



**The Effect of Digital Marketing on Consumer Buying Decision: The Case
of Selected Food Service Providers in Addis Ababa, Bole sub-city**

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GSE 8700/13

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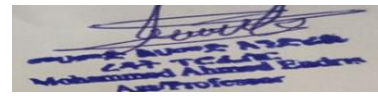
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DECLARATION

I, Firaol Kidaenmariam, hereby declare that this thesis entitled “The Effect of Digital Marketing on Consumer Buying Decision: The case of selected food service providers in Addis Ababa, Bole sub-city” is my original work prepared under the guidance of my advisor, Dr. Getie Andualem (Ph.D)

This research is presented as a partial requirement for the Master of Arts Degree Award in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university.

I would like also to confirm that all the sources of materials used in this study are properly acknowledged.

Firaol Kidaenmariam

July, 2023

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Firaol K.

ENDORSEMENT

This is to certify that Firaol Kidanemariam carried out her thesis on the topic entitled “The Effect of Digital Marketing on Consumer Buying Decision: The case of selected food service providers in Addis Ababa, Bole sub-city” under my supervision. This work is original in nature and is suitable for submission for the award of Master of Arts Degree in Marketing Management.

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Abstract

The aim of this research was to look into "The Effect of Digital Marketing on Consumer Buying Decisions on Selected Food Service Providers in Addis Ababa." Search Engine Optimization, Pay-Per-Click Marketing, Web Design Marketing, E-mail Marketing, Mobile Marketing, Social Media Marketing, Affiliate Marketing, and Content Marketing for consumers were all extensively investigated in this study. 380 questionnaires were distributed to and collected from food service companies using a suitable sample method. From the 380 questionnaires issued, 368 available samples were obtained, yielding a 97% response rate to all participants who volunteered to participate. According to the study's findings, Search Engine Optimization, Pay-Per-Click Marketing, E-mail Marketing, Social Media Marketing, Affiliate Marketing, and Content Marketing have a positive and significant effect on consumer purchasing decisions in food service providers. Among the variables examined, content marketing had a significant effect on consumer purchasing decisions, followed by optimization for search engines marketing, affiliate marketing, email marketing, and social media marketing. Thus food service providers are recommended to focus on search engines marketing, affiliate marketing, email marketing, and social media marketing to assist consumer buying decisions.

Keywords: Digital Marketing, Digital Marketing Channels, Consumer Behaviour, E-Commerce

CHAPTER ONE

1. Introduction

1.1 Background of the study

Traditional marketing approaches are arduous & time consuming. Traditional marketing refers to the employment of old channels like as newspapers, television, and pamphlets to raise client knowledge of a product (Gulve & Student, 2020). Marketers understand the value of digital marketing and invest large financial resources in its development and implementation (Weinberg & Pehlivan, 2011).

Salesforce (2018) defines digital transformation as the process of using digital technology to create new or alter existing business processes, culture, and customer experiences in order to meet changing business and market requirements. "The profound transformation of business and organisational activities, processes, competencies, and models to fully leverage the changes and opportunities of a mix of digital technologies and their accelerating impact across society in a strategic and prioritised manner, with present and future shifts in mind," according to the definition given by i-SCOOP.eu (2016). Consumers can use and move easily across numerous channels in their customer journey thanks to digital transformation (Hansen & Sia, 2015).

Technology is evolving at a breakneck pace. This rapidly evolving technology is reshaping the economy in the world. Because of the internet and e-commerce, businesses have changed their business structures, supplier networks, revenue systems, and marketing approaches (Venugopal & Swamynathan, 2016). It is observed that consumers of all ages are now getting familiar and comfortable with online shopping. During Covid-19 pandemic people are forced to purchase goods online, as people were confined to their houses for safety and precautionary purposes. According to Gulve and Student (2020), digital marketing has proven to be useful both for customers and businesses. It has been found that organisations who employ digital marketing tactics have succeeded in lowering their expenses and acquiring a larger market share (Gulve & Student, 2020).

Chaffey (2012) defines marketing as the use of the internet & related digital technologies in to achieve marketing objectives. According to Chaffey (2012), digital marketing activities enable

advertisers to immediately contact with potential customers at a high rate and regardless of geographic location. Chaffey also claimed that digital marketing is one of the best ways to cut through the clutter and communicate directly with the consumer. As a result of the trend towards one-to-one marketing, greater emphasis is being placed on the use of digital media to effectively advertise to consumers. It has also been mentioned that, when it comes to digital channels, the most current trend is mobile marketing.

Since the birth of human culture, there has been a link between technology and society. Technology applies to everything from stone tools to computers and the Internet. According to Tech4bottomLine (2023) from arrowheads to communication gadgets, technology has always been a vital part of civilization, and this is especially true now, in the early twenty-first century. Due to digital technologies, marketing professionals may now create content for brands, products/services, and advertisements. The recipients of communications are not passive as a result. Each of these channels offers a chance to reach potential customers & create an effective marketing message. Additionally, digital marketing can also provide valuable data about customer demographics and behaviour, allowing businesses to tailor marketing campaigns for maximum effectiveness

The digital world uses a range of techniques to urge recipients of marketing materials to participate in them. When producing content, businesses most usually use an existing template. In reality, it suggests that the sender of the message is open to encouraging the recipients to create their own content so they can learn about the producers' interests, which in turn serves as the basis for communications aimed at a specific target audience.

According to Khin and Ho (2018), digital orientation and digital capability have a beneficial impact on digital innovation. According to Armstrong et al. (2014), consumers now have access to a much broader range of entertainment, commodities, and services at a variety of price points from a variety of sources, as well as a much easier way to select and purchase goods. Organizations can communicate, offer new services, and grow into new markets. Engaging audiences in novel ways & contend more fairly with bigger companies.

Digital marketing is an essential tool for food services providers looking to attract and retain customers. There are a number of strategies that have been employed to maximize the effectiveness of digital marketing. A potent method for bringing clients to food service

companies in Addis Abeba's Bole sub-city is digital marketing. Digital marketing allows for the creation and distribution of material that is valuable and relevant to potential customers. Videos, social media posts, blogs, and webinars are examples of material that can be used to promote the food service provider's services and win over customers' trust and loyalty. Digital marketing can also be used to advertise special deals, bargains, and discounts via email, text message, and other online means. Food service operators in Addis Abeba's Bole sub-city can expand their client by using internet marketing to contact more potential customers.

1.2 Statement of Problem

Digital marketing is a strong tool for businesses to reach their target audiences, but it can be challenging to consumers and service providers to understand its advantages. To make sure that consumers and service providers are informed, businesses should create materials that explain the value of digital marketing and why customers should use it. Mostly Companies are confused in creating resources to help service providers understand the process and how to best use digital marketing to help their clients. Additionally, businesses should use social media platforms to share important updates and industry news to help customers and service providers stay informed. Ultimately, by providing customers and service providers with the necessary information, businesses can ensure that everyone is aware of the potential of digital marketing.

