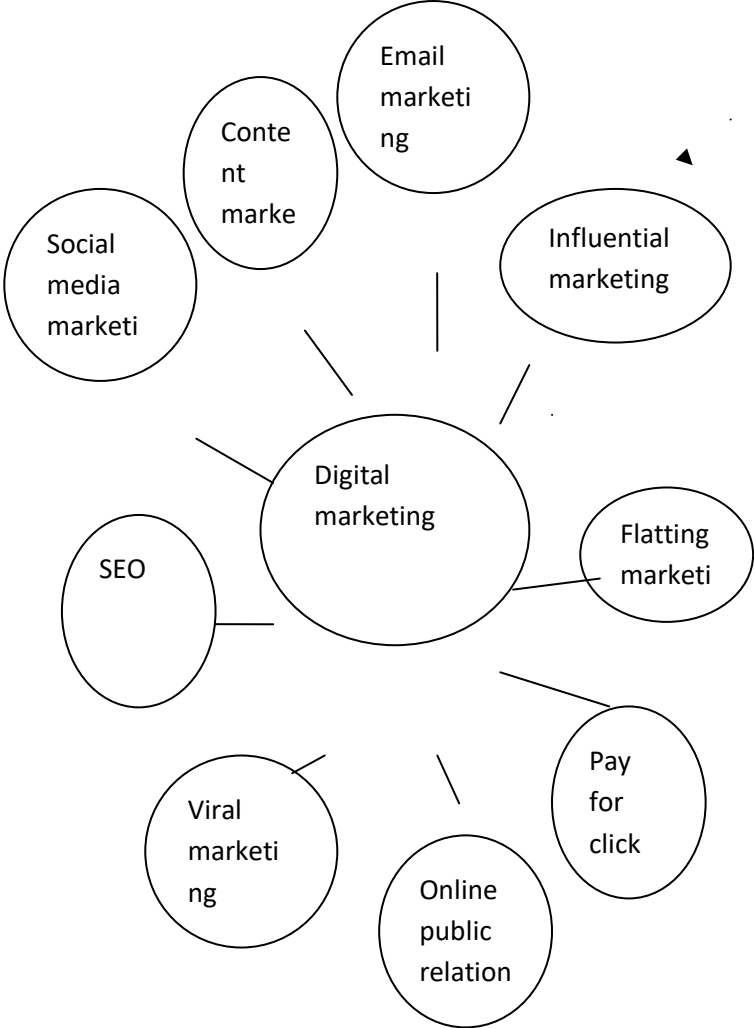


Figure 2. 2 source, <https://www.sketchbubble.com>

2.1.6 Digital Marketing Strategy

A company 's or organization's goals and methods for using digital platforms and internet technologies to promote their goods, services, or brands and engage with customers online are referred to as their "digital marketing strategy (Purnomo, 2023).

The main objectives of a digital marketing strategy are to reach a targeted audience, increase customer engagement, and generate profitable conversions (Rizvanović et al., 2023)

Digital marketing includes a wide range of tactics, including search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing, according to research that was referenced by Basnet (2023) and Beard et al., (2021). In order to engage and communicate with consumers, internet advertising strategically promotes goods and services using digital platforms and technology. A digital marketing plan is essential for promoting a product or service. There are differences in its planning, execution, and assessment (Christina et al., 2019).

2.1.7. Consumer buying behavior concept

Consumer buying behaviour is the study of buying and attracting of products, services, knowledge, or experiences by single person group and firms for the purpose of satisfy their needs and desires (Kotler and Keller, 2011). Consumer buying behaviour is states that a process of select, buying, using and attracting of goods or services by individual or groups for the case of fulfil of the customer needs and wants (Solomon, 2007). "Consumer buying behaviour" defines the way the final customer makes purchases. Several components, traits, and attributes shape a person's identity and the consumer's process of decision-making, shopping regularity, buying behaviour, brands he chooses to buy from, and the stores he frequents (Ramya and Ali, 2016). Consumer buying behaviour is an investigation of the way by those who choose to buy, use items, offerings, and ideas that fulfil their needs and aspirations (Solomon, 2018). Consumer buying behaviour studies how person, a group of persons and companies choose, purchase, use, and dispose of products, offerings, knowledge and experiences to satisfy needs and wants. To know about consumer buying behaviour is not easy because consumers may say one goods but not other goods marketers can make revenue from they know how and why consumers purchase. As know do not understand your customer aspiration, needs, wants and consumer selection can lead bigger risk (Kotler, 2001). Consumer buying behaviour is a collection of activities which participant to buy and use of products and services which came from consumer motivation, mental needs and behavioural reacting (Stallworth, 2008).

2.1.7.1 Consumer buying behaviour theory

Theory of Reasoned Action -which means the way someone behave is decided by their desire to carry out the activity, in case of a result of their outlook toward the actions and their own subjective standard (Ajzen and Fishbein, 1975). They felt that attitude, subjective standards, and perceived behaviour control all influence intention, which in turn influences conduct. External characteristics including demography and personality effect the underlying behavioural, normative, and control beliefs. The idea of reasoned action is made up of three major components: beliefs, attitudes, and intentions.

Psychoanalysis theory –is a collection of psychological theories founded by Sigmund Freud (1856-1939) which revolves in case of belief that one has unconscious thinking, wants, intentions and feelings. Freud's psychoanalytic the idea provided new perspective into several aspects of life, including love, hatred, childhood, family relationships, civilization, religion, gender identity, fantasy, and contradictory emotions Psychoanalysis theory is focus on unconscious thinking and sometimes frequently referred to as deep psychology.

Cognitive theory -Cognitive theories are distinguished by their emphasis on the basis that how and what individuals think causes feelings of emotion, and that some ideas and beliefs result in abnormal feelings and actions while others result in healthy emotions and adaptive behaviour (DiGiuseppe et al., 2016)

2.1.7.2 Model of Consumer Behaviour by kotler

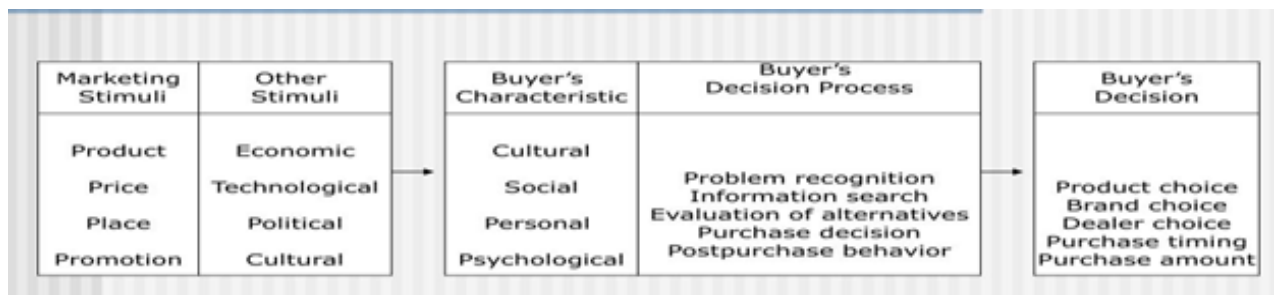


Figure 2.3 Source, kotler (2001)

2.2 Empirical Literature

2.2.1 The effect of digital marketing on consumer buying behaviour

Nkpurukwe et al. (2020) found a significant positive relationship between mobile marketing strategies and customer patronage in mobile telecommunication services. The study also highlighted the effect of digital marketing on rural communities and consumer purchase behaviour. Kumar (2019) study result show that digital marketing will help businesses make more money and digital marketing will succeed in the near future.

