

THE EFFECT OF DIGITAL MARKETING ON PURCHASE INTENTION; THE CASE  
OF YENE PAY FINANCIAL TECHNOLOGIES IN ETHIOPIA

Addis Ababa  
University  
(Since 1950)



A Thesis Submitted to the School of Commerce Department of Marketing  
Management, Addis Ababa University in Partial Fulfillment of the  
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## STATEMENT OF DECLARATION

I, Yewoinfre Fekadu, hereby declare that the thesis entitled "The Effect of digital marketing on purchase intention: The Case of Yene pay financial technologies" is the outcome of my own effort and that all sources of materials used for the study have been duly acknowledged. This study has not been submitted for any degree in this or any other university. It is offered for the partial fulfilment of the requirement for the Master of Arts degree in Marketing Management at Addis Ababa University school of commerce.

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## STATEMENT OF CERTIFICATION

This is to certify that Yewoinfre Fekadu has carried out her research work on the topic entitled "*The Effect of Digital Marketing on Purchase Intention: The Case of Yene pay Financial Technologies*". This thesis is her original work and is suitable for submission for the award of Master of arts Degree in Marketing Management.

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## List of Acronyms/Abbreviations

SE	Search engine
ODA	Online display Ad
SMM	Social media marketing
WE	Website
EM	E-mail marketing
PI	Purchase intention
SPSS	Statistical package for social science
ANOVA	Analysis of variance

## ABSTRACT

*Analyzing the impact of digital marketing on purchase intention in the context of Yene Pay financial technologies was the aim of this study. Purchase intention was employed as the dependent variable, and digital marketing strategies such search engine optimization, online display ads, social media marketing, websites, and email marketing were employed as the independent variables. Three hundred and eighty-four Yene pay financial technology clients made up the study's sample respondents. 358 of the 384 distributed questionnaires on a five-point Likert scale were found to be valuable for the study. A structured questionnaire was utilized to gather primary data from the 384 respondents. Explanatory research design was the method the researcher employed. Descriptive and inferential statistics, including frequencies, percentages, means, standard deviations, correlation, and multiple linear regression, were employed in the analysis of the gathered data using the SPSS software 21.0 version. The study's findings indicate that the company's current digital marketing strategy is assessed as good. Additionally, there is a positive correlation between the dependent variable of purchase intention and all five of the examined digital marketing aspects. Additionally, the purchase intentions of Yene pay financial technologies clients are positively and significantly impacted by three of the five independent variables: email marketing, social media marketing, and website. Email marketing was found to have the greatest impact on purchase intention, with social media and website marketing following closely behind. Based on this finding, the researcher suggests that the business assign the three criteria a priority according to how much of an impact they have on customers' intentions to make a purchase.*

**Key words:** *Yene pay financial technologies, purchase intention, digital marketing*

# CHAPTER ONE: INTRODUCTION

This chapter covers the study's introduction, including a summary of the study's background, problem statement, research questions and objectives, significance, study scope and limitations, definitions of important words, and study organization.

## 1.1 Background of the study

Digitization is unavoidable nowadays. Since everyone understands how to use social media and everything is available online, organizations must have an online presence. A digital marketing strategy helps a company better detect and address client needs (Lockett, 2018).

As a result of the Internet's explosive growth, the business environment for multinational corporations has changed dramatically. As a result, major participants in the digital economy including Amazon, Grab, Lazada, Facebook, and Google have grown exponentially (Kannan, 2017).

The term "digital marketing" was coined in the 1990s, following the advent of the search engine Archie, which created new strategic obstacles due to intense non-traditional competition. The advent of digital marketing has led to a paradigm change in global markets and an increase in the power of customer purchasing power. The use of new technologies has also intensified competitiveness among businesses (Korkpoe & Nyarku, 2013). The proliferation of digital technologies, including smartphones, smart products, the Internet of Things (IoT), and artificial intelligence (AI), has led to a boom in digital marketing and has influenced the revolution in consumer purchasing as well as the rethinking of future marketing strategies.

Digital marketing is a relatively new approach to online marketing that targets customers through a variety of communication channels, such as blogs, emails, social media, mobile apps, and search engine optimizers (SEOs). The goal is to engage customers more closely through various arrangements that provide advertising to them (García, Lizcano, Ramos, & Matos, 2019). According to Sawicki (2016), digital marketing is the study of the broad

digital technology landscape that has created a platform for connecting with a large number of potential customers. Digital marketing also encompasses product promotion using e-commerce platforms that respond instantly to an Internet connection.

The term "digital marketing" refers to the use of modern digital technology in conjunction with conventional marketing techniques to achieve marketing objectives. Businesses use this new marketing strategy in order to generate significant momentum for the simple transaction via cutting-edge smartphone applications that facilitate trading and turn the platform into a marketplace (Almaazmi et al., 2020).

According to Kotler and Keller (2012), a purchase intention is a sort of behavior utilized by customers who seek to purchase a product based on their desire, their experience using the product, and their desire for the product itself. Purchase intention refers to a customer's propensity to make a purchase under specific circumstances.

The purpose of this study was to closely examine how digital marketing affects purchase intentions. To find out if the company's digital marketing efforts had an impact on Yene Pay Financial Technologies clients, a study is being done on them.

## 1.2 Statement of the problem

To effectively engage with customers in the realm of online shopping, businesses had to replace their traditional marketing techniques with the concept of digital marketing, which brought about drastic changes in the marketing landscape. Businesses who want to increase online purchase intent and CRM would use digital marketing techniques, which emphasize using online platforms like social media, search engines, and other smart devices as a means of gathering data. The utilization of digital technologies in conjunction with conventional marketing communication methods to achieve marketing objectives is known as digital marketing. Because the Internet has evolved into a trading arena, businesses that use digital marketing are gaining momentum to maintain a simple and intelligent trading process (Leeflang, Verhoef, Dahlström & Freundt, 2014).

According to Lodhi and Shoaib (2017), digital marketing has the power to captivate a broad spectrum of customers, enable firms to effectively engage with them through online media from diverse backgrounds, and assist them throughout the purchasing process. Although senior management often compares digital marketing to traditional marketing, which has a positive, established track record of return on investment, investing in the digital marketing business requires a large budget (Teixeira, Barbosa, & Pinto, 2019). Through product testing and reviews, digital marketing offers a multi-stream stage where customers may take control of the purchasing process (Swieczak & Łukowski, 2016).

Because of the improved user experience provided by a humorous webpage background with educational text, pictures, and music, customers can now be reached from anywhere at any time, transcending the traditional channel (Gabriel & Kolapo, 2015). With comparison to traditional marketing, social media integration with digital engagement creates a new opportunity for cost-effective marketing. Nonetheless, in order to effectively engage with customers through ongoing feedback and build brand awareness, marketers must select the ideal mix of digital marketing to reach a large number of prospects (Tamrakar, Pyo, & Gruca, 2018).

Many cutting-edge business technologies have been implemented in response to the business changes brought about by the paradigm shift of digital marketing, which has resulted in significant changes and shifting in the global markets and increased incidence of customers' purchase intentions and power. Poyurak and Softic (2019)

Rehmani and Khan (2011) evaluated how digital marketing affected consumers' intentions to make a purchase. For hotel reservations, De Pelsmacker, Van Tilburg, and Holthof (2018) looked at an analogous study. Consumer attitudes have been found to have a mediating influence on the impact of social media on purchase intention (Lim, Radzol, Cheah, & Wong, 2017). Numerous researchers have examined the past of purchasing intention (Verhagen & Van Dolen, 2009; Kooli, Mansour & Utama, 2014). Digital marketing has also been mentioned in a number of review studies on purchase intention (Ezgi & Nasir, 2015). However, the impact of digital marketing on purchase intention has not been fully disclosed in the literature too far.

Furthermore, according to the researcher's understanding, Ethiopian consumers have not been adequately studied when it comes to the impact of digital marketing on purchase intention. The current study fills in a vacuum in the literature by examining the relationship between digital marketing and purchase intention.

Businesses need to know how digital marketing affects customers' purchasing intentions, which is why the researcher is doing this study. So, the senior management of Yene Pay Financial Technologies will greatly benefit from the study's findings.

In light of this, the current study is a modest attempt to identify the varied associations between the two crucial marketing factors, namely, purchase intention and digital marketing, among clients of Yene Pay financial technologies in Addis Ababa City.

### 1.3 Research questions

Following the study's completion, the following research questions are attempted to be addressed.

1. How does Search Engine Optimization (SEO) affect the intention to buy?
2. How do online display ads affect consumers' intentions to make a purchase?
3. How does social media marketing affect consumers' intentions to make a purchase?
4. How does a website affect a person's intention to buy?
5. How does email marketing affect consumers' intentions to make a purchase?

### 1.4 Research objectives

#### 1.4.1 General objective

The study's main objective is to examine how digital marketing affects consumers' intentions to buy Yene Pay financial innovations.

#### 1.4.2 Specific objectives

- 1) To investigate the effect of Search Engine Optimization on purchase intention.
- 2) To identify the effect of Online Display Ad on purchase intention.

- 3) To examine the effect of Social Media Marketing on purchase intention.
- 4) To identify the effect of website on purchase intention.
- 5) To examine the effect of E-mail Marketing on purchase intention.

### 1.5 Significance of the study

The research's conclusions will help business decision-makers use effective digital marketing strategies for their products, lead to the delivery of precise messages to the right customers at the right time through appropriate digital marketing channels, inspire other businesses to use these channels to achieve their goals, and provide basic information that will benefit current and future academics studying the impact of digital marketing on purchase intention.

Therefore, by understanding the causal relationship between digital marketing and purchase intention, firms will gain from this study. Stated differently, marketers will have the ability to ascertain how digital marketing influences customers' intentions to make purchases.

### 1.6 Scope of the study

**Geographic scope:** Because Addis Abeba residents have easy access to the internet, the study's investigation was restricted to looking into how digital marketing affects their desire to buy. Reasonable cost and time constraints also played a role in this decision.

**Theoretical scope:** The study's theoretical scope is restricted to five forms of digital marketing, with purchase intention serving as the dependent variable and search engine optimization, online display ads, social media marketing, website, and email marketing as the independent variables.

**Methodological scope:** The study's quantitative research approach is restricted to explanatory type. Descriptive and inferential statistics were used for data analysis after the data was gathered via a questionnaire.

## 1.7 Limitations of the study

The current study is restricted to Yene Pay Financial Transactions P.L.C. and, as it examined a single business, its findings cannot be broadly applied.

## 1.8 Definition of key terms

**Digital marketing:** As a type of direct marketing, digital marketing connects buyers and sellers electronically using interactive media like emails, websites, newsgroups, forums, interactive TV, mobile communications, and more (Kotler and Armstrong, 2009).

**Purchase intention:** Customers that wish to purchase a product based on their desire, usage experience, and desire for the product are said to be exhibiting purchase intention. As per Kotler and Keller (2012)

## 1.9 Organization of the study

Five chapters made up the structure of the study paper. The study's scope, significance, and limitations are all included in the first chapter, along with an introduction, a problem statement, research questions, and objectives. Terms are defined as well. A review of relevant theoretical and empirical literatures is provided in the second chapter. The study's research technique is presented in the third chapter. The analysis, interpretation, and presentation of data are covered in Chapter 4. Chapter 5, which concluded the study, included summary, suggestions, and future research directions.