Communication technology plays a vital role on consumer buying in the food service industry. Where Communication technology has helped chosen food service businesses in Addis Ababa's bole sub-city to reach a broader consumer base and boost customer interaction. By utilizing various on-line platforms such as social media, websites, and mobile applications, providers are able to advertise their products and services to potential customers. But even though communication technology allows for customers to easily access information about the food service providers, such as prices, menu options, and contact details. How easier did it make customers to make informed decisions before engaging with the food service provider is still not known clearly since researches were not done widely? It is believed that communication technology also allows customers to provide feedback and ratings of food service providers, which can be a great source of customer attraction in the case of selected food service providers in Addis Ababa bole sub-city.

Government rules governing technological issues frequently limit the flexibility of corporate organizations to operate. Governments may favor the use of contemporary technology in some contexts while prohibiting potentially dangerous technologies in others. All of these variables deserve careful examination. Nowadays, a lot of company prospects are based on technology, so companies looking to expand must take use of it while making the required adjustments. One approach method for customer attraction in food service providers is to create an inviting atmosphere. This approach has a great value in attracting customers in both digitalized services or in non-digitalized service but many food providers still have problems to relate and use this approach for customer attraction this research would be able to let food service providers understand the importance of inviting atmosphere approach and other related approaches would be able to let them run their digital marketing based food service improves to another level.

In Ethiopia, the second-most populated country in Africa, Digital marketing system is still a relatively new in business. An increasing number of recently founded companies are competing to break into this untapped market, mostly in Addis Ababa and its surroundings. Hence, this study intends to determine the effect of Digital Marketing (Email Marketing, Search Engine Marketing, Content Marketing, Affiliate Marketing, Social Media, Mobile Marketing and Web Design) on Customer buying decision in Addis Ababa.

1.3 Research Objectives

1.3.1. General objectives

The study targets to look in to The Effect of Digital Marketing on Consumer Buying Decision: The case of selected food service providers in Addis Ababa,Bole sub-city

1.3.2. Specific Objectives

The study was guided by the following specific objectives.

1. To determine the effect of search engine optimization marketing on consumers buying decision.
2. To assess the effect of pay-per-click marketing on consumers buying decision.
3. To examine the effect of web design marketing on consumers buying decision.

4. To evaluate the effect of mobile marketing on consumers buying decision.
5. To analyse the effect of social media marketing on consumers buying decision
6. To determine the effect of affiliate marketing on consumers buying decision.
7. To measure the effect of email marketing on consumers buying decision
8. To investigate the effect of content marketing on consumers buying decision

1.4 Definition of terms

Digital Marketing: According to Royle and Laing (2014), digital marketing is an extension of traditional marketing that uses modern digital channels for product placement.

Customer Decision: The consumer decision-making process is the process through which consumers become aware of and define their wants, get information on how to best meet these needs, evaluate various available options, make a purchasing decision, and evaluate their purchase.

Digitalization: Digitalization refers to the convergence of the physical and digital worlds via broad technologies, ubiquitous computing, data analytic, machine learning, artificial intelligence, smart devices, sensors, platforms, and so on (Lee, 2017).

1.6 Significance of the Study

By gaining an insight on the effect of digital marketing on consumer buying decision case of selected food service providers in Addis Ababa bole sub-city, other food service providers will understand and realize how the digital marketing system influences consumer buying decision and will help them develop better structure of consumer buying decision methods based on the digital marketing system. By analysing the effectiveness of Digital Marketing on consumer buying decision of food service providers, researches would be able to work on further studies.

1.7 Scope and Delimitations

The study to be conducted is broad in nature to understand the effect of digital marketing on consumer buying decision: The case of selected food service providers in Addis Ababa, Bole sub-city and this study focused on how the awareness of customers and service providers for Digital Marketing and its variables affects the consumer buying decision of selected food service providers.

Geographical Scope

Geographically the study covered food service providers located only in the Ethiopia, Addis Ababa, Bole sub-city which defines that the study could not cover any consumer outside of the bole sub-city, Addis Ababa.

Conceptual Scope

Conceptually the study delimited to the following variables only: search engine optimization, Pay-per-click marketing, web design marketing, Mobile marketing, social media marketing, affiliate marketing, email marketing and content marketing.

Methodological Scope

Methodologically the study used a descriptive and explanatory survey design, and both primary and secondary data were used in the research. In terms of secondary sources, many publications, books, and journal articles on the subject were included. In terms of primary data a well-designed five-point Likert scale close-ended questionnaire was utilized to collect data from sample respondents in order to meet the research objectives.

1.8. Organization of the Study

The study is structured in to five chapters, where Chapter one focus on overall introduction of the research that comprises back ground of the research, problem statement, significance of the study, objective of the study, scope and limitations of the study.

Chapter two encompasses the review of related literatures. In this chapter, the theoretical and Empirical literature review and conceptual Framework are presented. It also demonstrates how the proposed research conforms to the previous literatures gathered from reputable journals.

The third chapter focuses on the methodology that will be used in the research. This section gives details on the research approach, research design, sample size, data collection procedures, interpretation and discussion of results.

Chapter four, discusses the findings, interpretation, illustrates the statistical tests used and show statistical results of each hypothesis.

Chapter five, the final chapter, contains the summary of findings, conclusion and recommendations sections and also it includes future research direction.

CHAPTER TWO

2. Literature Review

2.1 Introduction

This chapter presents a review of literature and studies on the effect of digital marketing on consumer purchasing decisions connected to food service providers. It explains different concepts studied previously in relation to digital marketing, and awareness of customers and service providers of Digital Marketing, and different models done on customer attraction.

2.2 Theoretical review

2.2.1. Digital Marketing

Many definitions of digital marketing have been provided by various researchers. According to Piñeiro-Otero and Martínez-Rolán (2016) digital marketing is the internet-based extension of traditional marketing, tools, and methods. According to Royle and Laing (2014) the application of digital technology to develop integrated, targeted, and quantifiable communications that help to obtain & retain consumers while building deeper relationships with customers is known as digital marketing. They also characterised digital marketing as an extension of traditional marketing that employs current digital channels for product placement, such as downloadable music, and notably for communicating with stakeholders.

According to Purkayastha and Sharma (2016) firms can raise their economic value by engaging stakeholders, consumers, & workers through digital marketing.

According to Durmaz and Efendioglu (2016) business owners must use digital marketing tactics in their business strategy to reduce the chance of failure, develop their firm, and boost profitability. Convenient delivery of products & services, and the ability for customers to easily conduct product & service research to expedite decision-making are some of the benefits of internet marketing, according to Jobber and Ellis-Chadwick (2019). This indicates that digital marketing contributes to the expansion of the marketing mix. Digital marketing is a means of both communication and diffusion. According to studies, online purchasing provides a different and more convenient experience to clients due to the ease of use and pleasure it provides; also, it has several significant aspects such as product display and product availability.

Vinerean et al. (2013) conducted research on the acquired data in order to gain knowledge about strategies to attract a large number of customers through various social networking sites and to comprehend the various effects of social media marketing on consumer behavior. Vinerean et al. (2013) conducted an exploratory study to get insight into the social media usage patterns of students. The research assisted in distinguishing different categories of users based on their internet activities. A linear model was developed to determine which online platform-related techniques or predictions have a greater impact on the perceptions of social media users.