Azzam et al., (2023) found that online marketing has a significant positive influence on fast-food consumer buying decisions. Additionally, the study found that the digital advertising has a 75% explanatory power to explain why consumers choose to make certain purchases. The study concluded that digital marketing tools have the most beneficial influence on consumer purchasing decisions. More successful and effective marketing results surely can be achieved by integrating the company's digital marketing instruments and techniques with its marketing strategy (Yamin, 2017). Dahiya and Gayatri (2018) performed a study, the study investigated that 75% research

respondent used at least one digital marketing instrument while buying automobile. The study result indicated that digital marketing communication has a major effect on the process of buying and after purchase. EL-MOFFOCK (2021) found that Algerian telecom customers are increasingly using internet resources for purchasing decisions. According to the study's findings, a growing number of Algerian telecom customers are using internet resources to look up products and services before making a purchase. The current customers, however, gather all the information they need to make a decision online before going physically. Antokhina et al.,(2020) found that e-commerce offers significant advantages, including increased revenues, increased opportunities for hiring, and easier exporting. the study investigated that online trading offers greater prospects for new goods, brands, and start-ups, as well as access to both domestic and international markets.

2.2.1.1 The effect of Mobile Marketing on consumer buying behaviour

Khan and Iftikhar, (2017) conducted a research for the purpose to examine the effect of Email marketing, mobile marketing and re-targeted marketing on consumer buying behaviour, according to the study finding mobile marketing has a positive effect on consumer buying behaviour. There is any change in mobile marketing which leads to a change on consumer buying intention. Waheed and Yang, (2018) performed a study for the aim of investigated the effect of mobile marketing on online consumer buying behaviour in Pakistan. The study result indicated that mobile marketing has high positive effect to online consumer behaviour. Types of mobile marketing like SMS, MMS have a positive relationship on consumer buying behaviour and WAP (wireless application protocol) has low correlated relative to other mobile marketing types. According to Nuseir and El Refae, (2021) study, mobile marketing has a significant positive correlation on consumer purchasing behaviour in UAE IT industry. According to the study finding mobile marketing has high effect on consumer purchasing decision making like email marketing and re-targeting marketing. Shahina and Sachitra, (2021) conduct a study, the study was investigated the effect of on buying behaviour in srilanka university students as a target population. The study result indicated that mobile app has a significant positive effect on consumer buying dictions. But SMS marketing has not effect on consumer purchasing behaviour. The study justified the effect of SMS was lake of attractiveness like mobile app; messages can be without the interest of customer. Nkpurukwe et al. findings revealed that a positive and significant relationship exists between SMS and purchase intention (Nkpurukwe et al., 2020). On the other hand some research result show that mobile marketing has no significant effect on consumer buying behaviour as the following discussion. Omar and Atteya,(2020) conducted a research to investigation the digital marketing channels (Email marketing, mobile marketing and re-targeted marketing) on consumer buying decision making in Egyptian market. 213 respondents were participants on the research. The study result indicated that email marketing and re-targeted marketing have a significant effect on consumer buying behaviour. But mobile marketing tool has

not positive effect on consumer purchasing decision. Ittaqullah et al., (2020) conducted a study to investigate the effect of mobile marketing, discount and lifestyle on consumer impulse buying behaviour at university student, 100 respondents were participants on a study. The research finding indicated that mobile marketing and discount have no significant effect on impulse buying behaviour. Based on the above review the study propose hypothesis that-

H1, the mobile marketing has a significant and a positive effect on consumer buying behaviour.

2.2.1.2 The effect of Social media marketing on consumer buying behaviour

The study explores the relationship between social marketing theory and business profitability, highlighting the benefits of social media in improving the relationship with customers enabled the firm understand the need of customers gathered from customer feedback on social media. It also highlights the role of promotional campaigns in boosting sales and revenue for telecommunication firms in Kenya. Social media has been shown to significantly affect business profitability, with studies by (Nyambu, 2013), Makudza et al (2020) highlighting its role in building customer relationships and driving purchase intention. Social media offers a cost-effective platform for marketing, increasing competitiveness and enabling firms to understand customer needs better. The study indicated that social media is a significant driver of consumer purchase intention; (Makudza et al., 2020) while Rakhmetzhan and Medukhanova,(2018) argued that a company's success is largely determined by its social media strategy. As consumers seek out, brands that is readily available when it comes to their company marketing. The study exhibit Alibaba Group become successful can be achieved by social media digital marketing. The SMM strategists build a strong and persistent bond with their target customer (Dwivedi et al., 2015). Yamin conducted a research for the purpose of investigated the effect of digital marketing on Bangladesh consumer behavior, the study show that 63 % of the respondent focus on the video content in face book social media and the other respondent following the image post and text post in social media. The study concluded that the use of social media marketing is a vital component of the marketing instrument that allows for direct contact with customers (Yamin, 2017). TADELE,(2019) investigate the effects of digital marketing on Ethiopian consumers' purchasing decisions in the context of Coca-Cola. The findings indicate that social media has a significant influence on these decisions and that various online businesses and social media platforms have a significant effect on sales growth. Businesses today rely entirely on digital media instead of conventional media. According to this survey, individuals find online advertising more fascinating than advertisements on TV, billboards, magazines, books, pamphlets, newspapers, etc. According to this study, digital marketing has advanced to the point that businesses must use it if they hope to survive in a competitive business.

. Aziz & Abdulqadir (2023) conducted a research to find out the role and effect of social media marketing, email marketing and mobile marketing on consumer buying; about 250 respondents were participant via adaptive questionnaire. The study show that social media and email marketing have a significant effect on customer's motive to purchase, the study conclude that social media marketing plays a positive effect to encourage consumers to purchase more. Based on the above review the study propose hypothesis that-

H2 social media marketing has significant and a positive effect on consumer buying behaviour

2.2.1.3 The effect Search engine optimization on consumer buying behaviour

Nusairat et al.,(2021) conducted a study on the relationship between the Internet of Things and search engine optimization in Jordanian tele-communication companies. They found that SEO marketing significantly effects customer behaviour and increases market share. Bhandari and Bansal, (2018) and Pohjanen (2019) found that SEO marketing methods are strongly correlated with user acceptability, presumption about marketing, strengthens a company's brand equity, awareness of the product, buy persuasion, and insight from customers, and also it was considered more effective and cost effective marketing tools. Bhandari and Bansal, (2019) study result Customers had a tendency to view brand equity more favourably if a business used SEO marketing. The study concluded that SEO works well to increase company image, web traffic and an accurate indicator of how consumers act via the internet. Karisma¹ et al., (2019) conducted a study on the positive effect of SEO techniques on diving tourism in Bali. The results showed that optimized utilization of SEO digital marketing channels has a significant effect on rising website visibility on Google pages, improving brand awareness, and increasing sales volume. Islam, (2021) and Ngumo, (2022) also studied the significance of SEO in capturing a significant share of the online market. Ahuja et al., (2022) Study show that, SEO helps to ranked first in search simply, can affect company's sale, raise the return on investment (ROI) and raise traffic performance due to increase the rank. Poturak et al., (2022) conducted a study on the influence of SEO on business performance in a private university in Sarajevo. According to the study survey, SEO raises the quantity of users that visit websites, their average stay, and the total amount of money the business makes from sales. Agede and Prasad, (2023) found that, search engine optimization has a strong and positive connection with market successes. Gutu et al., (2023) Argued by their study, the performances of market and search engine optimization are strongly positively correlated. The importance of SEO as a top-of-the effective e-marketing strategy for encouraging consumer adoption of new technology Al-Gasawneh et al., (2023). Based on the above review the study propose hypothesis that-