## CHAPTER TWO: REVIEW OF RELATED LITERATURE

The study's literature review is presented in this chapter. It contains theoretical and empirical literatures that address the study's hypothesis, purchase intention, and digital marketing. It ends with the creation of a conceptual framework.

### 2.1 Theoretical Literature

#### 2.1.1 Concept of Digital Marketing

The idea of digital marketing was born out of the Internet and website rankings by search engines. In 1991, the first search engine was launched using the Gopher network protocol for query and search. Businesses began to improve their rating on Yahoo when the website launched in 1994. In 2001, when the Internet bubble burst, Google and Yahoo dominated the search optimization business. In 2006, the number of searches conducted online rose, and search engine optimization grew for big businesses like Google. In 2007, the use of mobile devices dramatically expanded internet usage while on the go, and social media became the more convenient way for individuals to communicate with one other globally. Businesses in the industrialized world are aware of the value of digital marketing. Businesses that wish to be successful will need to combine traditional methods with internet platforms to better cater to the requirements and desires of their clientele (Rohm and Hanna, 2011).

Marketing of goods and services by electronic means is known as online marketing, or digital marketing. It is creating the instruments that internet companies need to purchase and sell. This is the contemporary marketing approach that heavily utilizes technology. These days, it serves as a massive tool for consumers and marketers. (Meng, 2009).

In the field of marketing, e-marketing is a recent and developing tool. It is finished by audio, video, 3D, etc., and is effectively used by the majority of businesses globally. Its reach is spreading around the globe. (Agarwal & Hooda, 2012)

### 2.1.2 Importance of Digital Marketing

**Cost-efficient:** With online marketing, you can quickly build an efficient digital marketing strategy within your budget, as it offers a low-cost technique compared to other advertising tools like radio, TV, and more. Reaching a large audience at a lesser cost than traditional marketing methods is possible with a well-planned and managed digital marketing organization. in order to save expenses and boost revenue. According to Thompson (2005), e-marketing can reach a wide range of consumers, and emerging technologies have the potential to save costs and boost profits. Daily events are carried out through e-commerce, which saves time and costs money for both customers and sellers. Using internet firms, all departments can communicate with clients at the same time while handling a variety of business divisions and departments on a single platform. E-marketers bear the least expense when compared to traditional marketing methods of the past. This allows you to purchase goods and services from other nations and have them delivered to your home. (Gangeshwer (2013).

**Better exposure:** Reach a large number of prospects with a minimal investment by switching to an internet marketing strategy. Wherever your clients are searching, be present. With digital marketing, long-term results will become apparent. The worldwide economy has expanded favorably as a result of e-marketing and e-selling, and foreign exchange and money floating have also significantly raised economic levels. (Gangeshwer, 2013)

**Save Time:** Online marketing quickly produces results in real time. We all value our time, so why squander even a nanosecond of it? You can check information about your website's traffic, conversion rate, peak transaction time, number of new subscribers in a given day, and more with digital marketing. In the twenty-first century, people have less free time and more planned work to complete. Consequently, digital marketing is a huge benefit for individuals who are busy, and it makes them feel more at ease. It lowers their other expenses and travel costs. Customers can stay informed and receive their products safely and on schedule with the help of this web marketing. The way that customers behave has an impact on businessmen as well. Their methods and perspectives on e-marketing and other websites' perspectives on digital marketing also shift. Throughout the study, we look

at e-marketing from four angles: email marketing, web marketing, e-marketing, and internet marketing. (Aleem, Ali, Tahir, Saeed, and Ejaz, 2015)

**Social currency:** With digital marketing, you can create compelling campaigns across several media platforms. These transactions have the potential to become widely shared on social media platforms, spreading from one client to another and accumulating social capital. We are aware of the increasing importance of social media for digital marketing objectives. Social media platforms like YouTube, Blogger, Facebook, Twitter, LinkedIn, and others that tell your customers about new products. E-marketing helps you spread information throughout the world. These days, web design for businesses has become almost required. Ross (2016)

**Brand Building:** Every business aims to promote its brand, and digital marketing helps you do so by promoting it across a variety of channels. The more viral your brand becomes, the more respect it will receive from both search engines and consumers. Companies such as Walmart handle their internet customers and consumers quite well, responding to their feedback promptly and implementing extensive marketing campaigns for both traditional and online shoppers. This is the reason for the sudden and sharp increase in their sales activity. Chen, Fay, and Wang (2011).

**Competitive advantage:** Businesses can use Internet platforms to gain a competitive edge in a number of ways. A company uses social media as its primary instrument to create an information channel in order to fully utilize internet marketing. By doing this, a company builds a system that allows them to identify client behavior trends and provide feedback on their needs. Research indicates that consumers who have a longer-standing relationship with the brand and those who use social media quite frequently are more affected by this type of content. In contrast, creating a social media profile will improve the quality of the relationships that are formed between potential and current clients and provide consistent brand validation. Thus, raising brand awareness could lead to a potential rise in customer interest in the Brand Awareness triangle. The dynamic nature of the marketing environment on the internet leads to businesses considering their content based on comments received on this channel, even though there may be inconsistent product images. An effective social media presence necessitates consistency in communication through the creation of a two-

way feed of information. When used effectively, digital marketing can lead to relatively cheaper costs when compared to traditional marketing methods. These expenses can include lower prices for processing, advertising, promotion, external services, interface design, and control. (Ibrahim M. Rihan, 2019)

**Easy to Access:** Engaging consumers with digital marketing and giving them the opportunity to communicate with the company through digital media distribution and service is an essential goal. Digital interactions facilitate rapid and easy access to information. Internet-connected users have access to a wide range of digital platforms, including Facebook, YouTube, forums, email, and more. Digital communications enable the creation of a multi-communication network in which anyone, wherever in the globe, may send information fast and anonymously. Due to the lack of in-person interactions and the widespread dissemination of content in place of targeted audience selection, social discrimination is nonexistent on social media platforms. Because of its interactive character, customers can start conversations in which the intended audience can learn more about the business and ask questions—a feature that traditional forms of marketing might not be able to provide (Ibrahim M. Rihan, 2019).

### 2.1.3 Types of Digital Marketing

Although there are many other kinds of digital marketing, we will concentrate on some of the more popular techniques because they all fit into one of eleven classes according to Nail Patel Back's theory.

#### 2.1.3.1 Search Engine Optimization (SEO)

Typically, people look for data or knowledge about unknown topics on search engines' initial page. Users do not evaluate the other result pages after reviewing the first five. For this reason, in order to promote a web page more effectively, it must be moved to the top lists of search engines. Web site designers must employ search engine optimization to achieve this. Since a few key optimization guidelines can be used to propel a website to the top of a search engine's results page. To present the associated business, services, or products in a better light, it is imperative to have an efficient, well-organized, and attractive web page. However, it is also far too necessary for users to use a search engine to quickly

locate the relevant website. Furthermore, eighty percent of Internet users regularly use search engines to find products (interactive advertisements). (Internet3, 2010)

Strategic use of websites is applied to a business's marketing strategy. Search Engine Optimization (SEO) is an additional layer of sophisticated strategy that marketers employ to increase a website's presence across search engines. "The process of increasing the possibility that a website will be listed in the results of an online search and that it will be placed prominently in the search outcomes" is how Wien Claw (2017) defines SEO. In a nutshell, search engine optimization (SEO) is the process of getting a website to show up in search engine results pages for specific product keywords. A website can rise to the top of search results for a variety of reasons. The best method for considering a large number of consumers is related to search engine optimization. Because keywords that are relevant to the website and can be utilized for search engine optimization are the foundation of search engine optimization. A website must meet certain technical requirements in order to be optimized for search engines. (Sezgin, 2008)

#### 2.1.3.2 Online display Ad

Vege and Grigore (2009) provided an explanation of online advertising, which Patrutiu Baltes (2016) cited. Online advertising is defined as advertising that is displayed on the internet and has similar ideas to traditional advertising, but it also executes interactive methods and communication with a target audience that is specific to the digital environment. According to the literature, an online advertising banner is the device that is most frequently employed in online advertising. Patrutiu Baltes (2016) proposed that online banners are useful in a range of electronic podiums, in contrast to traditional advertising. These platforms include of social media, blogs, websites, and emails.

Despite people's deliberate efforts to avoid viewing display advertisements, Dreze and Hussherr (2003) found that these commercials nevertheless positively impact advertising recall and brand awareness. Cho & Cheon (2004) identified the main factor of display ad fleeing as perceived goal obstacle, or the conviction that the advertisement has no bearing on the aim in question. Danaher and Mullarkey's (2003) findings, which show that banner ads have a greater effect on those who are browsing than on people who are engaging in goal-oriented activities, corroborated this theory.

### 2.1.3.3 Social Media Marketing

Social media is becoming increasingly important in many facets of our life. The fact that SM helps users in so many different fields, including business, marketing, advertising, and education, is what makes it so intriguing (Hennig-Thurau et al., 2010). From a business perspective, companies and consumers can interact directly through social media and locate the goods and services they need (Parson, 2013).

Managing a brand's reputation on various social media platforms, such as Facebook, Pinterest, LinkedIn, Twitter, and many more, is the key. Over the past few years, this kind has grown significantly in popularity, maturity, and complexity. (KVR Webtech, 2015)

One powerful marketing tool is social media marketing. Through social networking, people can communicate with one another in an online community. Through online information posts and messaging, the social media platform facilitates marketing between individuals or businesses. Zimmer (2017)

Social media is defined as "a group of Internet-based applications based on the ideological and technological ground of Web 2.0 and that enable formation and exchange of user-generated contents," according to Wienclaw (2017), citing Kaplan & Haenlien's (2010) definition. In their work, Piñeiro-Otero & Martínez-Rolán (2016) made the argument that social media is a fantastic tool for fostering member involvement through lively exchanges. By establishing a parallel relationship between social media and word-of-mouth marketing, Gaikwad & Kate (2016) investigated the function of social media in marketing.

According to Fleishman-Hillard, Patrutiu Baltes (2016) referenced a Bafton (2012) recollection that 79% of consumers follow or like their businesses on social media. Patrutiu Baltes (2016) identified Facebook, Instagram, LinkedIn, YouTube, Pinterest, and Twitter as popular and regularly used social media platforms. According to Slade (2016), companies stand to gain from setting aside money for social media marketing and utilizing the best social media services available.

Social media has changed from being a simple way for users to keep in contact with friends and family. It now serves as a forum for customers to find out more about the products and services that their favorite businesses offer. Retailers and marketers are using these

websites as an extra means of connecting with customers and offering them a fresh shopping experience. "Marketers' ability to reach customers through new touch points has been stretched by technology-related changes such as the emergence of powerful search engines, cutting-edge mobile devices & interfaces, peer-to-peer communication channels, & online social medias" (Shankar et al. 2011).