Understanding consumer behavior is critical in digital marketing since customers have embraced the internet and online socializing tools (Vinerean et al, 2013). Medias like instagram & facebook are utilized to convey info about a product/service as well as engage with other consumers who are seen as more objective information sources (Kozinets, 2002). The uniqueness and magnitude of social media have revolutionized business practices such as advertising & promotion (Hanna et al., 2011). Similarly, Kaplan and Haenlein (2010) states that there are numerous advantages to adopting social media marketing, including the ability to link businesses with consumers, create relationships, and foster those relationships in a timely and cost-effective manner. According to Mersey et al. (2010) social media websites provide organizations with the opportunity to link with potential & current consumers to increase their relationships with consumers.

Mahalaxmi et al. (2016) did research to examine the effects of digital marketing on customer purchasing behavior and the impact of digital marketing tactics on consumer purchasing behavior. Because of advancements in marketing strategies, digital channels play an essential part in increasing a company's sales.

Gulve and Student (2020) conducted study to determine the role of digital marketing in consumer behaviour and discovered that customer preferences change and that various factors, including as a large range of options, costs, and so on, have a substantial impact on consumer behaviour.

Digital marketing and social media are quickly displacing all other modern marketing methods in terms of importance (Tabuena et al., 2021). Tabuena et al. (2021) in their study identified the following themes to explore the why and how of the phenomenon: digitalization & digital

marketing, digital & traditional modes of marketing, social media as a digital marketing strategy, understanding online purchasing, and digital marketing.

Digital marketing is an effective and powerful tool that companies can use to reach potential and existing customers. Digital marketing, which includes activities such as email marketing, search engine optimization, social media marketing, affiliate marketing and content marketing, can help businesses reach their target audiences in both cost-effective and timely manners. This literature review examines the effect of digital marketing on consumer buying decision and its effectiveness in achieving desired outcomes. It will discuss recent research that has been done on the topic, review best practices for implementing digital marketing strategies, and analyse the various tools and techniques that are used to maximize the impact of digital marketing efforts. By understanding the effect of digital marketing on consumer buying decision businesses can be better equipped to create effective and successful digital marketing campaigns.

A marketing strategy is a detailed plan for accomplishing a particular marketing goal or a group of linked goals. Everything is increasingly digital, and technology infiltrates all aspects of our life in ways that might be overwhelming (Bersin, 2016). Digitalization now has an impact on both the consumer and corporate markets. Digital marketing is now often viewed as the most important marketing component (Mandal & Joshi, 2017). This is something that industrial marketing researchers and practitioners must understand.

Digital marketing is an increasingly important tool for businesses to attract customers in the modern marketplace. Theoretically, digital marketing can be used to create an effective and compelling message that will reach potential customers and encourage them to engage with the business. This can be accomplished through a variety of methods, including social media, website design, search engine optimization, email marketing, and content marketing. Each of these channels can be used to create an effective message that will reach the target audience and encourage them to take action. Additionally, digital marketing can be used to track the effectiveness of each marketing channel, allowing businesses to refine their strategies and maximize their conversion rates. Generally, digital marketing can be a powerful tool for businesses to reach potential customers & increase their customer base.

Technology possibilities: companies must carefully examine the general technology environment as well as the technological options accessible in the specific industry. The corporation is also concerned about the country's overall level of technology. It must weigh the relative benefits and cost-effectiveness of various technologies. It must also analyze technological changes occurring in its business on a global scale. Furthermore, it must examine the breadth of substitute items resulting from new technology.

2.2.2. Types of Digital Marketing

Affiliate marketing: is the practise of affiliates placing advertisements on their own websites to market the products/services of another organization/business; in exchange, that organization/business shares contractual revenues with the affiliates for sales/profits made from leads generated by affiliates' websites (Gregori et al., 2014).

Search engine marketing: comprises optimising search engines, defining key performance indicators, and using web analytics to direct appropriate traffic to organizational/business webpages (Ramos and Cota, 2009).

Email marketing: is the use of electronic mail by firms to promote products/services to existing customers and attract new customers (Mullen and Daniels, 2011).

Social Media Marketing: The innovative use of social media platforms to publicise and market products in order to acquire potential customers is known as social media marketing (Evans, 2012).

Pay-Per-Click: advertising model is built on commercial advertisers bidding against one another (Nunan and Knox, 2011).

2.2.3. Consumers Purchasing Decision

Financial risk, product risk, and information risk are said to predominate in the context of online shopping (Bhatnagar, 2000). Lee et al. (2011) discovered that trust and consumer attitudes have the greatest direct impact on online purchase intentions, whereas convenience, price, a wider product selection, and earnings have a significant indirect impact on online purchasing intentions via attitudes towards online shopping as a mediator (Delafrooz et al., 2011). Su (2008) discovered that online consumers are more interested with quality attributes linked with the

resultant quality and customer service than with web transaction qualities. Su (2008) distinguishes six categories of client perceptions of quality: (1) information accessibility; (2) information quality; (3) customer service; (4) website design; (5) process controllability; and (6) outcome quality.

Armstrong et al. (2014) define consumer buying behaviour as "the purchasing behaviour of final consumers, individuals, and households who purchase goods and services for personal consumption." The consumer market is made up of all buyers, known as final consumers, who have varying purchasing power for goods and services. These final consumers comprise both humans and non-living beings from all over the world, ranging in age, economic level, educational level, gender, and taste (Chaipradernsak, 2007). A large number of purchasing decisions are made every day.

Consumer purchasing decisions - The critical essential process that has a direct influence on consumer decision making involves actions in which consumers integrate all of their product knowledge so that they can compare two or more various behaviours and then choose one. Regardless of the purchase choice, each buyer decision process has five stages: need awareness, information search, alternative appraisal, purchase decisions, and post-purchase behaviour (Armstrong et al., 2014).

Search Engine Optimization (SEO)

Several empirical studies support the effectiveness of search engines. consumers obtained through paid searches purchase more and have a greater customer lifetime value than consumers gained through other online or offline channels, according to Chan et al. (2011). They also stated that search engines are an effective selection mechanism for identifying high-value customers. Furthermore, Dinner et al. (2014) discovered that paid search advertising outperforms offline advertising. Chen et al. (2009) created an analytical model of optimal share structure to award impression shares to bidders and assist search engines in maximising revenues.

H1: Search Engine Optimization has a significant impact on Consumer Buying Decision.

Mobile Marketing

Dickinger et al. (2004) define mobile marketing as the use of interactive wireless media to give consumers with time and location sensitive, individualised information that promotes goods, services, and ideas, providing value for all stakeholders. Cho et al. (2016) discovered that four advertising features, including amusement, informativeness, annoyance, and believability, have a substantial impact on consumer attitudes towards mobile advertising. According to their research, the most essential aspect is informativeness. The study also discovered a link between consumers' attitudes towards mobile advertising and their purchasing decisions, according to Cho et al. (2016).