H3, search engine optimization has significant and a positive effect on consumer buying behaviour

2.2.1.4 The effect of Email marketing on consumer buying behaviour

Studied by Ferreira,(2016) Email marketing is an effective online marketing tool that can be tailored to individual customer needs and preferences. according to the study result Portugal Telecom must modify its email marketing efforts to take a more specialized and individualized approach in order to better serve consumers' interests, boost engagement, promote awareness and confidence in the company because of E-mail marketing is most effective online marketing tool and It creating an individual and customized communication with customers, at a fast and appropriate time. Chittenden and Rettie (2003)conducted study on an evaluation of e-mail marketing and factors affecting response, the result show that Email marketing more successful as a retention tool because email marketing is interactive and allows for two-way connection. Namira and Wandebori, (2016) performed a research; the study showed that there is a strong and beneficial Connection between the use of email marketing and first attention, active evaluation, buying, as well as after buying, and trust. MURTHY (2012) have shown that email marketing can be highly successful in connecting directly to target audiences, boosting engagement, and promoting brand loyalty (Venugopal et al., 2012). Aziz and Abdulqadir (2023)study result show that Email marketing influences consumer purchases and promotes online shopping even more. However, some researchers have found that email marketing does not significantly influence consumer decisions. For example, Khan and Iftikhar, (2017) Conducted a research on topic The Effect of Email Marketing, Mobile Marketing and Retargeting on online Consumer Buying Behavior, According to the finding email marketing did not have a significant positive effect on digital consumer buying behaviour. The researcher finding indicated that the effect of email marketing is less than that of other factors, such as mobile marketing and retargeting. Desku and Sadrija, (2023) study the effect of e marketing, online advertising and social media on the consumer decision making process, the study posits that Email marketing does not significantly influence how consumers make decision. Therefore, while email marketing can be a valuable tool for businesses, it is essential to adapt and optimize its use to maximize its potential. Based on the above review the study propose hypothesis that-

H4, E mail marketing has significant and a positive effect on consumer buying behaviour

2.2.1.5 The effect of Influential marketing on consumer buying behaviour

Kumar et al (2022) study highlights the importance of influencers in enhancing telecommunications operators' brand image and optimizing product sales.

Zak & Hasprova (2020) conducted a study on the role of influencers in the consumer decision marketing process, the study result indicated that advertng goods and services through influencer marketing most beneficial than others. Influencers could significantly improve a brand's promotional initiative, as any company or brand looking to market their goods knows. The study

indicated that Influencers are now able to articulate themselves and affect potential clients, particularly within recent years. Social media platforms enable them to rapidly establish a network of followers and supporters and simply share their thoughts, views, and product experiences. According to the research investigated winning marketing effort requires both of high-quality product and an accurate influencer (Zak and Hasprova, 2020). Influencer marketing is a popular strategy for businesses to share product experiences and build a network of followers. However, the study found that the influencer's personal quality can discourage customers. Therefore, brands should invest time and information into the decision-making process before implementing influencer marketing. Influencers are increasingly used in everyday activities, promoting a variety of products and services, including apparel, accessories, and cosmetics. The study by Wangshu and Guanhua, (2020) highlights the growing popularity of influencer marketing, highlighting how it helps businesses grow market share and acceptance, According to the study result Businesses need to Customers' pleasant emotions will be positively affected by their individual characteristics when integrated with influencer participation, super natural use, and personality. Feelings about the products, and self-perception though at various levels respectively. Through stimulating feelings the influencers' quality positively affect customers' impulsive purchasing behaviour particularly among Chinese millennials who exhibit impulsive buying behaviour influenced by influencers' qualities. The study concluded that Influencer marketing has a significant effect on consumer buying decisions. studied by Isyanto et al., (2020) influencer marketing has a strong effect on consumer buying decision. Studies by Agarwal and Damle, (2020) and Gustavsson et al., (2018) and Byrne et al., (2017) have shown that influencers play a crucial role in shaping people's diets and eating habits. However, some research suggests that influencer marketing has no strong effect on consumer purchasing decisions. Botchway, (2023) conduct a study examine the effect of influencer marketers and followers on Ghanaian telecommunication brands, the study showed that the majority of participants (71%) didn't consider the influencer marketers to be persuasive. The study conclude that data price, network connectivity and service quality of telecommunication brands are factors that shape the effect of consumers rather than influencer marketers. In conclusion, the influence of influencers is a crucial tool for businesses to promote their brand value and engage with their followers. Based on the above review the study propose hypothesis that-

H5, influential marketing has significant and a positive effect on consumer buying behaviour

2.2.2 Consumer buying behaviour

The effect on buyer behaviour is critical to a product's success. Marketers aim to influence consumers by analyzing their behaviour and variables that effect their purchasing decisions. The company must understand customer purchasing habits and the variables that influence their decisions. Introduction Manufacturers prioritize the consumer, who is often seen as a king or

queen. We prioritize consumer demands and design goods that meet their expectations. Consumer behaviour refers to how people respond to various items or firms (Kumar et al., 2022). The expression 'The customer is the ultimate ruler of the Market' has significant reality. Currently, the achievement of any business is determined by customer happiness. To satisfy its customers, the company must understand their behaviour. As a result, understanding all the variables that influence customer behaviour is critical for marketers (Tyagi, 2018). All of these elements contribute to a buying decision. Individuals and consumers are influenced by their culture, subculture, socioeconomic class, association membership, loved ones, and personality characteristics. Individuals are affected by cultural trends, social environments, and behavioural factors. Understanding the elements that effect customers allows companies to create more effective strategies, marketing messages, and advertising campaigns that align with the wants and attitudes of those they are targeting (Ramya and Ali, 2016). According to (Rungsrisawat et al., 2019) . Study online purchase behaviour has effected by e commerce websites and psychological factors. E-commerce's ability to succeed is entirely dependent on customer feedback and buyer behaviour (Urne, 2020).

Conceptual frame work of the study

According to the theoretical literature and empirical literature presented above, a conceptual framework has been developed to modify how the independent variables (social media marketing, mobile marketing, search engine optimization (SEO), e mail marketing and influencer marketing) affected the dependent variable (consumer buying behaviour).