#### 2.1.3.4 Website

The definition of a website is "a collection of functional features and interfaces that work together to provide users with high levels of usability, performance, and beauty, as well as to meet their needs in a cutthroat market for information services and online and offline sales." According to Lee and Koubek (2010),

Website design becomes an important component of success, especially for e-commerce. The primary means of communication between companies and customers is through websites. Furthermore, Kim, Shaw, and Schneider (2003) state that a company's website has emerged as a critical criterion for evaluation.

Multiple qualities can be found on a website (M. Zhao and R.R. Dholakia, 2009). A website's attributes are its characteristics or qualities. Consumers view every website as a collection of features with varying capacity to meet their requirements. Features may focus on technology or users. User-oriented features are the qualitative experiences of users in relation to a site's structural aspects, such as demonstrability and navigability, whereas technology-oriented features are the structural characteristics of a site, such as linking multimedia modes. (Huang, M. H., 2003)

Task, performance, and development are the foundations of good website designs. However, study into the creation and use of commercial websites is still in its infancy, much like Web-based business concepts.

#### 2.1.3.5 E-mail Marketing

Email marketing is a digital marketing technique that involves sending commercial information or adverts via email. This is an engagement tool meant to draw in new clients and cultivate a devoted following of current ones.

Since the creation of the Web, email and the Internet have gone hand in hand. Although the first email was sent two years later (1971), the Internet was founded in 1969 (then known as Arpanet). Several fundamental elements of modern email correspondence were included in this inaugural message, including the usage of "@" in the user's name and the fields labeled "To," "Subject," and "Message." Email has proven to be one of the Web networks most adaptable to change in an unstable environment, both in terms of content and in terms of reach and penetration. Email marketing thus becomes one of the key components of a digital strategy. Email is currently the most popular Internet service, surpassing social media. There were around 4.353 million email accounts worldwide in 2015, and 205 billion emails were sent from them (The Radicati Group, 2015). Both spam and legitimate emails make up this volume of traffic. Messages sent through mass mailing that we do not want or want, or that have an unknown origin, are referred to as "spam." Even while spam can be sent via other platforms and gadgets, like SMS on mobile phones, email is the most important medium for this kind of communication.

#### 2.1.4 Purchase Intention

Intention to purchase is now essential to the expansion of internet marketing and sales. According to Mirabi, Akbariyeh, and Tahmasebifard (2015), consumers' purchasing intentions are thought to be a complicated process that are regularly connected to their behavior, perception, and attitude. The influence of perceived value, quality, and price comparison alters purchase intention (Mirabi et al., 2015). Customers typically view low-cost, poorly packaged products with unknown brands as unreliable and high-risk purchases (Mirabi et al., 2015). Additionally, during the purchasing process, buyers are influenced by both internal and external motivations (the information on the website and the shopping experience) (Athapaththu & Kulathunga, 2018).

While an appealing website, online services, and website style can influence a better buy intention by influencing the goal and incentive of the customer to visit the website for product search and purchase. Before completing a purchase appraisal of the product based on experience, current knowledge, interest, preference, persuasiveness, and consumer purchasing influence, Athapaththu and Kulathunga (2018) discovered different stages of purchase intention. Additionally highlighted by Vahdati and Mousavi Nejad (2016) is the

fact that looking up information online makes a purchase of goods and services more enjoyable and satisfying. However, this results in recurring business transactions, recurring usage of the digital platform, and favorable referrals and evaluations of the promoted product (Hausman & Siekpe, 2009). According to Dehghani & Tumer's (2015) research on digital marketing, branding increases purchase intention. As time goes on, the pattern shifts, with shoppers now consulting internet product reviews before making the best choices.

## 2.2 Empirical literature

The Associated Chambers of Commerce and Industry conducted a study in India in 2013 to examine the impact of advertising on customers' purchase intentions. They found that the use of cosmetic products had increased significantly as a result of advertising. They also found that men spent, on average, more money on cosmetics than did women, and they connected this discrepancy to the heightened prominence of the product.

Ghulan, Javana, Burham, and Ahmed (2012) studied the impact of advertising on the intentions of Pakistani consumers to make purchases. They examined the relationship between consumer intentions to buy and the environment. They found a moderate correlation between the independent variables and the dependent variable. The result showed that consumers buy brands with which they identify emotionally.

Nawazish and Ahmed (2015) studied how advertisements affected the intention of consumers to make purchases. After watching actual commercials, they persuaded consumers' purchasing intentions and investigated the production of emotional responses. They found that the environmental reaction and sensory-stimulated activities portrayed in the advertisement had an effect on and may even alter consumers' purchasing intentions. They found that emotional and environmental responses have a big impact on customers' intentions to buy.

The uses and gratification theory (UGT) developed by Katz and Blumer in 1974 serves as the cornerstone of the research's theoretical framework. Although this theory was mainly applied to traditional media, it is currently being utilized to study consumer behavior in light of the emergence of Internet-based social media and 26 communication channels

(emails, blogs, Facebook, Twitter, Instagram, etc.). According to this hypothesis, consumers select media in an open, self-aware manner based on their personal goals in an attempt to satiate their cravings and have fun. If the media is sufficient to meet the needs and objectives of the user, it will be chosen for frequent use.

Dahl (2014) was cited by Areeba Toor, Mudessir Husnain, and Talh aHussain (2017, p. 171). The UGT is an excellent fit for this study, which aims to comprehend how internet marketing influences customers' tendency to make purchases, because of its many and successful demands.

Research on the effect of Bournvita commercials on consumers' purchase intentions in Nigeria was done by Ayanwale et al. in 2005. They found that advertising has a big impact on consumers' interest in Bounvita food and drink.

Adelaar et al. conducted a study in 2003 on Asian customers' intentions to buy compact CDs online. He found that the desire of customers to make impulsive purchases precedes their actual behavior.

A study on the effect of advertising on consumers' intents to purchase was carried out by Kumar (2011), specifically focusing on Nestle Limited in India. He discovered that consumer purchasing decisions are influenced by sales promotion, advertising, and the company's reputation. Additionally, he discovered that consumers' decisions to buy things are influenced by both product quality and price.

In 1972, Taylor and Weiserbs conducted research on the relationship between advertising expenditures and total American consumption. They discovered that there is a real-time, non-unidirectional relationship between advertising and consumption. Advertising and consumption appear to have a mutually reinforcing effect, they concluded.

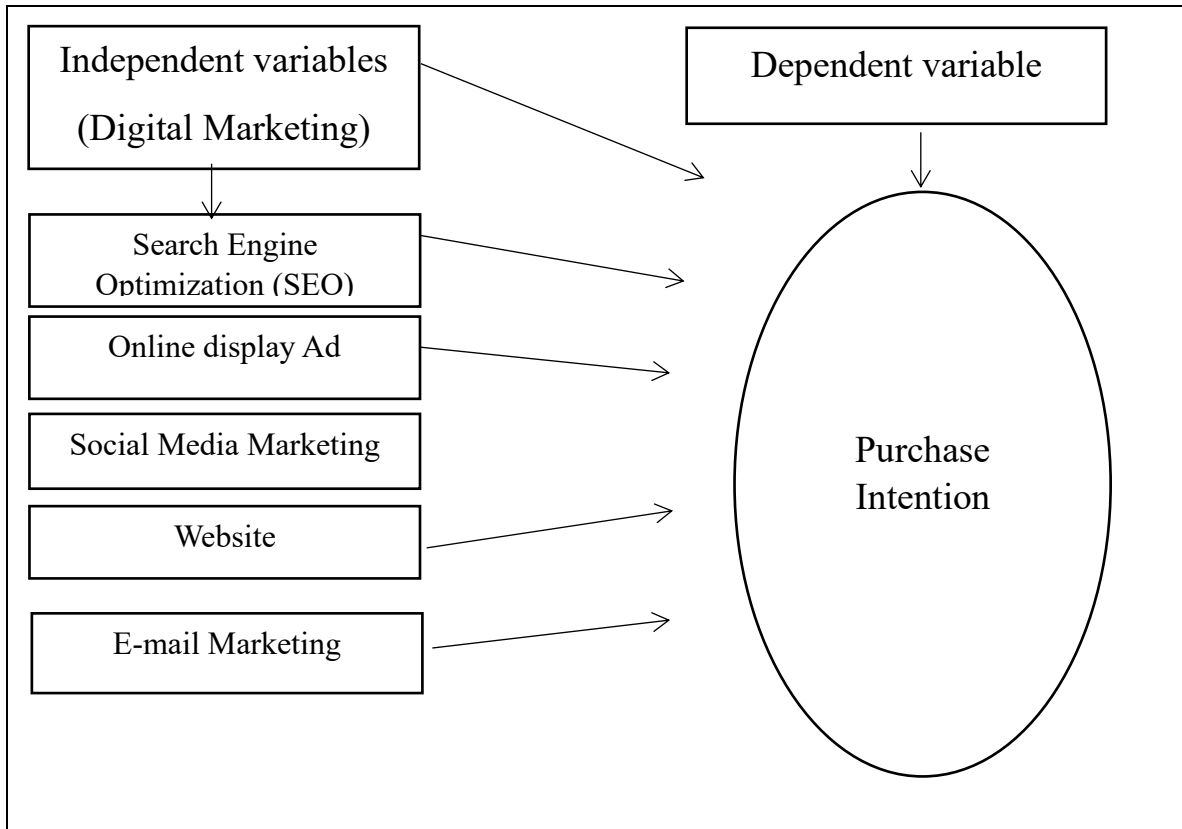
In 2009, Sharma & Sharma carried out research on how advertising affects Indian consumers' intentions. They used the fixed effect model of panel data analysis to examine 134 companies. They found that in addition to advertising, an organization's transactions are impacted by its reputation, brand equity, and brand equity.

### 2.3 Research gap

Numerous research on purchase intention and digital marketing have been conducted in developing nations like South Africa and most developed nations like the United States, Europe, and Asia, but not in Ethiopia. However, it is currently evident that Ethiopia is among the economies in the world that is expanding the fastest. As a result, the usage of digital marketing concepts is required for businesses to perform better and remain relevant in the highly competitive business environment. There isn't much research done in Ethiopia on the impact of digital marketing on purchase intention, despite the fact that several studies have been done in this area. Thus, this study aims to close this gap by investigating how digital marketing influences customers' purchase intentions for Yene pay financial technology.

## 2.4 Conceptual framework

Based on the literature review, the researcher summarizes the dependent variable and the independent variables in the conceptual framework below:



Source: - Kotler (2011) as cited by Hawi T, (2019) and modified by the researcher

Figure 2.1: Conceptual framework

Grounded on the above reviewed theoretical and empirical literatures, the following five hypotheses are developed for the study

**H1:** Search engine optimization has positive and significant effect on purchase intention

**H2:** Online display Ad has positive and significant effect on purchase intention

**H3:** Social media marketing has positive and significant effect on purchase intention

**H4:** Website has positive and significant effect on purchase intention

**H5:** E-mail marketing has positive and significant effect on purchase intention

## CHAPTER THREE: RESEARCH METHODOLOGY

The general research method is presented in this chapter. It comprises a succinct explanation of the research design, approach, population under study, sampling techniques, sample size estimation, data type and source, data collection method, data analysis method, and ethical considerations.