According to Nysveen et al. (2005), there were favourable benefits of mobile channel usage on brand satisfaction, marketing investments in direct and indirect customer interactions, and traditional channel usage for the three distinct companies they evaluated. Retailers send periodic messages to clients who have opted in to receive marketing messages. Retailers often use static images or video for image advertising, and they use product advertising to highlight new products or products with special deals. Retailers can effectively employ mobile advertising if they convince consumers to opt-in, use brief text messages, and make the messages relevant (Blum and McClellan 2006).

Mobile couponing is becoming a popular marketing tool for retailers. Mobile coupons are quickly gaining customer acceptance and offering excellent returns on investment (ROI) for retailers (Kleijnen & Dickinger, 2008). Mobile also enables retailers to obtain more granular data about their consumers' behaviours. Customer data management is an essential component of retail management (Verhoef et al., 2010). According to Shankar and colleagues (2010), mobile marketing has the ability to alter the retailing paradigm from one where consumers enter the retailing environment to one where retailers join the consumer's environment via anytime, anywhere mobile devices.

H2: Mobile Marketing has a significant impact on Consumer Buying Decision.

Pay-Per-Click (PPC)

The PPC advertising strategy is built on commercial marketers bidding against one another (Nunan & Knox, 2011). This form of digital marketing strategy is also known as cost-per-click

(CPC). According to Farris et al. (2010) the web publisher, allows businesses to advertise products/services on the owner's page; each time a visitor on the publisher's webpage clicks on that advertisement, the business pays the publisher a certain amount, thus the name PPC or CPC. According to Khraim (2015), Google makes ninety nine percent of its profit through the PPC model of internet advertising. Leading internet corporations such as Google, Yahoo!, & others have turned PPC into a multibillion-dollar advertising business (Dellarocas, 2012).

H3: Pay-Per-Click has a significant impact on Consumer Buying Decision.

Web Design

Websites are crucial in attracting and retaining potential online customers in e-commerce. They are key means of communication between customers and sellers, and a corporation may be the only contact between clients and the rest of the world. Consumer buying decisions are heavily influenced by the quality of social commerce website design in particular (Curty & Zhang, 2013). Despite the significance of usability, functionality, and sociability in social commerce design and their effects on consumer decision-making, businesses continue to face the problem of making their social commerce websites useful, functionally adaptable, and socially rich (Hassanein & Head, 2007).

H4: Web Design has a significant impact on Consumer Buying Decision.

Social Media Marketing

According to Forbes (2013), social media can affect purchasing behaviour in any service or product. Consumer decisions may be influenced by quality, brand, advertising, or pricing. According to the findings of this study, customers buy either inexpensive or expensive things based on suggestions from social media by their contacts or acquaintances on social media (Forbes, 2013). According to the findings of this study, customers buy either inexpensive or expensive things based on suggestions from social media by their contacts or acquaintances on social media (Forbes, 2013). Commercial advertising on social media influences both consumer brand views & purchasing intentions (Yang, 2012).

H5: Social Media has a significant impact on Consumer Buying Decision.

Affiliate Marketing

Janssen et al. (2007) investigated the impact of affiliate marketing on search engine rankings and discovered how the seven different affiliate marketing networks influence search engine rankings. He discovered that the expansion of the affiliate network is driven by the expansion of potential affiliates who are active on the advertising web page. The study also emphasises the significance of expanding the affiliate network because it improves the website's search engine ranking as well as its overall audience. Bread and Barnes (2009) investigated the impact of affiliate marketing on the financial services business in the United Kingdom. The three main research topics were mortgages, credit cards, and automobile insurance. According to the findings, most customers do not know how to conduct effective research. According to their findings, affiliate marketers were able to take use of the credit card section more than others.

The role of customers as final decision makers and, hence, as the defining factor of commercial success is generally recognised in e-commerce research. Because the vacation decision-making process is a complex, multidimensional phenomenon (Choi et al., 2012) it has been approached from a variety of perspectives. The lens of trust has received a lot of attention in this regard. Trust has been acknowledged as a critical aspect in the development of relationships between consumers and commercial websites (McKnight et al., 2002). Trust has been identified as a fundamental component for effective business-to-customer connections in online environments, since it greatly influences customers' online activity and is essential for customer loyalty (Chen, 2006). Pan et al. (2007) discovered that search engines' page ranking has a significant impact on the course of information search behaviour because individuals have considerable faith in search engines' capacity to rank results based on their genuine relevancy.

H6: Affiliate Marketing has a significant impact on Consumer Buying Decision.

Email Marketing

Email is one of the most frequent methods of electronic communication, according to (Law & Kua, 2009). According to Hartemo (2016), customers continually expect periodical connection

with businesses through email, & as technology and email usage develop, they expect to receive it. According to Chaffey et al. (2009), email marketing has become an important communication medium for organisations as they aim to create tighter ties with their customers. E-mail marketing is a sort of marketing authorisation in which clients can select whether or not to be reached by e-mail (Davis et al., 2010). In addition, they claimed that it is difficult to discern between invited & uninvited e-mails in general.

H7: Email Marketing has a significant impact on Consumer Buying Decision.

Content Marketing

According to Gagnon (2014), creating a content-based marketing programme involves more than just creating virtual promotional advertisements. As a result, businesses must seek for and generate content that effectively adds to product sales. According to Mathewson (2016), content marketing should have four characteristics: credibility, differentiation, targeting, and measurableness.

According to Chasser and Wolf (2010), clients are not only more attentive to content-based adverts, but content marketing also allows them to avoid traditional advertising. Content marketing is defined as any marketing that deals with the creation and distribution of media and the publication of content in order to gain and keep customers.

The persuasive strength of arguments included in an informational communication is termed as information quality (Bhattacharjee & Sanford, 2006). It refers to the perceived worth of the information by the recipient (Cheung et al., 2008). Information quality, as a central cue, is important in informational influence (Sussman & Siegal, 2003). Several research contend that information quality effects message recipients' attitudes in the setting of an online environment (Cheung et al., 2008). Marketers have classified offline and online media activity into three categories: paid media, owned media, and earned media (Puro, 2013). Puro (2013) goes on to say that paid media, also known as advertising, refers to the media activities that a firm engages in.

Content generation is a critical component of content marketing, and understanding how to use content to engage customers is critical to developing an effective content marketing plan (Holliman & Rowley, 2014). Marketers are increasingly using editorial-style storytelling in place

of traditional advertising to give the illusion of objectivity and message credibility (Feng & Ots, 2015). It has long been recognised that the qualities of a message source can influence attitude, and one of the most extensively investigated attributes is the source's credibility (Abdulmajid, 2011). According to Abdulmajid (2011), the three components of source credibility are expertise, trustworthiness, and attractiveness.

H8: Content Marketing has a significant impact on Consumer Buying Decision.