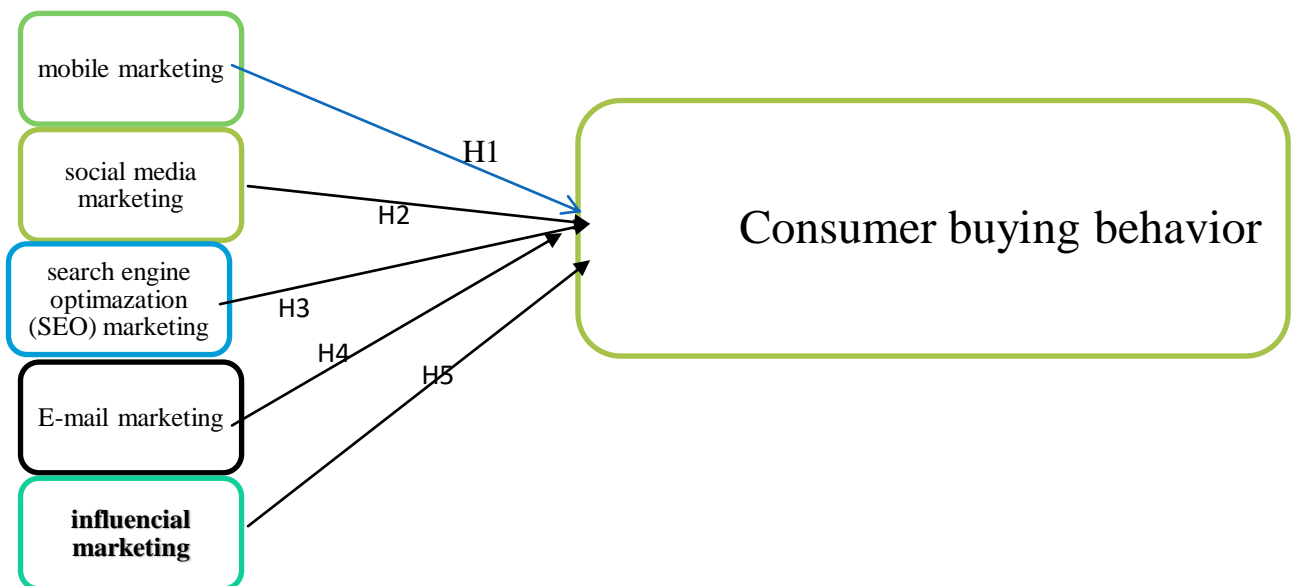


Figure 2.4 Source, Agede, T. & Prasad, S., (2023)

CHAPTER THREE

Research Methodology

This Chapter Concerns about the study area, research design, research approach, target population, sample size determination, source of data type, data collection procedure, data analysis and instrument , validity and reliability test, ethical consideration.

3.1 study area

The Research area is mainly focus on main city of Ethiopia, Addis Ababa. Because I believe that digital marketing effect is very sensitive at biggest city and sample population in Addis Ababa can represent the whole country. In addition we can find different people with different culture, religion, economic status and literacy, thus I select Addis Ababa to be the focus area in this study. The study will conduct on the ethio telecom internet user customers of in Addis Ababa.

3.2 research design

As the study to examine the effect of digital marketing on consumer buying behaviour of ethio telecom customers, thus study methodology design is the combination of descriptive and explanatory research type. Descriptive research design was used to describe statics involve transformation of raw data into a form that provide information to describe asset of factors in a situation like frequencies, measures of central tendency and explanatory research type was used to identify the case and effect relationship between independent and dependent variables. Additional, the research design of the study conducted construct cross-sectional along with hypothesis testing and investigation type.

3.2 research approach

This research was conducted to address questions which investigate about possible relationships between the two variables, Digital marketing and customer buying behaviour. As the objectively define here, Quantitative research approach was used employ. Because, Quantitative research is a study involving the use and analyses of numerical data are using statistical techniques. They pose questions of who, what, when, where, how much, how many, and how (Caputi and Balnaves, 2001).

3.3 target population and sample size

Target population means the total number of entities in which the researcher is interested in. the target population of this study was conducted on the customer of ethio telecom in Addis Ababa cities who used the internet service.

3.2.1 Sample size

A sample is the group of people who take part in the investigation. The people who take part are referred to as “participants” (Caputi and Balnaves, 2001) . As the target population is described, this research paper was focused on Addis Ababa ethio telecom internet user customers. The population size is large. For the population that is large, Cochran (1963) formula was used to determine the sample size.

$$n = \frac{Z^2 * P * q}{c^2}$$
$$= \frac{1.96^2 * 0.5 * 0.5}{0.05^2}$$
$$= \frac{0.9604}{0.0025} = 384.16, \text{ so the sample size is } 385.$$

n: - Sample size (Assume 95% confidence interval level)

P:-the numerical probability of success

q: - 1-p the numerical probability of failure

C: - Confidence interval or estimation error accepted (Assume 0.05 or 5 percent)

Z=Z value is 1.96 (shows the likelihood that some samples will not succeed within a specific distribution, as shown by the accumulated normal probabilities table. Therefore, the sample size for this study is 385, based on the researcher's assumption that p is 0.5 (maximum variability), 95% confidence level, and +/- 5% precision. Participants were selected through judgmental (purposive) non probability sampling method. Because, non- probability sampling subjective for the population units are unknown before drawing the sample and judgmental (purposive) non probability sampling method is preferable for simple for selecting a sample that seems to be most appropriate for the study. Judgmental (purposive) non probability sampling method consider as representative and non-biased sample (Vehovar et al., 2016) and it is effective when a limited people used as primary data source (Reddy and Ramasamy, 2016)

3.4 data source and types

The research used a primary source of data in order to realize the target population. The primary data was collected through structured questionnaire. The cross-section depending upon primary data used because the data is gathered once and the results and interpretation were done only once

3.5 data collection procedures

To collect data for this research, the questioner was prepared by adoption and adapts mechanisms from different eelier researchers. The questionnaire was been designed based on five likert scale

and closed- ended type. Likert scale requested of the research participants to identify their level of agreement or disagreement with the viewpoint presented in the statement (Grove et al., 2015). In order to get customer’s feedback on how much they agree or disagree with the effect of digital marketing on their consumer buying behaviour, the questionnaire have two different sections present in the questionnaire. Section A consisted of demographic-based information of the respondent including age, gender, profession whereas Section B consisted of close-ended statements of questions. Likert Scale was adapted and adoption including option 1- Strongly Agree to 5- Strongly Disagree. The five-point, strongly agree, agree, disagree, strongly disagree and neutral. The set of the answer option either numerical or verbal, that cover arrange of opinion on a topics. After preparation, questioner was distributed for the selecting sample customer though goggle forms for each respondent. The collected data through questionnaires and documents will edit, cod, tabulate and converted into result.

3.6 data analysis and instrument

The data was collected via questionnaires to analyze with descriptive statistics such as mean, correlation analysis and multiple regression analysis was used for analyzing the cause- effect relationship of independent variable and independent variable. In order to answer the research question, the study was Used (SPSS) statistical package for social scientist version 25.0 (SPPSS 25) tool for getting a numerical percentage. In SPSS analysis tests such as regression analysis, correlation coefficient and descriptive statistics were used. Of the descriptive statics and regret the multi linier regression model.

3.7 Validity and Reliability of the Instrument

3.7.1 Validity

Validity is the degree to which an idea is correctly quantified in a quantitative investigation (Heale and Twycross, 2015). Large number of key results and factors are abstract ideas referred to as theoretical concepts. A key element of high-quality research is the use of valid and reliable tests or instruments to assess these concepts (Kimberlin and Winterstein, 2008) . There are different types of validity test. This study was checked, the content validity and specially focus on construct validity test. Because, according to American Educational Research association (1999), construct validity is most important to measures of validity. The study used principal component analysis to measure the construct validity. The validity of the variable is assessed by testing with Kaiser Meyer Olkin (KMO) and Bartlett’s (Babae, 2010).

Table 3. 1 Validity test result

Independent Variable	Kaiser Meyer Olkin (KMO) test	Bartlett’s test
----------------------	-------------------------------	-----------------

Mobile marketing	0.766	.000
Social media marketing	0.697	.000
Search optimization marketing	0.753	.000
Influential marketing	0.778	.000
E mail marketing	0.720	.000
Total average independent variable	0.792	.000
Consumer buying behaviour	0.736	.000

Source- own data survey, 2024

The value of KMO test and Bartlett's test are 0.6 or above and less than 0.05 respectively is ensued valid (Pallant and Manual, 2011) and value KMO between 0.7 and 0.8 are good (Kaiser, 1974). The KMO result of all variables are greater than 0.6 and Bartlett's test result is less than 0.05. So the study is ensured validity.