### 3.1 Research Approach

Research can be conducted primarily using two approaches: qualitative and quantitative. Qualitative research is associated with theoretical data analysis, although it does not focus more on sample and data quantity. Rather, the quantitative method places greater emphasis on sample variables and how they relate to the purchase intention as a whole. Because the study incorporates testing hypotheses, correlation and regression analysis, and other quantitative procedures employing inferential statistics, the researcher employed a quantitative research strategy.

### 3.2 Research Design

A research design is the setup of parameters for data collection and analysis with the goal of syncing relevance to the study goal with procedural economy. The blueprint for data collection, measurement, and analysis is included in the research design, which is actually the conceptual framework in which the study is carried out. In order to accomplish this, the researcher chose to employ the explanatory research design, which collects raw data and creates data structures that specify the current characteristics of a target population or market structure using a set of scientific procedures and processes. Furthermore, explanatory research investigations control the frequency of an event or its relationship to another event (Kothari, 2004).

### 3.3 Target population

The study's target population were the Addis Ababa city's Yene Pay financial technology clients.

### 3.4 Sampling technique and sample size

#### 3.4.1 Sampling technique

It is challenging to use probability sampling to gather data for this study in order to readily reach the targeted sample population. For the study, the convenience sampling technique was used. Due to the dynamic and ever-changing nature of internet and social media users in Addis Ababa, the total population for this study is unclear. since the study is being conducted in Addis Ababa.

#### 3.4.2 Sample size

Since there is no information available about Yene Pay Financial Technologies active users and the number of consumers is unknown, Kothari's estimation approach was used to determine the sample size (2004). This is used to calculate the sample size and is shown below.

$$n = \frac{z^2 \times p \times q}{e^2}$$

Where,

n= size of sample

z= standard variation at the given confidence interval

p= percentage of success

q= Percentage of failure

e= sampling errors

As a result, an estimate of the likely success percentage must be taken into account based on the aforementioned calculation (Kothari, 2004). As a result, 50%, the most common success percentage (p), and a 95% confidence interval (z) with a 5% sampling error (e) were chosen. Thus, 384 people made up the study's sample size.

$$n = \frac{1.96^2 \times 0.5(1 - 0.5)}{0.5^2} = 384$$

Based on the computation above, 384 people made up the study's sample.

### 3.5 Data type and source

When acquiring data, there are two categories of sources to consider: primary and secondary. Primary data is all the information gained throughout the course of the study that may be directly linked to its goal, including information obtained from third parties and information personally obtained. Conversely, secondary data is pertinent information that has been acquired for a different goal but from which a conclusion is required for the goal. In order to gather quantitative data for this study, which aims to evaluate the impact of digital marketing on purchase intention, the researcher exclusively chose and employed primary sources.

### 3.6 Data collection tools

Target respondents were asked to complete a standardized questionnaire in order to obtain the primary data. A number of relevant literatures were reviewed before structured questionnaires were created.

The survey was divided into two sections. The respondents' demographic profile is shown in the first section. The purpose of the questionnaire's second component was to give the researcher access to data on purchase intention and digital marketing. In order for all of the questionnaires in section 2 to be included, the respondents had to indicate how they felt using a five-point Likert scale that was weighted as follows: 1 = strongly disagree, that is, strongly disagree with the case that has been presented, 2=disagree, meaning you're not happy with the example given, 3=neutral, meaning it depends on the circumstances, 5 = highly agree, i.e., strongly support the situation given; 4 = agree, i.e., feel okay about the case described.

## 3.7 Validity and Reliability

### 3.7.1 Validity

Validity establishes if the measuring tools actually capture what the researchers intended to capture or the integrity of the study findings. We take into account the theory and measuring tools in order to assess the validity of the results (Cresswell 2003). The questionnaires for this study were created based on a review of relevant literature to ensure validity.

### 3.7.2 Reliability

Measurement consistency, or more simply, how consistently an instrument measures the same thing under the same conditions with the same subjects, is what reliability assesses. Consistency is at the core of reliability (John Adams, 2007). That is, we can state that our measuring device is dependable if we measure something a number of times and the results are consistent. If a measuring device yields consistent results, we can consider it dependable (Kothari, 2004). In order to ensure the study's reliability, the variables were established correctly, and respondents were given a series of questions to answer in order to gauge how respondents' intentions to purchase Yene Pay financial technologies were affected by digital marketing. The internal consistency of the variables in the research instrument was measured for this study using Cronbach's alpha.

## 3.8 Method of data analysis

Regression analysis and correlation analysis are two statistical techniques used in data analysis for this investigation. A dependent variable measuring customers' purchase intentions and several independent factors indicating digital marketing were used in the multiple linear regression analysis. Additionally, correlation analysis was employed to gauge how strongly the dependent and independent variables were related. The study examined descriptive statistics methods such as mean, standard deviation, and percentages. The researcher used SPSS to analyze the quantitative data.

## **Regression Model Specification**

For this study, multiple linear regression model was used

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + U_i$$

Where:  $Y_i$  = Purchase Intention

$\beta_0$  = Constant term

$\beta_1, \beta_2$  and  $\beta_3$  = Beta coefficients

$X_1$  = Search engine optimization (SEO)

$X_2$  = Online display Ad

$X_3$  = Social media marketing

$X_4$  = Website

$X_5$  = E-mail marketing

$U_i$  = Error term

### 3.9 Ethical Consideration

The respondents who filled out the questionnaire were informed about the aim of the data collection, analysis, and the commitment to protect the confidentiality of their responses. The researcher received the company's consent for the study. The voluntary nature of participation was made apparent in the questionnaire. Because the research is solely academic in nature, no private information or firm trade secrets will be disclosed or used by the researcher for any other reason.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In order to address the research's goal, the data gathered from respondents was presented, examined, and interpreted in this chapter.

#### 4.1 Response Rate

A 93.2 percent response rate was obtained from the 384 questionnaires that were distributed overall, of which 358 were correctly completed and returned. Thus, 358 questionnaires were used for the data analysis. The high response rate can be attributed to the fact that the researcher personally distributed and quickly collected the questionnaires.

#### 4.2 Descriptive analysis of respondent's profile

The demographic variables employed in this study gender, age, and educational attainment are described in this section.

##### 4.2.1 Gender of respondents

Table 4.1 Gender of respondents

Gender of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	253	70.7	70.7	70.7
	Female	105	29.3	29.3	100.0
	Total	358	100.0	100.0	

Source: survey result, 2024

According to table 4.1 above, there were 70.7% of male respondents and 29.3% of female respondents. Table 4.1 indicates that men made up the majority of the study's respondents.

##### 4.2.2 Age of respondents

Table 4.2 Age of respondents

Age of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	132	36.9	36.9	36.9
	31-40	182	50.8	50.8	87.7
	41-50	44	12.3	12.3	100.0
	Total	358	100.0	100.0	

Source: survey result, 2024

The age of the respondent is displayed in Table 4.2 above. According to the table, the age group of 20–30 years old accounted for 36.9% of the sample, with the 31–40 year old age group making up the majority (50.8%). In contrast, 12.3% of the remaining respondents were older than 41. We can infer from the preceding table that the age range of the target audience is primarily between 31 and 40.

#### 4.2.3 Educational level of respondents

Table 4.3 Educational level of respondents

Educational level of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	9	2.5	2.5	2.5
	Diploma	40	11.2	11.2	13.7
	BA/BSC	232	64.8	64.8	78.5
	MBA/MSc	74	20.7	20.7	99.2
	PHD	3	.8	.8	100.0
	Total	358	100.0	100.0	

Source: survey result, 2024

Table 4.3 above displays the respondents' educational attainment. The respondents' educational backgrounds included bearers of a bachelor's degree (64.8%), a master's degree (20.7%), a diploma (11.2%), a certificate (2.5%), and a doctorate (0.8%). The majority of respondents had educational levels above the first-degree level, according to table 4.3 above.

### 4.3 Reliability Analysis

According to Cooper and Schindler (2006), a measurement's reliability is correlated with its accuracy, precision, and consistency. In order to ensure that the data collected is accurate, the method of collection is uncompromised, and the instrument is consistent for each responder, the reliability of the questionnaire was assessed. It is imperative that the study's findings be trustworthy in order to guarantee their applicability in the business world or in academia.

How well a questionnaire measures what it is supposed to assess, according to Sekaran (2003), is a key indicator of its reliability. An internal consistency test for multi-item measuring scales is the Cronbach Alpha Coefficient. Near achieved improved internal consistency, the Cronbach Alpha Coefficient value should ideally be more than 0.7 (John and Creswell, 2007). This is because the closer the coefficient value is near 1.

A coefficient, or a number between 0 and 1, called Cronbach's alpha is used to assess how consistent the measurement's items are internally. Known as an internal consistency measure of test score reliability, Cronbach's alpha tends to rise as intercorrelations between the items do. It is often accepted that Cronbach's alpha indirectly indicates the extent to which a set of test items assesses a single construct since intercorrelations between test items are maximum when all items measure the same construct (George and Mallery 2003). Here are some general guidelines provided by George and Mallery (2003):

a Cronbach alpha value which is

- ✓ > 0.9 is Excellent,
- ✓ 0.8-0.9 is Good,
- ✓ 0.7-0.8 is Acceptable,
- ✓ 0.6-0.7 is Questionable,
- ✓ 0.5-0.6 is Poor, and
- ✓ < 0.5 is Unacceptable.

The following table 4.4 displays the results of the questionnaire's reliability test. The test result falls in the range of 0.727 to 0.806. The results for the items are therefore acceptable and dependable according to the reliability test. Cronbach Alpha as a whole is 0.911.

Table 4.4: Result of reliability test of research items

Variable	Number of items	Cronbach's alpha value	Internal consistency
Search Engine	2	0.801	Good
Online Display Ad	6	0.727	Acceptable
Social Media Marketing	5	0.792	Acceptable
Website	6	0.779	Acceptable
E-Mail	3	0.745	Acceptable
Purchase Intention	5	0.806	Good
Overall	27	0.911	Excellent

Source: survey result, 2024

#### 4.4. Descriptive Statistics

##### 4.4.1 Digital Marketing

The respondents' results were computed using descriptive statistics (mean and standard deviations, or SD), and the analysis was conducted by comparing the mean scores and SD amongst respondents. Descriptive statistics are used to evaluate client purchase intentions in Yene Pay financial technologies and digital marketing practices using means and standard deviation values. The mean and standard deviation (SD) of the descriptive analysis of the variables is used to indicate the respondents' degree of agreement or disagreement.