2.2.4. Consumer Buying Decision

Purchase intention is related to decision making in that consumers show their propensity, willingness/plan to acquire certain brands (Mirabi et al., 2015). The component of consumer behaviour that is the attitude towards specific products or services is known as purchase intention (Soebagyo, 2014). Several indicators (Putri, 2017) can be used to identify it: *Transactional*: Someone's tendency to buy the provided item/service. *Refractive*: A person's proclivity to recommend products or services to others. *Preferential*: An interest that describes someone who has a strong preference for one product/service over another. This preference can only be replaced if something goes wrong with the product or service. And *Exploratory*: An interest that identifies the behaviour of someone who is interested in learning more about a product or service.

2.3 Empirical Review

The practice of advertising and selling goods and services via digital and virtual settings can be defined as online marketing. Furthermore, online marketing has both advantages and disadvantages; its advantages include the elimination of the need for online stores because social media can serve as their marketing platform & the ability to have two-way discussions at their own pace.

According to Sekarintias & Kusumawati (2017), email marketing with user agreement means, which may influence purchase intention. They also stated that consent to receive email marketing has a major impact on purchase intent.

Consumers' intent to acquire a product/service is influenced by social media (Akhtar et al., 2016). Purchase intent is influenced by social media through online communication (Rudyanto, 2018).

Le (2013) researched the use of content marketing in China's customer and corporate business sectors and found it to be an effective technique. Using mobile marketing, a company can reach out to customers at any time and from any location with precise product information, such as pricing, location, and the rest of the characteristics (Smutkupt et al., 2010; Lin et al., 2017). Mobile marketing has the potential to communicate information by allowing consumers to browse and buy specific products more smoothly and efficiently than traditional systems (Park et al., 2015).

PPC, according to Dellarocas (2012), is a rapidly developing advertising sector that has now become a significant revenue generator for firms such as Google and Yahoo! Eaton & Kenyon (2014) credit PPC as Google's revenue basis, claiming that it underpins the other free services provided by their company. Businesses had to modify how they connect with clients, do business, or employ various digital tools in order to boost efficacy and profitability (Ribeiro-Navarrete et al., 2021). Marketing has been one of the areas of the business most affected by these changes (Lagrosen, 2005). Companies were forced to embrace digital marketing in particular to promote their products and services.

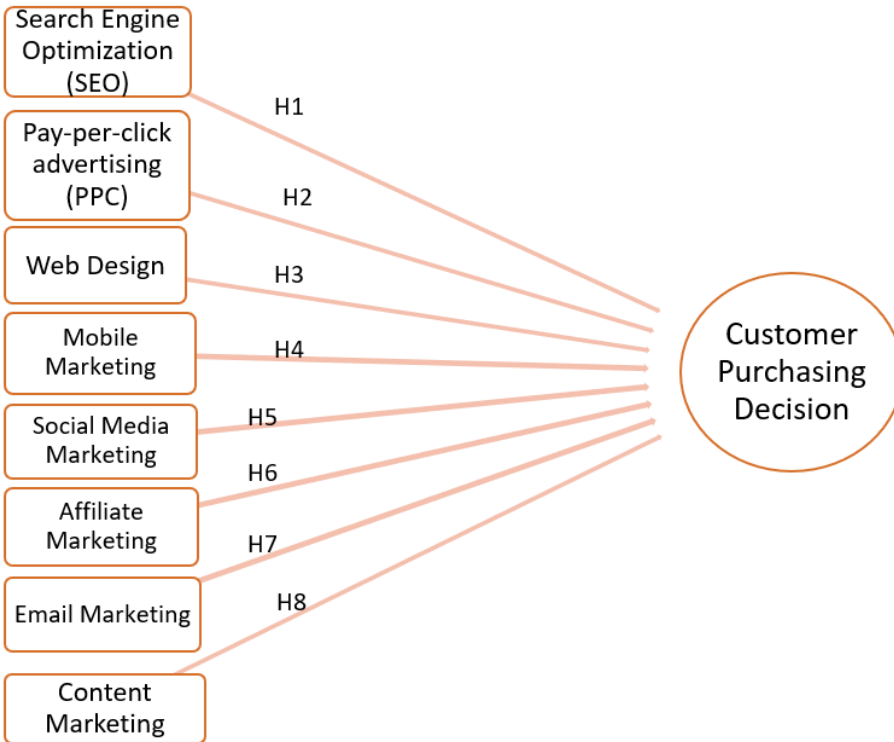
2.4 Conceptual framework

The Digital Marketing helps food service provider's create a great relationship with their customers by creating the awareness of their product through different digitalized method and also by creating better understanding of digital marketing for customers' service providers will be able to have know-how of the food service provider companies. In addition to the existence of awareness communication technology and approach methods used also affect the customer attraction.

As a result, this study examined the effect of digital marketing on consumer buying decision by examining the link between the variables listed below. According to Jabareen (2009), conceptual frameworks are the process of theorization that will also investigate the process of developing conceptual frameworks.

Based on the literature, this study employs the model shown in the Figure 2.1 below.

Figure 2.1: Proposed research model



Source: Own Compilation (2023)

CHAPTER THREE

3. Research Methodology

3.1 Introduction

In this chapter the study's methodological approach is covered. It offers in-depth details on the study's population, sample size, sampling methodology, data collection process, data analysis methods, and ethical issues. It also covers the study's topic field, research design, and research approach. Also, this study was conducted in the Bole sub-city of Ethiopia's capital city, Addis Ababa, on a few particular food service providers. The food service providers were chosen because they are considered to be economically accessible locations that offer high-quality services.

3.2 Research approach

Quantitative research entails gathering data so that information may be quantified and statistically treated in order to support or refute alternative ideas (Creswell, 2014). In order to test objective hypotheses, quantitative research is a method for examining the relationship between variables that can be measured and evaluated using statistical techniques. While qualitative research examines and comprehends the meaning that individuals/groups attribute to a social/human issue, mixed research collects and analyses both quantitative (numeric) and qualitative (descriptive) kinds of primary data in a single study (Creswell, 2014).

For this study the researcher has chosen a quantitative approach rather than qualitative approaches. This approach integrated findings, and draw conclusions from the quantitative components in quantitative methods research. According to Kumar (2011) there are overall a lot more alternatives of study designs within quantitative research than within qualitative research. Researchers have been using quantitative techniques study for decades, but it has only lately gained popularity as a research tool. Quantitative research fields are more established and researchers have agreed upon designs, sampling techniques.

3.3 Research Design

The study design specifies the data that was required, the methods used to collect and assess this data, and how all of this was addressed in relation to the research question. There are three different research methodologies: exploratory, descriptive, and causal (Churchill and Iacobucci, 2005). Exploratory research places a strong emphasis on the discovery of new concepts and insights. For instance, when a company is getting ready to introduce a new product, it is necessary to conduct an explanatory study to gauge how consumers would respond. Descriptive research frequently follows one or more hypotheses and is generally concerned with determining the frequency with which something occurs or the relationship between two variables. In tests conducted as part of a study, causal research examines the relationship between cause and effect.

3.4 Population and Sampling

3.4.1 Population

This study was conducted on selected food service providers in Addis Ababa Bole-sub city. The data used for this analysis in this study are individual respondents who are customers of the selected food service providers.

3.4.2 Sampling Technique

Techniques for probability sampling were used in the investigation. Due to the anticipated high number of sample units, time, and cost constraints, this technique for selecting a sample from the intended population was chosen.