3.7.2 Reliability

The second measure of quality in a quantitative study is reliability. Reliability connects to the consistency measures. Respondent has to provide almost similar answer each time. Approximate reliability can be employed through various reliability measures like internal consistency reliability test, test-retest reliability test, and equivalence reliability test (Heale and Twycross, 2015). This research used internal consistency reliability test. Because, internal consistency reliability extent to which all the items on a scale measure one construct, we can measure the correlation between each item in the questionnaire. Strong correlations indicate high reliability, while weak correlations indicate the instrument may not be reliable. In this process the average of all possible split half combinations is determined and a correlation between 0–1 is generated.

Cronbach's α is the most commonly used test to determine the internal consistency. That is, how closely related a set of items as a group. It is most common when the questionnaire has multiple likert questions . Instruments with questions that have more than two responses can be used in this test (Heale and Twycross, 2015). The Cronbach's α result is a number between 0 and 1. An acceptable reliability score is one that is 0.7 and higher.

There is enough information to examine the pilot test of the reliability questionnaire with a minimum sample size of 30 (Bujang et al., 2024). The pilot test performed on 39 respondents.

Table 3.2 Reliability statistics

Measurement scale	Cronbach's Alpha	N of items
Mobile marketing	0.762	5
Social media marketing	0.738	4
Search engine optimization	0.791	5
Influencer marketing	0.810	4
Email marketing	0.838	3
Consumer buying behaviour	0.711	4
Total independent variable	0.834	21

Source- own data survey, 2024

As looking the reliability result from the above table there is internal consistency within the question which include in the one construct. Because, the all over result of the reliability result are greater than 0.7 suggested as determination.

3.8 Ethical consideration

In this study ethical issues of informed consent, invasion of privacy, confidentiality and voluntarism will create. The permit ion of all participants in the research before conducting the study and participants will be informed appropriately informed the purpose of the research.

CHAPER FOUR

DATA PRESENTATION AND INTERPRITATION

In this chapter, results have been presented and discussed to address the research questions and objectives. The following are the main headings: Response rates, Respondents' characteristics, Assumptions, results of the regression analysis and discussion of results

4.1 Response rate

385 questionnaires were distributed though online, 373 were collected and found useful for the study giving a response rate of 97%, such a response rate is considered sufficient for statistical reliability. The response rate is acceptable for generalization when greater than 80% (Evans, 1991).

4.2 Respondents' Demographics

Table 4.1 respondents' profile table

Gender			Frequency	Present%
	Valid	Male		257
Female			116	31.1%
Total			373	100%
Age	Valid	Below 20	5	1.3%
		20-30	258	69.2%
		31-40	104	27.9%
		41-50	4	1.1%
		Above 50	2	0.5%
		Total	373	100%
	Valid	School level	9	2.4%
		Diploma	18	4.8%

Education level	Degree	229	61.4%
	Master and above	117	31.4%
	Total	373	100%

Source, own survey 2024

The result of respondent profile shows that most participants on the study were male 68.9% (257) to 31.1% (116).

As observed the result from the above table, the adult age group were dominants on the study; such as 97.1% (362) were adults and 2.95 (11) were others. On the hand the educational level of respondents have first degree and above is 92.8% (346) and the remaining 7.2% (27) have below degree, which means 2.4% at school level, 4.8% of the respondent were diploma holder.

Table 4.2 Respondents on digital experience and time spent online

Digital buying experience			Frequencies	Present %
	Digital buying experience	Valid	Rarely	145
Some times			178	47.7%
Frequently			41	11%
Very frequently			9	2.4%
Total			373	100%
Time spent on online	Valid	Less than 1 hour	50	13.4%
		1- 2 hour	117	31.4%
		2 - 4 hour	115	30.8%

		Above 4 hour	91	24.4%
		Total	373	100%

Source, own survey 2024

As observed the result from the above table, 47.7% of respondents were buying through digital platforms some times and 38.9% buying rarely and the rest 13.4% of respondent purchasing frequently and very frequently. The result indicated that the digital marketing practice is not reputedly experience at now.

The result of the respondents spend their time on online were 31.4% of respondents at 1-2 hours, 30.8% at 2-4 hours, 24.4 of respondents' were online above 4 hours and the rest 13.4% respondents spend online at less than one hour. This indicates that the digital marketing practices is increasingly and adapted in the next time in case of peoples spent many hours through online, because, the majority respondents spent at more than one hour.

Table 4.3 Decision making factor

Decision factor for purchased			Frequency	Present%
	Valid	Quality		193
Price			140	37.5%
Brand			23	6.2%
Durability			17	4.6%
Total			373	100%

Source, own survey 2024

Concerning with the factors leading to buying making decision of the respondent, 51.7% respondents sensitive to quality, 37.5% also sensitive to price and the remaining 6.2% and 4.6% were concern on brand and durability respectively. Depending on this result digital marketers make efforts to describe the quality and price of goods and services through digital channels

Descriptive Statistical Analysis

This section of the analysis is presenting with descriptive analysis that used for summarize the data in terms of mean scores. Both independent and dependent variable were analyzed.

4.3 Independent and dependent variables descriptive analysis

Table 4.4 Descriptive Statistics

Variables	MEAN	STD DEVATION
MMK	1.9909	.61261
SMMK	1.9638	.56888
SEOMMK	2.0965	.64150
INFMMK	2.1655	.66314
EMAIL MMK	2.4343	.70473
CONSUMER BUYING BEHEVIOR	2.2359	.73756

Source,own servey 2024

AS looking the mean of the independent variable and the dependent variable, the mean of mobile marketing is 1.9909 closed to 2, the mean of social media marketing is 1.9638 it also closed to 2, then the mean of the search engine optimization is 2.0965 closed to 2.1 then the mean of influencer marketing is 2.1655 closed to 2.2 then the mean of Email marketing is 2.4343 closed to 2.4 and the dependent variable is 2.2359 closed to 2.2. According to the result the ethio telecom customers have agree perception on the above independent variable mobile marketing, social marketing, search engine optimization, influential marketing and Email marketing and the dependent variable consumer buying behavior, Because, the mean of all variables are closed to two.

4.4 person correlation analysis

Correlation is an effect size, it can used explain the strength of the relationship between variables. Evans (1996) suggests for the absolute value of r: 0 .00-.19 very weak, 0.20-.39 weak 0.40-.59 moderate 0.60-.79 strong 0.80-1.0 very strong. Thus based on Evans Suggestion four independent variables fall between 0.6-0.79, which is four independent variables have strong effect on consumer behaviour, on the other hand Email marketing has moderate relation.

Table, 4.5 Correlations coefficients relation

	consumer buying	MMK	SMMK	SEOMM K	INFMM K	Emailmmk
consumer buying	1	.720	.708	.609	.649	.436
	Sig. (2 tailed)	.000	.000	.000	.000	.000
	N	373	373	373	373	373

Source, own survey 2024

As the correlation coefficient result observed from the above table, the coefficient value of all independent variable is above 0.40. The four independent variable correlation coefficient is at the range of 0, 60-0.79. According to the Evans (1996) determination the value correlation coefficient 0, 60-0.79 is strong relation relationship between the variables. There for the relationship between the four independent variables and dependent variable consumer buying behavior relation is strong and the rest one is moderate correlation or relationship with the dependent variable.

4.5 Regression Analysis

In order to check the effectiveness of the regression result the following five assumptions namely normality, autocorrelation, linearity, Homoscedasticity and multi co linearity are conducted and discussed as follows. Normality assumption

Normality assumption can determined the normal disruption of the sample data. It can be measured by histogram frequency (Garson, 2012) and P-P (Hernandez, 2021). According to Hernandez the P-P plot is closed around the horizontal line, the variable is normally distributed.