An identical five-point Likert scale, ranging from 1 = Strongly disagree to 5 = Strongly agree, was used to gauge the respondents' responses. However, in order to facilitate an easy and obvious reading of the mean and standard deviation results, the scales are reassigned as follows. The intervals for breaking the range in measuring each variable with a five-point scale are computed as follows, per Best, (1977), as referenced by Gebeyehu, J. (2014):

Respondents level of agreement = $\frac{\text{Maximum} - \text{Minimum}}{5 - 1} = 0.8$	
5	5

Hence, the range of the score indicates:

Table 4.5: Respondents range of agreement level

1.00 – 1.80	Strongly disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly agree

Source: Best, (1977) cited by Gebeyehu, (2014)

**4.4.1.1 Search Engine**

Two distinct items are combined into one and utilized as the search engine variable's measurement under this variable. The descriptive statistics for each of the two distinct statements under the search engine variable are displayed in the following table.

Table 4.6: Descriptive statistics of search engine

	N	Mean	Std. Deviation
I am extremely skilled at using Internet search engines	358	3.82	1.031
I got the required information from the very first keyword search	358	3.65	1.037
Valid N (listwise)	358		

Source: survey result, 2024

The above table 4.6 clearly shows that from the two individual items of search engine “I am extremely skilled at using Internet search engines” scored the highest mean of 3.82

with SD 1.031 and “I got the required information from the very first keyword search” scored a mean of 3.65 with SD 1.037. based on the constructed itemized range of scale, respondents have agreed on both items of search engine with a mean value that ranges between 3.82-3.65. Based on this mean result it can be concluded that the customers of Yene pay financial technologies are familiar with using search engines. The low SD indicates that the mean represents the rate given by the majority of the respondents.

#### 4.4.1.2 Online Display Ad’s

The following table displays the descriptive statistics of each of the six individual statements under the online display ad variable. There are six separate items under the online display ad variable that are computed as one and utilized as a measurement of the online display ad variable.

Table 4.7: Descriptive statistics of online display ad

	N	Mean	Std. Deviation
I think Yene pay Online Ad is funny and Emotional	358	3.85	1.013
I share contents from Yene pay online display ad (photo, videos.)	358	3.72	.942
I feel close to the brand through online display ad	358	3.70	1.085
I think Yene pay is active in digital media than other competitive brands	358	3.70	.930
I feel Yene pay actively updated their online display ad	358	3.67	1.127
I can easily identify Yene pay online Display Ad	358	3.58	1.068
Valid N (listwise)	358		

Source: survey result, 2024

The above table 4.7 clearly shows that from the six individual items of online display ad “I think Yene pay Online Ad is funny and Emotional” scored the highest mean of 3.85 with SD 1.013 followed by “I share contents from Yene pay online display ad (photo, videos.)” scored a mean of 3.72 with SD .942, “I feel close to the brand through online display ad” scored a mean of 3.70 with SD 1.085, “I think Yene pay is active in digital media than other competitive brands” scored a mean of 3.70 with SD .930, “I feel Yene pay actively updated their online display ad” scored a mean of 3.67 with SD 1.127 and lastly “I can easily identify Yene pay online Display Ad” scored a mean of 3.58 with SD 1.068. based on the constructed itemized range of scale, respondents have agreed on all of the six items of online display ad with a mean value that ranges between 3.85-3.58. Based on this mean result it can be concluded that the current online display advertising practice of Yene pay financial technologies is perceived as good by customers of the company. The low SD indicates that the mean represents the rate given by the majority of the respondents.

#### 4.4.1.3 Social Media Marketing

Five distinct components are combined into one and used as a measurement for the social media marketing variable under this heading. The descriptive statistics for each of the five assertions that make up the social media marketing variable are displayed in the following table.

Table 4.8: Descriptive statistics of social media marketing

	N	Mean	Std. Deviation
Yene pay Social Media page keeps me update on the brand campaign activity	358	3.55	1.146
Information sharing is possible on social media of Yene pay page	358	3.51	1.149
I recommend Yene pay social media page to others	358	3.45	1.228

I am able to recognize Yene pay brand from other competitive brands	358	3.43	1.159
I follow social media of Yene pay, Because the visual and videos posted are in great quality	358	3.10	1.338
Valid N (listwise)	358		

Source: survey result, 2024

The above table 4.8 clearly shows that from the five individual items of social media marketing “Yene pay Social Media page keeps me update on the brand campaign activity” scored the highest mean of 3.55 with SD 1.146 followed by “Information sharing is possible on social media of Yene pay page” scored a mean of 3.51 with SD 1.149, “I recommend Yene pay social media page to others” scored a mean of 3.45 with SD 1.228, “I am able to recognize Yene pay brand from other competitive brands” scored a mean of 3.43 with SD 1.159 and lastly “I follow social media of Yene pay, Because the visual and videos posted are in great quality” scored a mean of 3.10 with SD 1.338. based on the constructed itemized range of scale, respondents have agreed on four of the five items of social media marketing with a mean value that ranges between 3.55-3.10. Based on this mean result it can be concluded that customers of Yene pay financial transaction perceive the social media marketing practice of the company as good. The low SD indicates that the mean represents the rate given by the majority of the respondents.

#### 4.4.1.4 Website

Six separate things are computed as one under the website variable, and this is how the website variable is measured. The descriptive statistics for each of the six statements that make up the website variable are displayed in the following table.

Table 4.9: Descriptive statistics of website

	N	Mean	Std. Deviation
I share contents from companies' brand and product (photo, videos.)	358	3.95	1.163
I check Yene pay Website every time	358	3.82	1.024
I feel close to the brand through their website page	358	3.59	1.168
I feel Yene pay actively updated their website page	358	3.47	1.289
I think Yene pay Website page is attractive	358	3.38	1.348
I think Yene pay is active in digital media than other competitive brands	358	3.25	1.261
Valid N (listwise)	358		

Source: survey result, 2024

The above table 4.9 clearly shows that from the six individual items of website “I share contents from companies’ brand and product (photo, videos.)” scored the highest mean of 3.95 with SD 1.163 followed by “I check Yene pay Website every time” scored a mean of 3.82 with SD 1.024, “I feel close to the brand through their website page” scored a mean of 3.59 with SD 1.168, “I feel Yene pay actively updated their website page” scored a mean of 3.47 with SD 1.289, “I think Yene pay Website page is attractive” scored a mean of 3.38 with SD 1.348 and lastly “I think Yene pay is active in digital media than other competitive brands” scored a mean of 3.25 with SD 1.261. based on the constructed itemized range of scale, respondents have agreed on four of the six items of website with a mean value that ranges between 3.95-3.25. Based on this mean result it can be concluded that the customers of Yene pay financial transactions are familiar with the company’s website and they also perceive it as good. The low SD indicates that the mean represents the rate given by the majority of the respondents.

#### 4.4.1.5 E-Mail Marketing

Three separate items are computed as one under the "E-Mail" variable, and this is how the variable is measured. The descriptive statistics for each of the three distinct statements under the E-mail variable are displayed in the following table.

Table 4.10: Descriptive statistics of E-mail

	N	Mean	Std. Deviation
I feel close to the company E-Mail marketing	358	3.72	1.017
Information sharing is possible on E-Mail with Yene pay	358	3.64	1.002
I think Yene pay is active in E-Mail marketing than other competitive brands	358	3.54	1.062
Valid N (listwise)	358		

Source: survey result, 2024

The above table 4.10 clearly shows that from the three individual items of E-Mail “I feel close to the company E-Mail marketing” scored the highest mean of 3.72 with SD 1.017 followed by “Information sharing is possible on E-Mail with Yene pay” scored a mean of 3.64 with SD 1.002, and lastly “I think Yene pay is active in E-Mail marketing than other competitive brands” scored a mean of 3.54 with SD 1.063. based on the constructed itemized range of scale, respondents have agreed on all of the three items of E-Mail with a mean value that ranges between 3.72-3.54. Based on this mean result it can be concluded that the customers of Yene pay financial perceive the company’s E-Mail marketing as good. The low SD indicates that the mean represents the rate given by the majority of the respondents.

#### 4.4.2 Purchase Intention

Five distinct items are combined into one and utilized as a measurement of the purchase intention variable under the purchase intention variable. The descriptive statistics for each

of the five statements that make up the purchase intention variable are displayed in the following table.

Table 4.11: Descriptive statistics of purchase intention

	N	Mean	Std. Deviation
My willingness to become the customer of Yene pay financial technologies is high	358	3.93	1.000
I would intend to become the customer of Yene pay financial technologies	358	3.83	1.128
Next time I plan for financial services, I prefer Yene pay financial technologies.	358	3.80	.942
I am likely to become the customer of Yene pay financial technologies	358	3.80	.942
I have a high intention to become the customer of Yene pay financial technologies	358	3.67	1.134
Valid N (listwise)	358		

Source: survey result, 2024

The above table 4.11 clearly shows that from the five individual items purchase intention “My willingness to become the customer of Yene pay financial technologies is high” scored the highest mean of 3.93 with SD 1.00 followed by “I would intend to become the customer of Yene pay financial technologies” scored a mean of 3.83 with SD 1.128, “Next time I plan for financial services, I prefer Yene pay financial technologies.” scored a mean of 3.80 with SD .942, “I am likely to become the customer of Yene pay financial technologies” scored a mean of 3.74 with SD .897, and lastly, “I have a high intention to become the customer of Yene pay financial technologies” scored a mean of 3.67 with SD 1.134. based on the constructed itemized range of scale, respondents have agreed on all of

the five items of purchase intention with a mean value that ranges between 3.93-3.67. Based on this mean result it can be concluded that the customers of Yene pay financial transaction have high repurchase intention. The low SD indicates that the mean represents the rate given by the majority of the respondents.

#### 4.4.3 Summary of descriptive statistics

Table 4.12: Summary of descriptive statistics of digital marketing and purchase intention

	N	Mean	Std. Deviation
Purchase intention	358	3.8078	.77521
Search engine	358	3.7318	.94418
Online display Ad	358	3.7025	.67007
E mail	358	3.6331	.83578
Website	358	3.5773	.83613
Social media marketing	358	3.4095	.89092
Valid N (listwise)	358		

Source: survey result, 2024

Table 4.12 shows that the mean score for all factors is more than 3. Search engine optimization ranks highest (3.73) among the five digital marketing aspects (independent variables), followed by online display ads (3.7), e-mail (3.63), websites (3.57), and social media marketing (3.4). A score of 3.76 is considered satisfactory for the dependent variable, purchase intention.

## 4.5 Correlation Analysis

The strength and direction of the relationship between the variables were ascertained using correlation analysis (Sekaran, 2003). The Pearson product-moment correlation was chosen for this investigation.

Strong correlation exists between the two variables if the correlation coefficient ( $r$ ) is closer to  $-1$  or  $+1$ . On the other hand, weak correlation exists between the two variables when  $r$  is near to  $0$  (Coakes, 2005). Coakes (2005) states that the following interpretations of correlation strength are possible: degree of association.

$r = +0.10$ up to $+0.29$	Small effect
$r = +0.30$ up to $+0.49$	Moderate effect
$r = +0.50$ up to $+1.00$	Strong effect

A bivariate two-tailed correlation analysis was conducted based on this supposition, and the results indicate a positive connection between the dependent variables and all five of the digital marketing aspects (independent variables).