3.4.3 Sample Size

The study used a probability sampling strategy from the target population, as was already mentioned. As a result, when deciding on the sample size, the researcher should use his or her own judgment as well as the funds and time that have been allocated by similar prior studies. Using the following formula, a sample will be chosen from 20 food vendors in the Addis Ababa Bole sub-city:

The total population is taken from the Restaurants located in Bole Sub city specifically around Bole. To select a sample of respondents the calculation is done using (Yamane,1973) formula with 95% confidence level as present. Sample size for $\pm 5\%$ precision ,Confidence level is 95%, $P=$ for 4540 size of population. Sample size(n) for precision (e) is 5%. therefore $n=367$.

The formula is:

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{4540}{1 + 4540(0.05)^2}$$
$$n = 367$$

Where

n = number of sample size

N = Total number of study population and

e= level of confidence to have in the data or degree of freedom which is 95% apply for this study with 5% error.

3.4.3 Sampling technique:

The population of the study were customers of the selected food service providers in a given time. Thus probability sampling technique will be used.

3.4.4 Sources of Data Collection

To accomplish the research purpose, the quantitative methodology was combined with the associative method in this study. The study will rely on primary data. The primary data were collected either face-to-face or online using a survey questionnaire using a five-point Likert scale (1-strongly disagree to 5-strongly agree).

3.5 Data Analysis Methods

Descriptive and inferential statistics were utilized in this study to assess quantitative data using statistical approaches. Using raw data, descriptive analysis creates tables, charts, and summary statistics. A statistical tool for social science or SPSS will be used to handle and analyse the data. The output results included means, standard deviations, correlations, coefficients of variables, and analysis of variance (ANOVA). Each independent and dependent variable's frequency distribution will also be included in the output of the statistical model definition.

3.6. Ethical Considerations

According to ethical behaviour, it is the researcher's job to carefully examine the likelihood of harm to research participants, and to the degree practicable, the possibility of harm should be minimised (Bryman& Bell, 2007). The proprietors of the chosen food service providers' customers were asked for their permission to conduct the study, and it was successfully secured. All participants received comprehensive information about the goal and methodology of the study. All participants were asked for their permission. All information gathered during this procedure kept personal and anonymous and used solely for this specific study.

CHAPTER FOUR

4. Result and Discussion

In this chapter the study reviewed the list of eight digital marketing channels activities. The researcher also investigated each independent variable with descriptive and inferential analysis. The results of the analyses are presented in the sequence in which they are performed.

4.1. Normality Test

Table 1: Normality Test

Construct	Skewness	Kurtosis	Remark
SEO	0.133	-0.1574	Normality assumption attained
PPC	0.318	-0.633	
WD	0.181	-0.479	
MM	-0.284	-1.762	
SM	-0.082	0.843	
AM	0.377	-0.563	
EM	0.296	-0.47	
CM	-0.319	0.803	
CBD	0.027	-0.571	

Source: Own Compilation (2023)

The normality test (Table 1) is one of the first steps in ensuring that the data gathered is suitable for statistical data analysis. Researchers Hair et al. (2017) advised utilizing two values to measure the form of a data distribution: skewness and kurtosis. Kurtosis levels ranging from -2 to +2 and Skewness values ranging from -7 to +7 are regarded acceptable for demonstrating normal distribution (Byrne, 2016). The Skewness and kurtosis values in table 1 show that the constructs of the model were within the acceptable range.

4.2. Validity and reliability analyses

The study reliability was measured by the Cronbach's Alpha. A value of 0.70 is recommended executed by Cronbach's alpha coefficient a generally accepted rule is that 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good and it's indicative of redundancy (Hulin, Netemeyer, and Cudeck, 2001). Table 2 shows the revised number of items and the Cronbach's alphas for the nine core composite constructs used in this study. All of the Cronbach's alpha values for the concepts are above 0.5, indicating a high degree of internal homogeneity in the responses.

Table 2: Reliability test for the dependent and independent variables

Items	N	Std. Deviation	Cronbach's Alpha if Item Deleted
SEO	368	.511	.910
PPC	368	.708	.894
WD	368	.619	.900
MM	368	.503	.898
SM	368	.709	.911
AM	368	.681	.892
EM	368	.667	.891
CM	368	.682	.917
CBD	368	.711	.920
Valid N (listwise)	368		

Source: Own Compilation (2023)

Table 2 shows that all the dimensions namely SEO, PPC, WD, MM, SM, AM, EM and CM reliable as their Cronbach's Alpha and Composite Reliability values were all greater than 0.85.

4.3. Descriptive Statistics

After determining the variables' dependability and validity, it is time to provide some descriptive statistics for the selected constructs. These include; mean, and standard deviation, were calculated and reported in Table 3.

Table 3: Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
SEO	368	2	4	3.43	0.511
PPC	368	2	5	3.68	0.708
WD	368	2	5	3.69	0.619
MM	368	2	4	3.55	0.503
SM	368	1	5	3.60	0.709
AM	368	2	5	3.64	0.681
EM	368	2	5	3.64	0.667
CM	368	1	5	3.78	0.682
Valid N (listwise)	368				

Source: Own Compilation (2023)

Table 3 shows the descriptive statistics for all the eight variables. The maximum and minimum values of the standard deviations are 0.709 and 0.503 respectively.

The data for SEO shows that 68% of the results were 3.68 plus or minus 0.708 (1 standard deviation away from the mean), 95% of the results were 3.68 plus or minus 0.708 (2 SD away from the mean), and 99.7% of the results were 3.68 plus or minus 0.708 (3 standard deviations away from the mean).

The data for MM shows that 68% of the results were 3.55 plus or minus 0.503 (1 standard deviation away from the mean), 95% of the results were 3.55 plus or minus 0.503 (2 SD away from the mean), and 99.7% of the results were 3.55 plus or minus 0.503 (3 standard deviations away from the mean).

The data for PPC shows that 68% of the results were 3.68 plus or minus 0.708 (1 standard deviation away from the mean), 95% of the results were 3.68 plus or minus 0.708 (2 SD away

from the mean), and 99.7% of the results were 3.68 plus or minus 0.708 (3 standard deviations away from the mean).

The data for WD shows that 68% of the results were 3.69 plus or minus 0.619 (1 standard deviation away from the mean), 95% of the results were 3.69 plus or minus 0.619 (2 SD away from the mean), and 99.7% of the results were 3.69 plus or minus 0.619 (3 standard deviations away from the mean).

The data for SM shows that 68% of the results were 3.60 plus or minus 0.709 (1 standard deviation away from the mean), 95% of the results were 3.60 plus or minus 0.709 (2 standard deviations away from the mean), and 99.7% of the results were 3.60 plus or minus 0.709 (3 standard deviations away from the mean).

4.4. Correlation

The correlation coefficient is often referred to as Pearson’s product-moment r or r -coefficient (Kuzma, 1984). Table 4 shows the matrix of Pearson correlation coefficients between SEO, PPC, WD, MM, SM, AM, EM, CM and CBD in the study. The correlation coefficients suggest that there is a statistically significant positive correlation among all variables.