Grafical test of normality assumption

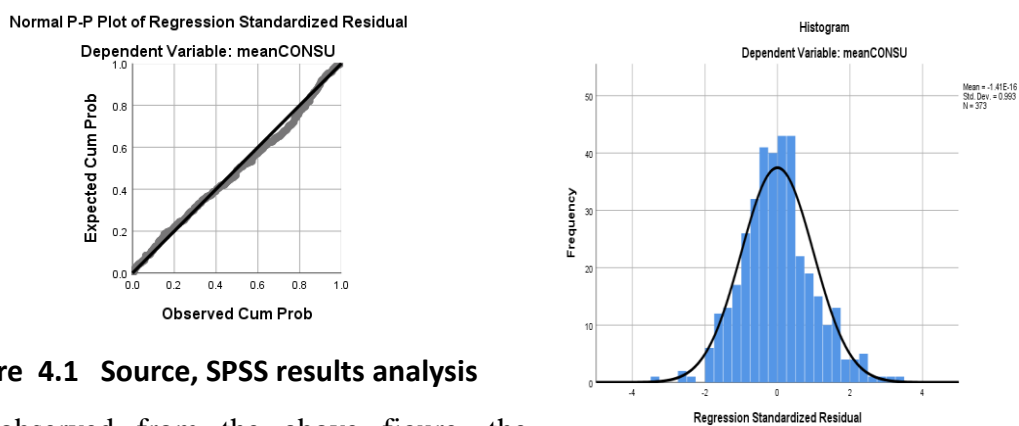


Figure 4.1 Source, SPSS results analysis

As observed from the above figure, the distribution of the data is approximately normal because the plot of the model is closed to the horizontal line and the histogram frequencies approximately distribute around normality curve.

Test of Auto correlation

The interdependence of the variable can be tested by Durbin Watson coefficient and the result of the coefficient should be between 1.5 and 2.5 (Garson, 2012). The value approximately 2 indicates the variable residual are uncorrelated.

Table. 4.66 auto correlation

Model	Sig f change	Durbin Watson
1	.000	2.076

Source, own survey 2024

The Durbin-Watson coefficient result of study is approximately 2 such as (2.076). According to the observed result the variable residua are uncorrelated on the study and fuel file the Auto correlation assumption.

Multi co linearity assumption

Multi co linearity is not preferred with the strong level of inter correlation with the independent variable one independent variable with other independent variable. If the interdependency of the independent variable is highly correlated, there does not understand the effect of the independent variable on dependant variable individually or separately (Garson, 2012). According to Garson (2012) Inter correlation among the independent variable above 0.80 indicates multi co linearity problems and Multi co linearity can be tested by tolerance. Such as the value of the tolerance result is less than 0.20 indicates multi co linearity problems. With the tolerance tested the variance inflation factors (VIF) does used to determine the multi co linearity assumption (Garson, 2012). Variance inflation factors (VIF) is simply the reciprocal of tolerance, when the value of the VIF is greater than 4.0 signals of multi co linearity problems (Garson, 2012).

Table 4. 77 Co linearity Statistics

Model	Co linearity Statistics		
		Tolerance value	VIF value
1	Constant		
	Mobile marketing	0.540	1.853
	Socialmedia marketing	0.619	1.614
	SEO marketing	0.588	1.699
	Influential marketing	0.561	1.782
	Email marketing	0.674	1.483

Source, own survey 2024

As observed the result of tolerance value and Variance inflation factors (VIF) value of five independent variable were fulfilled the suggestion value of experts to determined the multi co linearity assumption cannot violated. Such as the tolerance value and the VIF value is greater than 0.20 and less than 4.0 respectively. The result indicates that the independent variables including in the research are not highly correlated with each other and the influence of one independent variable on the dependent variable is identify the other independent variable effect.

Multi co linearity by correlation

Table. 4. 88 Correlations coefficient

Correlation is an effect size, it can used explain the strength of the relationship between variables. Evans (1996) suggests for the absolute value of r: 0 .00-.19 very weak 0.20-.39 moderate 0.40-.59 moderate 0.60-.79 strong 0.80-1.0 very strong.

		Correlations				
		MeanMM K	MeanSMM K	MeanSEOM K	MeanINFM K	MeanEM K
MeanMMK	Pearson Correlation	1	.554**	.554**	.539**	.420**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	373	373	373	373	373
MeanSMMK	Pearson Correlation	.554**	1	.475**	.489**	.375**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	373	373	373	373	373
MeanSEOM K	Pearson Correlation	.554**	.475**	1	.510**	.456**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	373	373	373	373	373
MeanINFM K	Pearson Correlation	.539**	.489**	.510**	1	.514**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	373	373	373	373	373
MeanEMK	Pearson Correlation	.420**	.375**	.456**	.514**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	373	373	373	373	373

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

Source, SPSS version 25 result

According to the result of correlation coefficient result observed from the above statics, there is no correlation coefficient value greater than 0.80 among independent variables each other. So, to conclude that there is no high correlation between independent variables the researcher used in the

study. Therefore, if there is no highly correlated independent variable there no multi co linearity problem.

Homoscedasticity assumption

The study was conducted to the test the error term is distributed as equally within the independent variable.

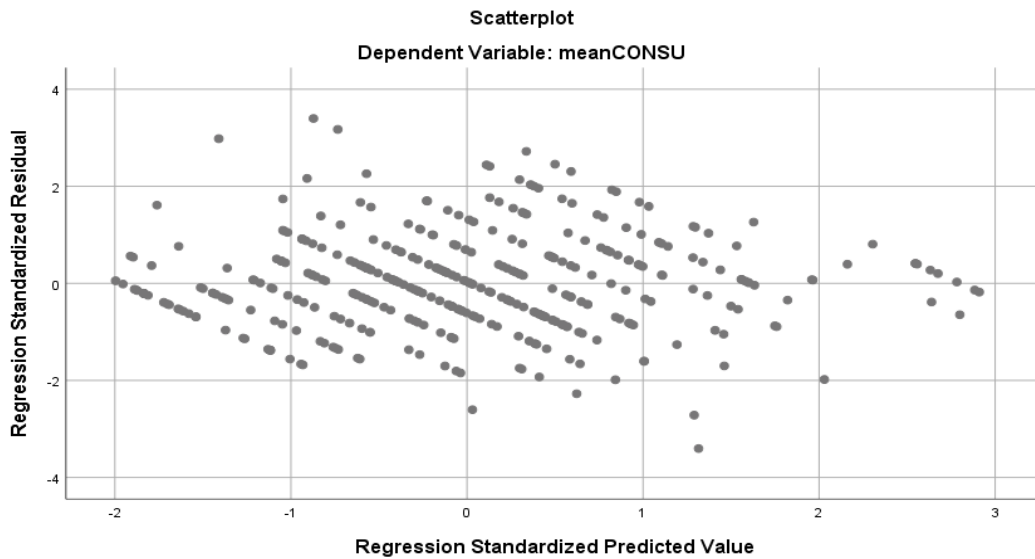


Figure 4.2 SPSS version 25 analysis result

As observed from the above figure the distribution of the error tem approximately constant. There for the data assumption is not violet in the study.

Linearity of the data

The researcher conducts a test of linearity assumption. There are many instrument used to test the linearity assumption. However, the study was tested using P-P plot and found that the relationship between independent variable and dependent variable. If there is no outlier in the data and residuals means closed to zero. This implies the linearity assumption is not violated.