Table 4.13: Correlation matrix of variables

		SE	ODA	SMM	WE	EM	PI
SE	Pearson Correlation	1	.595**	.375**	.431**	.377**	.324*
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	358	358	358	358	358	358
ODA	Pearson Correlation	.595**	1	.589**	.419**	.487**	.407*
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	358	358	358	358	358	358
SMM	Pearson Correlation	.375**	.589**	1	.508**	.430**	.513*
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	358	358	358	358	358	358

WE	Pearson Correlation	.431**	.419**	.508**	1	.428**	.505*
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	358	358	358	358	358	358
EM	Pearson Correlation	.377**	.487**	.430**	.428**	1	.584*
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	358	358	358	358	358	358
PI	Pearson Correlation	<b>.324**</b>	<b>.407**</b>	<b>.513**</b>	<b>.505**</b>	<b>.584**</b>	<b>1</b>
	Sig. (2-tailed)	<b>.000</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>	
	N	358	358	358	358	358	358
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: survey result, 2024

A moderate, positive, and significant association between search engine and purchase intention is shown by the data in Table 4.13 at the 0.01 significant level. Table 4.13 above displays the findings of the correlation between the two variables. The table demonstrated a moderately favorable link ( $r=0.324$ ,  $P<0.01$ ) between search engine and purchase intention.

Online display ads and purchase intention have a moderately strong, positive connection at the 0.01 significant level, according to Table 4.13's results. Table 4.13 above displays the correlation results between the two variables. Purchase intention and online display ads have a positive and moderate link, as the table showed ( $r=0.407$ ,  $P<0.01$ ).

Purchase intention and social media marketing have a strong, positive, and significant link at the 0.01 significant level, according to Table 4.13's results. Table 4.13 above displays the correlation results between the two variables. Purchase intention and social media marketing have a substantial and favorable association, as the table showed ( $r=0.513$ ,  $P<0.01$ ).

At the 0.01 significant level, Table 4.13's results demonstrate a strong, positive, and significant association between website and purchase intention. Table 4.13 above displays the findings of the correlation between the two variables. Purchase intention and website have a high and positive link ( $r=0.505$ ,  $P<0.01$ ), as the table showed.

Email marketing and purchase intention have a strong, positive, and significant link, with a 0.01 significant level, according to Table 4.13's results. Table 4.13 above displays the correlation results between the two variables. The table presented evidence of a robust and positive correlation ( $r=0.584$ ,  $P<0.01$ ) between purchase intention and email marketing.

Thus, according to the correlation test mentioned above, there is a positive correlation between purchase intention and each of the five digital marketing factors. With  $r$  values of 0.584, 0.513, 0.505, 0.407, and 0.324, respectively, social media marketing, website, online display ads, and search engine marketing follow relatively in order of correlation with purchase intention.

## 4.6 Multiple Linear Regression Analysis

The link between one dependent variable and multiple independent variables is evaluated using regression analysis (Gaur & Gaur, 2009; Hair et al., 2019). It is used to put the study hypotheses to the test. Regression comes in two flavours: multiple regression and bivariate regression. Moreover, standard multiple regression, hierarchical or sequential regression, and stepwise or statistical regression are the three main forms of multiple regression (Pallant, 2020). The effect of the variables is analysed in this study using standard multiple regression in accordance with the goals and research questions.

### 4.6.1 Assumptions of Multiple Linear Regression

The following was tested and reported prior to the analysis of multiple linear regression: multi-co linearity, linearity, normality, and homoscedasticity.

#### (i) Sample Size

A formula for determining sample size requirements that accounts for the number of independent variables you want to employ is provided by Tabachnick and Fidell (2001) and reads  $N > 50 + 8m$ , where  $m$  is the number of independent variables. Five independent

variables make up this study, hence  $N > 50 + 8 \times 5 = 90$  instances are required. 358 sample size/cases were taken into consideration in this study, meeting the sample size requirement for multiple regression analysis.

**(ii) Multicollinearity**

The term "multicollinearity" describes the relationship between the independent variables. When the independent variables have a high correlation ( $r = 0.9$  and above), multicollinearity is present. However, the research's highest coefficient of correlation, 0.595, is below the collinearity problem's cut-off of 0.90, meaning that there was no collinearity issue affecting the data (Hair et al., 2019). Therefore, in this research investigation, collinearity and multicollinearity do not reflect data difficulties.

Calculated using formula  $1 - R$  square for each variable, tolerance is a measure of how much of the variability of the designated independent variable is not explained by the other independent variables in the model. An extremely small number (less than 0.10) suggests the likelihood of multicollinearity since it shows a high multiple correlation with other variables. The variance inflation factor (VIF), which is simply the Tolerance (Tol.) value inversed ( $1$  divided by Tolerance), is the other value provided. Here, VIF values more than 10 would be cause for concern since they suggest multicollinearity (Pallant, 2020).

Since each independent variable in this study has a tolerance value greater than 0.10, the multicollinearity assumption is not broken. The VIF value, which is far below the cut-off of 10, supports this as well (Table 4.14). According to Hair et al. (2019), the results showed that the model did not have any significant multicollinearity issues.

Table 4.14: Multicollinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Search Engine	.602	1.662
	Online Display Ad	.465	2.153
	Social Media Marketing	.561	1.783

	Website	.645	1.550
	E-mail Marketing	.690	1.449

Source: survey result, 2024

**(iii) Normality**

Every variable in the multiple linear regression analysis must be normal. A histogram is the most useful tool for verifying this premise. The researcher determines that the data is normally distributed based on the following histogram, which along with the curve, illustrates how the data is dispersed.

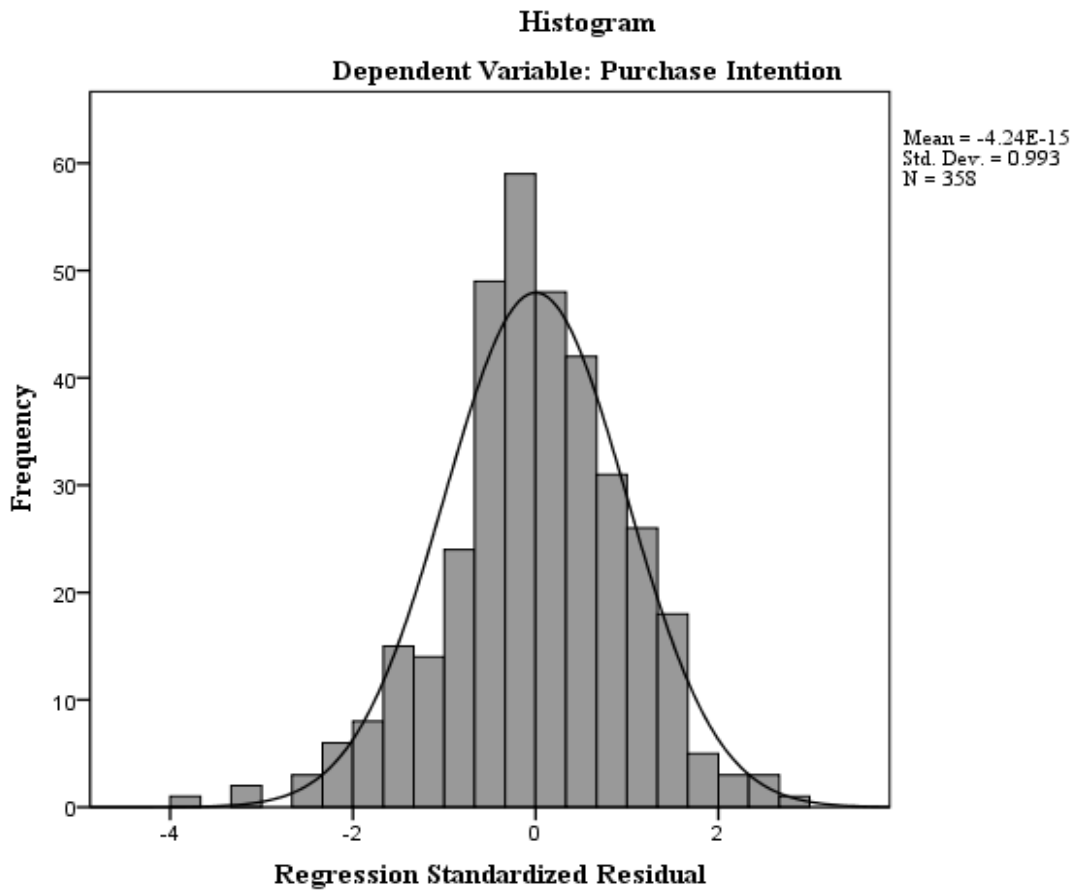


Figure 4.1: Histogram

Source: survey result, 2024

#### (iv) Linearity

The notion of linearity postulates that there is a linear relationship between the independent and dependent variables. The degree to which a change in the dependent variable is related to a change in the independent variable was shown by a linear relationship between the two variables. According to the P-P plot below, the dots should fall on the straight diagonal line if there is a linear relationship between the variables.

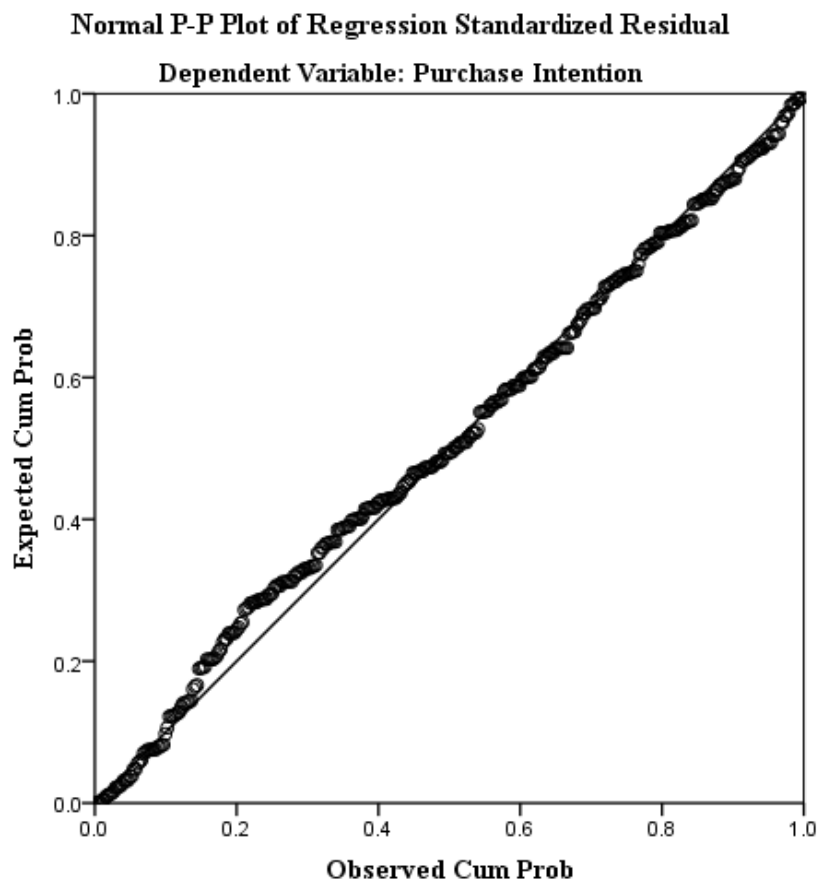


Figure 4.2: Linearity

Source: survey result, 2024

## (V) Homoscedasticity

Variance homogeneity is known as homoscedasticity. The description of data in which the variance of the error terms ( $e$ ) seems constant over the range of values of an independent variable is what is meant by this assumption. The residuals in the scattered residual plots (shown in the figure below) dispersed randomly around the zero line and did not show a triangle pattern, which was adequate evidence to support the homoscedasticity of the error terms assumption.