Table 4: Correlation Analysis

	1	2	3	4	5	6	7	8	9
SEO	1								
PPC	.499**	1							
WD	.479**	.761**	1						
MM	.773**	.798**	.710**	1					
SM	.426**	.596**	.605**	.615**	1				
AM	.523**	.841**	.771**	.776**	.591**	1			
EM	.640**	.813**	.729**	.806**	.539**	.841**	1		
CM	.274**	.442**	.382**	.392**	.231**	.484**	.521**	1	
CBD	.370**	.390**	.283**	.338**	.266**	.416**	.462**	.587**	1

Source: Own Compilation (2023)

The correlation coefficient can range from -1 to +1, with -1 representing perfect negative correlation, +1 representing perfect positive correlation, and 0 representing no correlation at all (Kuzma, 1984). Table 4 shows that the p-values for all the variables are less than 0.05 and which means all the variables are significantly affecting consumer buying decisions. The result also

shows that all the independent variables have positive correlation with consumer buying decision. Content Marketing has the highest positive correlation (.587 p=0.000) with consumer buying decision followed by Email Marketing (.462 p=0.000), Affiliate Marketing (.416 p=0.000) and Pay-Per-Click Marketing (.390 p=0.000).

4.5 Assumptions of Regression Analysis

4.5.1. Linearity Analysis

The p values for the coefficients indicate whether these relationships are statistically significant or not. Table 5 shows that all the independent variables linearity is significant with p values less than 0.05.

Table 5: Linearity Analysis

		ANOVA Table				
		Sum of Squares	df	Mean Square	F	Sig.
CBD * SEO	Linearity	25.468	1	25.468	58.285	.000
CBD * PPC	Linearity	28.243	1	28.243	67.73	.000
CBD * WD	Linearity	14.906	1	14.906	31.949	.000
CBD * MM	Linearity	21.188	1	21.188	47.054	.000
CBD * SM	Linearity	13.154	1	13.154	28.479	.000
CBD * AM	Linearity	32.081	1	32.081	77.067	.000
CBD * EM	Linearity	39.631	1	39.631	100.678	.000
CBD * CM	Linearity	64.034	1	64.034	226.388	.000

Source: Own Compilation (2023)

4.5.2 Normality Test

If the Sig. value of the Kolmogorov-Smirnov and Shapiro-Wilk Tests are greater than 0.05, the data is normal. If it is <0.05, the data significantly deviate from a normal distribution.

Table 6: Normality Analysis

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
SEO	0.363	368	.000	0.663	368	.000
PPC	0.266	368	.000	0.812	368	.000
WD	0.308	368	.000	0.775	368	.000
MM	0.369	368	.000	0.644	368	.000
SM	0.266	368	.000	0.799	368	.000
AM	0.279	368	.000	0.798	368	.000
EM	0.273	368	.000	0.799	368	.000

CM	0.31	368	.000	0.806	368	.000
CBD	0.27	368	.000	0.826	368	.000
a. Lilliefors Significance Correction						

Source: Own Compilation (2023)

In table 6 we see both the Kolmogorov-Smirnov test as well as the Shapiro-Wilk test results ($p=.000$) suggest that all the variables do not follow a normal distribution in the entire population. So if $p < 0.05$, it is difficult to conclude that the variables follow a normal distribution in our population.

4.5.3. Multicollinearity Analysis

According to Jim (2023) one way to detect multicollinearity is by using a metric known as the variance inflation factor (VIF). VIF measures the correlation and strength of correlation between the predictor variables in a regression model.

A VIF score of 1 shows that there is no association between a specific predictor variable and any other predictor variables in the model, according to Jim (2023). A VIF score between 1 and 5 shows moderate correlation between a specific predictor variable and other predictor variables in the model, but this is frequently not severe enough to warrant attention, according to Jim (2023). A score greater than 5 suggests that the correlation between a given predictor variable and other predictor variables in the model is possibly severe (Jim, 2023).

Table 7: Multicollinearity Analysis

Model		Coefficients	
		Collinearity Statistics	
		Tolerance	VIF
1	PPC	0.216	4.623
	WD	0.334	2.99
	MM	0.265	3.771
	SM	0.549	1.822
	AM	0.197	5.004
	EM	0.207	4.839
	CM	0.711	1.407
a. Dependent Variable: SEO			

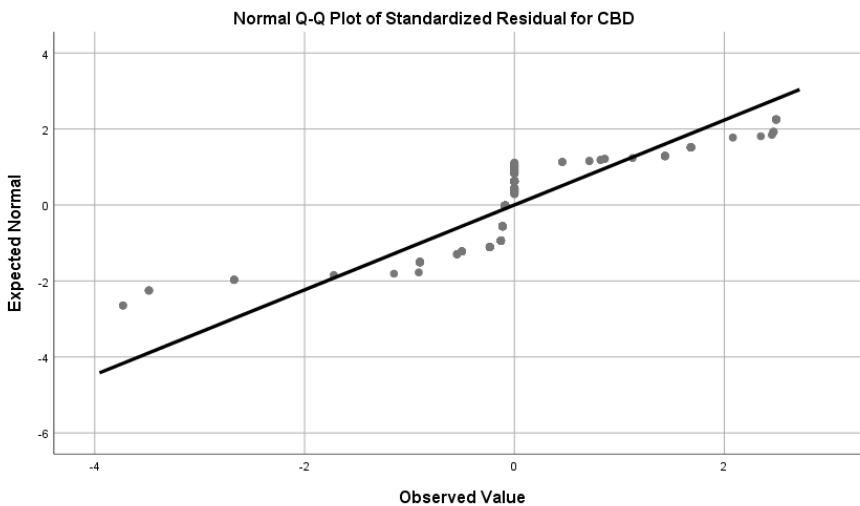
Source: Own Compilation (2023)

We can see in table 11 that none of the VIF values for the predictor variables are greater than 5 or equal to 1. All the values are in between 1 and 5 and tolerance is greater than 0.1, which indicates that multicollinearity will not be a problem in the regression model.

4.5.4. Homoscedasticity Analysis

According to Jarque and Berta (1980) homoscedasticity describes how the error term is the same across the values of the independent variables. The residual term in homoscedasticity is constant across data, indicating that the variance is constant (Jarque and Berta, 1980).

Figure 2: Homoscedacity



Source: Own Compilation (2023)

Figure 2 shows that the residuals plotted on the graph, corresponding to each predicted value, formed a region of the slim area around the regression line. Therefore, we can decide that the residual variance is constant across the values of the independent variables and the assumption of homoscedasticity has been attained.

4.5.5. Autocorrelation Analysis

According to SAP (2016), the Durbin-Watson statistic lies in the range 0-4 and a value of 2 or nearly 2 indicates that there is no first-order autocorrelation. SAP (2016), also stated that an acceptable range for autocorrelation is 1.50 - 2.50. When the value of Durbin-Watson is less than 1.50, it shows the presence of positive autocorrelation and small successive error differences. Durbin-Watson is high (greater than 2.50) when successive error differences are considerable;

this implies the presence of negative autocorrelation. Negative autocorrelation is not particularly common (SAP, 2016).