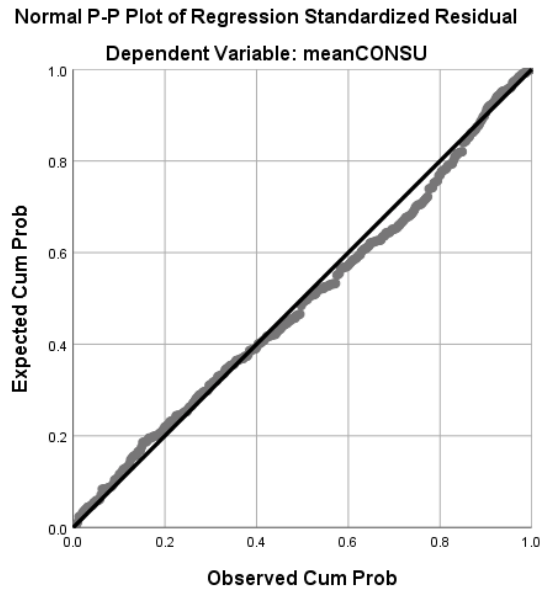


Figure 4.3 Source, SPSS vision 25 regression analysis

AS observed from the above figure, the distance between residual is closed to zero mean. So the study fuel files the linearity assumption.

After the liner regression assumption ANOVA test conducted to indicate the effect of independent variable on the dependent variable

Table 4.9 ANOVAs test

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	145.042	5	29.008	185.726	.000 ^b
	Residual	57.321	367	.156		
	Total	202.364	372			

a. Dependent Variable: CONSUMER

b. Predictors: (Constant), MeanEMK, MeanSMMK, MeanSEOMK, MeanINFMK, MeanMMK

source , SPSS version 25 regression result

The result looking from the above ANOVA test result the significance of the overall model by p-value of 0.000 which is below the alpha level, i.e. 0.05, which indicates, the independent variables taken together have statistically significant relationship with the dependent variable under the research.

Table 4. 10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847 ^a	.717	.713	.39521

a Predictors: (Constant), Emailmmk, MMK, SMMK, SEOMMK, INFMMK,

b dependant variable: Consumer buying behavior

Source, own survey , 2024

As per the above result, it can be interpreted that R= 0.85, R represents the correlation coefficient which defined as the relation between independent variable and dependent variable. The value of R is close to negative one or positive one has a better relation between the dependant variable and independent variable. So, according to the above observed result there is a best relation between digital marketing and consumer buying behavior. This means there is a positive relation between the independent variable digital marketing and dependent variable consumer buying behavior.

.R square is the coefficient of determination explains the variation of dependent variable explained by the independent variable. It shows that71 % of the variance in consumer buying behavior is significantly explained by independent variables while 29% remains unexplained by rest variables not include in the study. Adjusted R square is adjusted the independent variable. According to the Adjusted R square result 0.71, there is 71% model accuracy in the study.

Table 4. 11 Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.310	.092		-3.357	.001
	MeanMMK	.389	.046	.323	8.533	.000
	MeanSMMK	.450	.046	.347	9.834	.000
	MeanSEOMK	.178	.042	.155	4.283	.000
	MeanINFMK	.264	.041	.238	6.410	.000
	MeanEMK	-.024	.035	-.023	-.670	.503

Source, SPSS version 25 regression result

The model for the study is examined effects of digital marketing on customer buying behavior in case of Ethio telecom.

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \varepsilon$$

$$CBB = \beta_0 + \beta_1 SMM + \beta_2 MM + \beta_3 INFMM + \beta_4 SEOMM + \varepsilon$$

CBB= consumer buying behavior

β_0 = constant intercept

β_i = The coefficient of the independent variables

MM= Mobile marketing

SMM= Social media marketing

SEOMM=Search engine optimization

INFMM=Influencer marketing

ε = Error term

$$CBB = -0.310 + 0.45SMM + 0.39MM + 0.26INFMM + 0.18SEOMM + \varepsilon$$

The SPSS output in the above statics gives more information of the model parameters (the beta values) and the significance of these values. So from the above result, we can say that constant value is 0.31 and this explains that that when no consideration is given for the four independent variables, the model indicates that -0.31 consumer buying behavior will be resulted. The other value is the slope of the regression line, b represents the change in the dependent variable outcome resulting from a unit change in the independent variables and that if the independent variables having a significant effect on the dependent variable to predict the outcome, should be different from zero (0). As a general rule, if this observed significance is less than 0.05, then social scholars accept that the result reflect a great effect (Andy, 2010). Therefore, if mobile marketing change by one unit there is 0.39 changes on the dependent variable consumer buying behavior , the model result predicts that if the is one unit increase in social media marketing there is 0.45 result increasing on the consumer buying behavior .the research model predicts that 0.18 increase in Consumer buying behavior, when increasing search engine by one unite then our model predict that 0.26 increase in consumer purchase behavior , When influencer marketing is increased by one unit.

4.6 Hypothesis test result,

The study has five hypothesis tests for the purpose of examine the relation between five independent variables and the dependent variable consumer buying behavior. The Sig result of each hypothesis test is less than 0.05 thus each test can be accepted.

The hypothesis result summarized as below

Table 4.12 , hypothesis result summary

H1, the mobile marketing has a significant and a positive effect on consumer buying behaviour	Accepted the hypotheses, because the outcome is supports the hypothesis, $P < 0.05$). Such as 0,000, regression and correlation value are 0.39 and 0. 722 respectively
H2, social media marketing has significant and a positive effect on consumer buying behaviour	Accepted the hypotheses, because the outcome is supports the hypothesis, $P < 0.05$). Such as 0,000, regression and correlation value are 0.45 and 0.709 respectively
H3, search engine optimization has significant and a positive effect on consumer buying behaviour	Accepted the hypotheses, because the outcome is supports the hypothesis, $P < 0.05$). Such as 0, 000. Regression and correlation value are 0.18 and 0.666 respectively
H4, E mail marketing has significant and a positive effect on consumer buying behaviour	Rejected the hypothesis, in case of the p- value is greater than 0.05 such as 0.402. Regression and correlation value are -0.024 And 0.439 respectively
H5,, influential marketing has significant and a positive effect on consumer buying behaviour	Accepted the hypotheses, because the outcome is supports the hypothesis, $P < 0.05$). Such as 0,000, regression and correlation value are 0.26 and 0.0.659 respectively

4.6 Discussion of the result

From the above data result and model implication the researcher discussed as the following.

Mobile marketing effect on consumer buying behaviour

Based on the researches result digital marketing has a significant effect on consumer buying behaviours .From the regression analysis result Mobile marketing has 0.39 effects on the dependant variable (consumer buying behaviour). **H1** the positive and significant effect of mobile marketing on consumer buying behaviour is accepted. The study result supported by (Khan and Iftikhar, 2017) there finding shows that mobile marketing has a positive effect on consumer buying behaviour. Nuseir and El Refae,(2021) study result suported the accpetd haypotesis.

Social meadia marketing effect on consumer buying behaviour

According to the descriptive analysis, correlation analysis and regression result the social marketing has strong relation with the dependent variable consumer buying behavior. As the regression coefficient result indicates 45% effect become on consumer buying behaviour by social media marketing. **H2**. The positive and significant effect of social media marketing on consumer buying behaviour is accepted. This hypothesis supported by Makudza et al., (2020) and also the study result argue among TADELE, (2019), Aziz & Abdulqadir (2023) study result and finding.