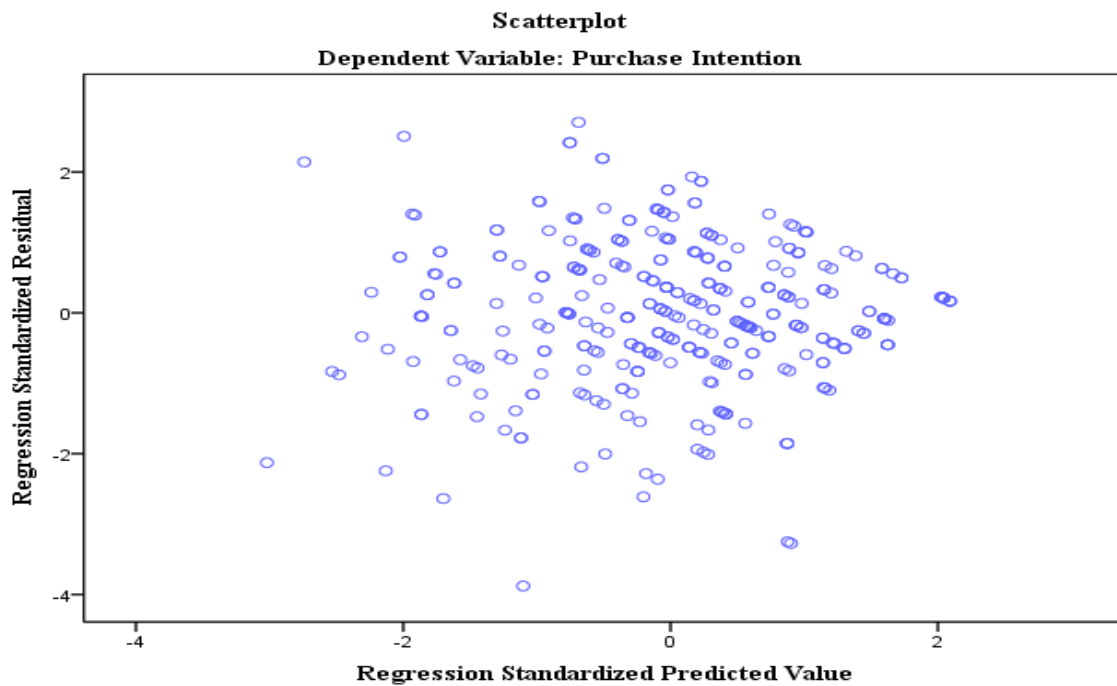


Figure 4.3: Homoscedasticity

Source: survey result, 2024

### 4.6.2 Result of multiple linear regression analysis

Multiple regression analyses were performed using the five variables as the independent variables and the purchase intention of Yene Pay financial transactions services as the dependent variable. The goal was to determine which digital marketing dimension contributes most to customers' purchase intentions.

#### 4.6.2.1 Model summary

Table 4.15: Model summary

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 <sup>a</sup>	.459	.451	.57439

a. Predictors: (Constant), e-mail, search engine, social media marketing, website, online display Ad

b. Dependent Variable: Purchase intention

Source: survey result, 2024

Table 4.15 displays the results of a regression analysis between digital marketing factors and purchase intention. The outcome demonstrated the ability of the five digital marketing components to explain purchase intention. The coefficient of determination, or explained variance, is represented by R square (0.459), which is the square of multiple R (0.6772). Furthermore, it has been established that the five digital marketing components search engine, online display ad, social media, website, and email marketing explain 45.9% of the variation in purchase intention. This indicates that variables other than the digital marketing examined in this study account for 54.1% of the variance in purchase intention.

$$Y = X\beta + e$$

$$(100\%) = (45.9\%) + (54.1\%)$$

#### 4.6.2.2 ANOVA

Table 4.16: ANOVA

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	98.404	5	19.681	59.653	.000 <sup>b</sup>
	Residual	116.134	352	.330		
	Total	214.538	357			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), E-mail, Search engine, social media marketing, Website, Online display Ad

Source: survey result, 2024

The regression model proved very significant in predicting how digital marketing aspects influence purchase intention, as evidenced by the likelihood value of 0.000. At the 5% level of significance, the F Critical ratio was 59.653, indicating a well-fitting overall model and supporting the regression model.

#### 4.6.2.3 Coefficients

Table 4.17: Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.113	.188		5.930	.000
	Search engine	.002	.042	.003	.060	.952

Online display Ad	-0.027	.067	-0.023	-0.407	<b>.684</b>
Social media marketing	.213	.046	.244	4.666	<b>.000</b>
Website	.204	.045	.220	4.504	<b>.000</b>
E-mail	.367	.044	.395	8.374	<b>.000</b>

a. Dependent Variable: Purchase intention

Source: survey result, 2024

Three of the five digital marketing components were determined to have a positive, substantial impact on customers' purchase intentions, based on the multiple regression coefficients mentioned above.

As a result, the study's multiple linear regression model looks like this:

$$Y = 1.113 + 0.002X1 - 0.027X2 + 0.213X3 + 0.204X4 + 0.367X5 + 0.188$$

Where,  $\beta_0$ =constant

Y= Purchase intention

X1= Search engine

X2= Online display Ad

X3= Social media marketing

X4= Website

X5= E-mail marketing

### Interpretation of findings

According to the regression equation above, the purchase intention at zero for all variables (search engine, online display ad, social media marketing, website, and email marketing) will be 1.113.

Furthermore, the results show that if one were to set all other independent variables to zero, then an increase of one unit in social media marketing would result in a 21.3% rise in purchase intention. Furthermore, the results show that a unit increase in website element would result in a 20.4% rise in purchase intention when all other independent variables are set to zero. Furthermore, the results show that if one were to set all other independent variables to zero, then an increase of one unit in email marketing would result in a 36.7% rise in purchase intention. Email marketing, social media marketing, and website had the greatest overall impact on Yene Pay financial technology clients' purchase intentions.

#### 4.7 Hypothesis testing and discussion

The search engine has no statistically significant effect on purchase intention ( $B = 0.002$ ;  $P > 0.05$ ), according to the above coefficients table. As a result, search engines currently have little influence over consumers' intentions to purchase Yene Pay financial transaction services. Consequently, the hypothesis (H1) positing a positive and large impact of search engines on purchase intention was rejected.

Online display ads do not statistically significantly affect purchase intention ( $B = 0.027$ ;  $P > 0.05$ ), according to the above coefficients table. Thus, consumers' intentions to purchase Yene Pay financial transaction services are unaffected by online display ads at this time. As a result, the hypothesis (H2) that claimed that purchase intention is positively and significantly impacted by online display ads was rejected.

The above coefficients table demonstrates that purchase intention is positively impacted by social media marketing in a statistically significant way ( $B = 0.213$ ;  $P < 0.05$ ). Therefore, a company's customers are more likely to make a purchase if it invests more in social media marketing. Furthermore, this outcome demonstrated the beneficial impact of social media marketing on purchase intention. Consequently, the hypothesis (H3) positing that purchase intention is positively and significantly impacted by social media marketing was supported.

According to the above coefficients table, purchase intention is positively impacted by websites in a statistically significant way ( $B = 0.204$ ;  $P < 0.05$ ). Therefore, a company's clients are more likely to make a purchase if it puts more work into the website feature. This result also shown that websites positively influence consumers' intentions to make

purchases. In light of this, the hypothesis (H4) positing that websites have a positive and significant impact on purchase intention was supported.

The table of coefficients above indicates that purchase intention is positively impacted by email marketing, with a statistically significant effect ( $B = 0.367$ ;  $P < 0.05$ ). Therefore, a company's clients are more likely to make a buy intention if it invests more in email marketing. Furthermore, this outcome demonstrated that email marketing influences purchase intention favorably. As a result, the hypothesis (H5) that claimed that email marketing has a positive and notable impact on purchase intention was supported.

At a 95% confidence level, customers' purchase intentions of Yene Pay financial technologies are generally positively and statistically significantly impacted by three of the five independent variables: social media marketing, website, and email marketing. The unstandardized coefficient, or  $\beta$  value, indicates the degree to which each independent variable influences purchase intention. A larger Beta value indicates a greater effect of the predictor variable on the dependent variable. Consequently, the variables can be arranged in the following order according to their level of influence:

1. E- mail marketing: ( $B = 0.367$ ;  $P < 0.05$ )
2. Social media marketing: ( $B = 0.213$ ;  $P < 0.05$ )
3. Website: ( $B = 0.204$ ;  $P < 0.05$ )

Table 4.18: Summary of hypothesis testing

Hypothesis	Statement of hypothesis	Sig. value	Result
H1	Search engine has positive and significant effect on purchase intention	0.952	Rejected
H2	Online display Ad has positive and significant effect on purchase intention	0.684	Rejected
H3	Social media marketing has positive and significant effect on purchase intention	0.000	Supported
H4	Website has positive and significant effect on purchase intention	0.000	Supported

H5	E-mail has positive and significant effect on purchase intention	0.000	Supported
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Source: survey result, 2024

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1. Summary of major findings

Examining the impact of digital marketing on purchase intention in the context of Yene Pay Financial Technologies was the aim of this study. Purchase intention was indicated as the dependent variable in the study, whereas search engine, online display ads, social media marketing, website, and email were provided as independent factors. An explanatory research design was used by the researcher. A quantitative research strategy was used in terms of methodology. Customers of Addis Ababa's Yene Pay financial technology were the study's target demographic. The primary data source was utilized as an information source, and questionnaires in the English version were used to gather data from respondents. 384 sample respondents were given structured questionnaires as part of the study. 358 questionnaires were gathered from the ones that were distributed.

Regarding the validity and reliability of the questionnaire, the test results showed that the Cronbach alpha( $\alpha$ ) values for search engine, online display ad, social media marketing, website, email marketing, purchase intention, and overall items were, respectively, 0.801, 0.727, 0.792, 0.779, 0.745, 0.806, and 0.911 for each variable. Moreover, a thorough analysis of practitioner and academic literature produced a list of valid items.

Every variable's mean score is more than three when evaluating the respondents' degree of agreement with the independent variables. The search engine gets the highest mean score (3.73) out of the five digital marketing elements (independent variables), followed by online display ads (3.7), e-mail (3.63), websites (3.57), and social media marketing (3.4). A score of 3.76 is considered satisfactory for the dependent variable, purchase intention.