Search engine optimization effect on consumer buying behaviour

Based on the data analysis the search engine optimization has positive direct relation with the dependent variable which means 0,18 unit effect on consumer buying behaviour by SEO. Therefore for **H3**, the effect of the search engine optimization has positive and significant result on consumer buying behaviour is accepted. The finding of result supported by Nusairat et al., (2021) conducted search engine optimization effect in Jordanian tele-communication companies and other findings argued with the study result like Islam, (2021), and Ngumo, (2022)., Agede and Prasad, (2023).

Inferential marketing effect on consumer buying behaviour

Based on descriptive statistics result, correlation coefficient value, regression analysis result the inferential marketing has positive and significant effect on consumer buying behaviour. Therefore the positive and significant effect of inferential marketing on consumer buying behaviour hypothesis is accepted. Different scholars get similar results with the study like Kumar et al (2022) study result on telecommunications operators. The research result supported by (Zak and Hasprova, 2020).

Email marketing effect on consumer buying behaviour

According to the descriptive statistics result email marketing has close to moderate outcomes. However the regression result indicates email marketing has not significant effect on consumer buying behaviour, which, has greater than 0.05 P-value and -0.02 regression coefficient. Because of this reason the effect of positive and significant effect on consumer buying behaviour hypothesis is rejected.. Khan and Iftikhar, (2017) study result argue email marketing does not have significant positive effect. and also the result supported by (Desku and Sadrija, 2023).

CHAPTER FIVE

SUMMARY OF FINDING AND RECOMMENDATION

This chapter explains summary of the study finding, conclusion of the study, recommendation and future researcher implication of the study.

5.1 summary of major finding

From the result of analysis and data outcome, the following discussions, conclusions and recommendations were made. The analysis was based on the objectives of the study

The objective of this study is to examine the effect of digital marketing on the consumer buying behaviour. As such the researcher including in the studied different digital marketing plat forms these are mobile marketing, social media, search engine optimization, influencer marketing and Email marketing that effect on the consumer buying behaviour. The result of this study provides important information about the effect of digital marketing on the consumer buying behaviour and also leads us towards the most effective digital marketing practices,

As the study was conducted using the structured questionnaire it helps the researcher to understand the insight on factors that are affecting the buying behaviour. Based on the analysis of data, the followings are the summary of major findings of the study.

Descriptive statistical techniques were used to analyze the primary data collected through structured questionnaires from ethio telecom customers who used internet. Appropriate tests are also undertaken in order to check the validity and reliability of questionnaires.

- The study result shows that digital platform has significant effect on the dependent variable to understand from the descriptive statics, correlation coefficient and regression coefficient.
- The finding of this study shows that the correlation coefficients of the independent variables have positive and significance relationship with the consumer buying behaviour. However, e mail marketing has greater than 0.05 p-values on regression model. So, it has no significant effect on consumer buying behaviour.
- The coefficient of social media marketing has 0.45. it affects' the consumer behaviour by 45%
- The regression coefficient of mobile marketing is 0, 39 which mean the consumer buying behaviour affect by 0, 39 when the mobile marketing change one unit.

- The coefficient result of search engine optimization (SEO) is 0.18 which indicates the consumer buying behaviour affected by 0.18 when the SEO changes by one unit.
- The coefficient result of influential marketing is 0.26 which means the consumer buying behaviour is affected by 26% when the influential marketing changes a unit.
- The finding of the study shows that the digital marketing is significant and positive effect on the buying behaviour of the company consumers.
- For all over summary the digital marketing has important for the organizations to increase sell volume, increasing profit, and increasing brand acceptance and business sustainability.

5.2 conclusion

The main objective of this research was to investigate the effect of digital marketing channels (mobile marketing, social media marketing, search engine optimization, Email marketing and influential marketing) on consumer buying behaviour in Addis Abeba city in case of ethio telecom customer. In order to achieve the research objective non-probability (judgmental) sampling was used. 385 questionnaires were distributed and 372 usable samples that were obtained after excluding the incomplete questionnaire. The researcher used descriptive, correlation and regression analysis to get the result of the study.

According to the result the digital marketing channels (mobile marketing, social media marketing, search engine optimization and influential marketing) have positive significant effect on ethio telecom consumer buying behaviour. Among the five digital marketing channels which includes in this research, the social media marketing is the most influential independent variables on the consumer buying behaviour. However, Email marketing has not significant impact on the dependent variables which has least influential variable on the consumer buying behaviour.

5.3 Recommendation

From the finding of study, I recommend the following key points for better and great effect of the digital channels for ethio telecom.

- ❖ Ethio telecom should highly invest on digital marketing such as mobile marketing, social media marketing, search engine optimization and influential marketing. Because, digital marketing is most important at current time.
- ❖ Based on the study result, Ethio telecom focus on digital marketing as much as possible capacity.
- ❖ According to the research finding, the ethio telecom company implement different digital platforms for maximized the digital benefits

- ❖ The ethio telecom company should improve the product and serves description; build customer based content, attaché the loyal program when the company advertise though online channels for marketing purpose.
- ❖ In general ethio telecom should continue using resent marketing communication instrument to increase the customer purchase intention which leads to build strong relationship with customer.

5.5 Future implication

The future researchers conduct with additional variable that can affect the consumer buying behaviour. The next researcher may be conduct the digital channels based on customer level and may be include other models like structural model.

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5. How much time do you spend on social media daily?

Less than one hour 2-4 hour
1-2 hour more than 4 hour

6, Which factors affect your buying decisions firstly?

Quality brand
Price durability

Part 2 Digital marketing plate form question

To what extent you agree or For the below question please show agreement level by using (√)

5= strongly disagree, 4=Disagree 3= neutral, 2=Agree 1=strongly agree

	Mobile marketing (SMS, USSD, apps)
1	Ethio telecom mobile marketing is affecting your purchasing decisions.
2	Ethio telecom mobile marketing has informed you about new product or service
3	Mobile marketing plays an active role in building a relation between customer attitude and the organization
4	Mobile marketing is effective in helping to increase the brand awareness of the company.
5	More customers would trust this telecom brand when the company actively engages in mobile marketing.

	Social media marketing (face book, telegram ,what sap, instagram, etc)
1	I follow this telecom's social media marketing because the posted content and items are clear and important.
2	You believe that social marketing is important for a telecom company in today's digital era.
3	You believe that this telecom social media marketing can effectively change the brand of the company.
4	Ethio telecom social marketing has an important role in changing your attitude towards products or services.
	Search engine optimization (SEO) digital marketing
1	You would trust on ethio telecom brand when the organization actively practices on search engine optimization
2	Search engine optimization is important for ethio Telecom Company to batter relationship with customer
3	You believe that search engine optimization plays overall marketing success
4	Search engine optimization is affect the consumer purchasing decision
5	Using search engine could be important for get information about new product or service
	Influencer marketing
1	You think that influencer marketing has a significant effect on consumer behavior intention
2	You believe that there a relationship between influencer and ethio telecom brand they promote
3	You like a product or a service further after you see it promoted by influencer
4	Using influencer could be beneficial for the brand awareness of ethio telecom
	E mail marketing

1	E mail marketing has important role in changing your attitude to buy product
2	You fell that receiving frequent promotional E mail from a company affects your perception of that brand positively
3	You receiving promotional Email from a brand influence your purchasing decision
	Consumer buying behavior
1	Online shopping offers a convenient and efficient way for me to make purchases compared to traditional
2	Digital marketing platforms have directly influenced my purchasing decisions.
3	-I would shop online without any fear if there are strict cyber-laws to punish frauds and hackers.
4	I tend to compare prices and products on multiple websites before making an online purchase.

Reference , for dependent variable (Arshad et al., 2023)