At a 99 percent confidence level, there was a positive and significant correlation ( $P < 0.01$ ) between all predictor variables and the dependent variable, which is purchase intention. Among the digital marketing aspects, email marketing had the highest correlation with purchase intention ( $r = 0.584, 0.513, 0.505, 0.407, \text{ and } 0.324$ ), followed by social media marketing, website, online display ad, and search engine marketing.

Multiple regression analysis on the five components of digital marketing shows that the study was carried out with a 95% degree of confidence, or a P value  $\leq 5\%$ . The outcome demonstrates the significance of the tested model ( $p < 0.05$ ). R square is 0.459, corrected R square is 0.451, and multiple R is 0.677. This shows that the independent variables (search engine, online display ad, social media marketing, website, and email) may account for or predict 45.9% of the variance in the dependent variable (buy intention). Other factors that are not covered in this study may be the cause of the remaining 54.1% variance. The  $\beta$  value and significance of the independent variables were utilized to determine their respective impact on purchase intention in relation to their relative influence. Email marketing has a beta value of  $\beta = 0.367$ . This suggests that the dimension influences purchase intention to a comparatively high degree. With a beta value of  $\beta = 0.213$ , social media marketing was shown to have the second-highest influence on purchase intention, whereas websites had a beta value of 0.204. Consequently, the results showed that the most important digital marketing factor in influencing customers' intentions to purchase Yene Pay Financial Technology's services was email marketing.

**The major findings of this study are summarized as follow: -**

***H1:*** Search engine has positive and significant effect on purchase intention. (Rejected)

***H2:*** Online display Ad has positive and significant effect on purchase intention. (Rejected)

***H3:*** Social media marketing has positive and significant effect on purchase intention. (Supported)

***H4:*** Website has positive and significant effect on purchase intention. (Supported)

***H5:*** E-mail marketing has positive and significant effect on purchase intention. (Supported)

## 5.2. Conclusion

The impact of digital marketing on purchase intention was examined in this study. As a result, the study made use of a five-dimensional instrument that included the aforementioned dimensions. The researcher arrived at the following conclusions about the

study's findings based on the particular objectives after analyzing the respondent's data using both descriptive and inferential statistics:

**Specific objective 1: To investigate the effect of Search Engine Optimization on purchase intention.**

Multiple linear regression analysis was done to meet the first specific research objective. The study's conclusion was based on the analysis's findings, which indicated that, in the case of Yene pay financial technologies, search engine usage has no discernible impact on purchase intention.

**Specific objective 2: To identify the effect of Online Display Ad on purchase intention.**

Multiple linear regression analysis was performed to meet the second specific research purpose. The study found that, in the case of Yene pay financial technologies, online display ads do not significantly influence purchase intention.

**Specific objective 3: To examine the effect of Social Media Marketing on purchase intention.**

Multiple linear regression analysis was done to meet the third specific research purpose. The study concluded that, in the instance of Yene pay financial technologies, social media marketing has a substantial impact on purchase intention based on the analysis result.

**Specific objective 4: To identify the effect of Website on purchase intention**

Multiple linear regression analysis was done to answer the fourth specific research objective. The study concluded that, in the case of Yene pay financial technologies, Website has a substantial effect on purchase intention based on the analysis result.

**Specific objective 5: To Examine the effect of E-mail Marketing on purchase intention**

Multiple linear regression analysis was performed to satisfy the fifth specific research objective. The study concluded that, in the instance of Yene pay financial technologies, email marketing has a substantial impact on purchase intention based on the analysis result.

### 5.3. Recommendations

The following suggestions are put forth for Yene Pay Financial Technologies in order to help them enhance their customers' purchase intentions and meet organizational objectives, based on the conclusions reached in the preceding section.

The results show that purchase intention is positively and significantly impacted by three of the five digital marketing methods (social media marketing, website, and email marketing). Therefore, it is predicted that Yene Pay Financial Technologies will give priority to this crucial dimension.

#### **The possible task for each important dimension includes:**

Email marketing affects purchase intention the most out of the three major variables. A unit increase in email marketing can result in a 36.7% rise in purchase intention, according to the regression coefficient result. Thus, in order to improve performance, Yene pay financial technologies ought to focus more on this aspect. One way to accomplish this would be by:

- Making customers feel close to the company E-Mail marketing
- Being active in E-Mail marketing than other competitive brands

Social media marketing has the second-highest impact on purchase intention out of the three important dimensions. Regression coefficient results show that a unit increase in social media marketing might result in a 21.3% rise in purchase intention. Thus, in order to improve performance, Yene pay financial technologies ought to focus more on this aspect. One way to accomplish this would be by:

- Continually updating customers on the brand campaign activity
- Improving the qualities of visual and videos posted

Websites have the least influence on purchase intention out of the three important dimensions. Regression coefficient results show that a website unit increase can raise purchase intention by 20.4%. Thus, in order to improve performance, Yene pay financial technologies ought to focus more on this aspect. One way to accomplish this would be by:

- Actively updating the website page

- Making the Website page attractive

Although the other predictor variables search engine optimization and online display ads have no discernible impact on purchase intention, the organization is advised to carry out the following particular tasks because of their positive link with purchase intention.

- Sharing information from the very first keyword search
- Actively updating their online display ad
- Making Yene pay Online Ad funny and Emotional

#### 5.4. Future research recommendations

This study's findings cannot be applied to other businesses or industries because it focused on the importance of digital marketing on Yene Pay financial technologies purchasing intentions. Additionally, the study's  $R^2$ , or coefficient of determination, was 45.9%. This indicates that 45.9% of the variation in purchase intention can be attributed to digital marketing, with the other 54.1% coming from other factors not covered in the study. It is therefore advised that further study be done to find other variables that may influence purchasing intention in different businesses and industries.

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# APPENDIX

## Appendix 1

### Questionnaire



**ADDIS ABABA UNIVERSITY  
SCHOOL OF COMMERCE  
DEPARTMENT OF MARKETING MAAGEMENT  
POST-GRADUATE PROGRAM  
QUESTIONNAIRE**

**Dear Respondent,**

You are invited to participate in an academic research study entitled “The Effect of Digital Marketing on Purchase Intention; The Case of Yene Pay Financial Technologies in Ethiopia” conducted by Yewoinfre Fekadu, a student from the Department of Marketing Management at Addis Ababa university school of commerce. You have been invited to participate in this study as you are a customer of yene pay financial technologies. The primary purpose of this study is to examine the effect of digital marketing on purchase intention. Note should be taken that your name will not appear in the research, and your answers to the questionnaire will be treated as strictly **confidential**. Your participation in this study is of the utmost importance to me. However, you may choose not to participate, and you may also stop participating at any time without any negative consequences. The results of the study will be used for academic purposes only and may be published in an academic journal at a later stage. You will be provided with a summary of the findings upon request. The questionnaire should take approximately **30 minutes** to complete.

If you have any questions about either the study or the questionnaire, please do not hesitate to contact me. I look forward to receiving your response.

Yours faithfully

Yewoinfre Fekadu

Address: Mobile: +251924912151

**Part one: Profile of respondents**

Please Tick (✓) where appropriate in the box.

**1. Gender**

Male

Female

**2. Age**

20-30

31-40

41-50

Above 50

**3. Educational level**

Certificate

Diploma

BA/BSC

MBA/MSC

PhD

**Part Two: Digital Marketing**

Listed below are a series of statements that represent Digital Marketing with respect to your own feeling, please indicate the degree of your agreement or disagreement with each statement by putting a tick mark (✓) on one of the five alternatives. Responses are measured on 5- point scales with the following verbal anchors: Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4) and Strongly Agree (5).

No	Items	1	2	3	4	5
<b>Search Engines</b>						
1	I am extremely skilled at using Internet search engines					
2	I got the required information from the very first keyword search					
<b>Online display Ad</b>						

1	I can easily identify Yene pay online Display Ad					
2	I feel Yene pay actively updated their online display ad					
3	I feel close to the brand through online display ad					
4	I think Yene pay Online Ad is funny and Emotional					
5	I share contents from Yene pay online display ad (photo, videos.)					
6	I think Yene pay is active in digital media than other competitive brands					
<b>Social Media Marketing</b>						
1	Yene pay Social Media page keeps me update on the brand campaign activity					
2	I am able to recognize Yene pay brand from other competitive brands					
3	Information sharing is possible on social media of Yene pay page					
4	I follow social media of Yene pay, Because the visual and videos posted are in great quality					
5	I recommend Yene pay social media page to others					
<b>Website</b>						
1	I check Yene pay Website every time					
2	I feel Yene pay actively updated their website page					
3	I feel close to the brand through their website page					
4	I think Yene pay Website page is attractive					
5	I think Yene pay is active in digital media than other competitive brands					
6	I share contents from companies' brand and product (photo, videos.)					
<b>E-mail Marketing</b>						

1	I feel close to the company E-Mail marketing					
2	I think Yene pay is active in E-Mail marketing than other competitive brands					
3	Information sharing is possible on E-Mail with Yene pay					

### Part Three: Purchase Intention

Listed below are a series of statements that represent purchase intention with respect to your own feeling, please indicate the degree of your agreement or disagreement with each statement by putting a tick mark (✓) on one of the five alternatives. Responses are measured on 5- point scales with the following verbal anchors: Strongly Disagree (1), Disagree (2), Moderately Agree (3), Agree (4) and Strongly Agree (5).

NO.	Items	1	2	3	4	5
<b>Purchase Intention</b>						
1	I would intend to become the customer of Yene pay financial technologies this real estate					
2	My willingness to become the customer of Yene pay financial technologies is high					
3	I am likely to become the customer of Yene pay financial technologies					
4	I have a high intention to become the customer of Yene pay financial technologies					
5	Next time I plan for financial services, I prefer Yene pau financial technologies.					

Appendix 2

Statistical outputs

**Correlations**

		Purchase intention	Search engine	Online display Ad	Social media marketing	Website	E mail
Purchase intention	Pearson Correlation	1	.324**	.407**	.513**	.505**	.584**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	358	358	358	358	358	358
Search engine	Pearson Correlation	.324**	1	.595**	.375**	.431**	.377**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	358	358	358	358	358	358
Online display Ad	Pearson Correlation	.407**	.595**	1	.589**	.419**	.487**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	358	358	358	358	358	358

Social media marketing	N	358	358	358	358	358	358
	Pearson Correlation	.513**	.375**	.589**	1	.508**	.430**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
Website	N	358	358	358	358	358	358
	Pearson Correlation	.505**	.431**	.419**	.508**	1	.428**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
E-mail	N	358	358	358	358	358	358
	Pearson Correlation	.584**	.377**	.487**	.430**	.428**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	358	358	358	358	358	358

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

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.113	.188		5.930	.000

Search engine	.002	.042	.003	.060	.952
Online display Ad	-.027	.067	-.023	-.407	.684
Social media marketing	.213	.046	.244	4.666	.000
Website	.204	.045	.220	4.504	.000
E mail	.367	.044	.395	8.374	.000

a. Dependent Variable: Purchase intention