Table 9: Autocorrelation

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.664 ^a	0.441	0.429	0.537	1.591
a. Predictors: (Constant), CM, SM, SEO, WD, PPC, AM, EM, MM					
b. Dependent Variable: CBD					

Source: Own Source (2023)

As shown in table 9, the Durbin-Watson statistic value is 1.6 and this can be considered as normal. Any DW value closer to 2 or in between 1.5 and 2 is acceptable (SAP, 2016).

4.6 Regression Analysis

Regression analysis, according to SAP (2016), is a sophisticated statistical tool that allows researchers to investigate the relationship between two or more variables of interest.

Table 10: Regression Model

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664 ^a	.441	.429	.537
a. Predictors: (Constant), CM, SM, SEO, WD, PPC, AM, EM, MM				
b. Dependent Variable: CBD				

Source: Own Compilation (2023)

The result in Table 10 shows that the R² value is 0.441, shows that the predictors namely SEO, PPC, WD, MM, SM, AM, EM and CM can affect consumer buying decision by 44.1%. This

implies Search Engine Optimization, Pay-Per-Click, Web Design, Mobile Marketing, Social Media, Affiliate Marketing, Email Marketing and Content Marketing significantly influence consumer buying decision.

The $R^2=0.441$; taken as a set, the predictors or the independent variables account for 44.1% of the variance in consumer buying decision.

Table 11: ANOVA

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	81.869	8	10.234	35.433	.000 ^b
	Residual	103.685	359	.289		
	Total	185.554	367			
a. Dependent Variable: CBD						
b. Predictors: (Constant), CM, SM, SEO, WD, PPC, AM, EM, MM						

Table 5. ANOVA Source: Own Compilation (2023)

Table 11 shows that the value of F is 35.433, which reaches significance with a p -value of $.000 < 0.05$ (5%) significance level. This means there is a statistically significant difference between the means of the different levels of the digital marketing variables.

The equation of the regression is:

$$Y = mx + C$$

$$Y = mx_1 + mx_2 + mx_3 + mx_4 + C$$

$$Y \text{ (Consumer Buying Decision)} = m(\text{CM}) + m(\text{SM}) + m(\text{SEO}) + m(\text{WD}) + m(\text{PPC}) + m(\text{AM}) + m(\text{EM}) + m(\text{MM}) + C$$

4.6.1. The Path Coefficient

Path coefficients are estimates of the relationships between the model's constructs (Hair et al., 2014). According to Hair et al. (2014), the coefficients range from +1 to -1, with +1 representing

a strong positive association, 0 representing a weak or non-existent relationship, and -1 representing a significant negative relationship.

Table 12 shows that either each hypothesis is accepted or rejected. The 1st hypothesis testing which the effect of Search Engine Optimization on consumer buying decision derived a Tstatistic value of 5.378 with a P value of 0.000 which is less than the 5% significance value. These values show that the significant influence between the variables. The coefficient value obtained was 0.364 indicating a significantly positive relationship between Search Engine Optimization Marketink and consumer buying decision. Dinner et al. (2014) discovered that paid search advertising is more successful than offline advertising in influencing purchasing decisions. Hence, H1 which proposes that Search Engine Optimization has a direct significant influence on consumer buying decision is accepted.

The second hypothesis, which tested the effect of pay-per-click on consumer purchasing decisions, yielded a Tstatistic value of 2.321 and a P value of 0.021, which is less than the 5% significance level. These numbers demonstrate the variable's strong influence. The calculated coefficient value was 0.205, demonstrating a significantly favorable association between pay-per-click marketing and customer purchasing decisions. PPC advertising is one of the methods that can influence purchasing behaviour (Dellarocas, 2012). Hence, H2 which proposes that pay-per-click marketing has a direct significant influence on consumer buying decision is accepted.

Table 12: Regression / Path Coefficient

Model		Unstandardized Coefficients		Standardized Coefficient	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.012	.240		4.217	.000
	SEO -> CBD	.507	.094	.364	5.378	.000
	PPC -> CBD	.206	.089	.205	2.321	.021
	WD -> CBD	-.200	.078	-.174	-2.550	.011
	MM -> CBD	-.622	.141	-.440	-4.423	.000
	SM -> CBD	.113	.053	.112	2.109	.036

AM -> CBD	.119	.093	.114	1.273	.204
EM -> CBD	.144	.096	.135	1.498	.135
CM -> CBD	.505	.049	.484	10.340	.000

Source: Own Compilation (2023)

The third hypothesis, the effect of web design on consumer purchasing decisions, yielded a Tstatistic value of -2.550 with a P value of 0.011, which was below than the 5% significance level. These numbers demonstrate the variable's strong influence. The estimated coefficient value of -0.174 indicates a strongly negative link between web design and consumer purchasing decision. As a result, H3, which asserts that web design marketing has a direct and considerable influence on customer purchasing decisions, is approved.

The fourth hypothesis, which examined the impact of mobile marketing on customer purchasing decisions, yielded a Tstatistic value of -4.423 with a P value of 0.000 5% significant. These numbers demonstrate the variable's strong influence. The resulting coefficient value of -0.440 indicates a strongly negative association between web design and consumer purchasing decisions. This result is against the study made by Cho et al. (2016) that demonstrates a positive relationship between Vietnamese consumer attitudes toward mobile advertising and their buying decision (Cho et al., 2016). Hence, H4 which proposes that mobile marketing has a direct significant influence on consumer buying decision is accepted.

The fifth hypothesis, the effect of social media on customer purchasing decisions, yielded a Tstatistic value of 2.109 with a P value of 0.036 0.05 (5%). These numbers demonstrate the variable's strong influence. The calculated coefficient value of 0.112 indicates a highly favorable association between content marketing and customer purchasing decisions.. This finding is corroborated by Yang (2012), who claims that commercial advertising on social media affects both consumer brand views and purchasing intention. Hence, H5 which proposes that content marketing has a direct significant influence on consumer buying decision is accepted.

The sixth hypothesis testing which the effect of affiliate marketing on consumer buying decision derived a Tstatistic value of 1.273 with a P value of 0.204 >0.05(5%) significance value. The P value (0.204) indicates that affiliate marketing is not statistically significant, and there is no effect on consumer buying decision. Email marketing is not also statistically significant, and

there is no effect on consumer buying decision since the p value (0.135) is greater than 5% significance value. Therefore, H6 and H7 are not accepted.

The eighth hypothesis, which tested the effect of content marketing on consumer purchasing decisions, yielded a Tstatistic value of 10.340 with a P value of 0.000 0.05 (5%). These numbers demonstrate the variables' strong influence. The resulting coefficient value of 0.484 indicates a highly favorable association between content marketing and customer purchasing decisions. According to Gagnon (2014), developing a content-based marketing programme entails more than just creating virtual promotional advertisements that affect purchase behavior. Hence, H5 which proposes that content marketing has a direct significant influence on consumer buying decision is accepted.

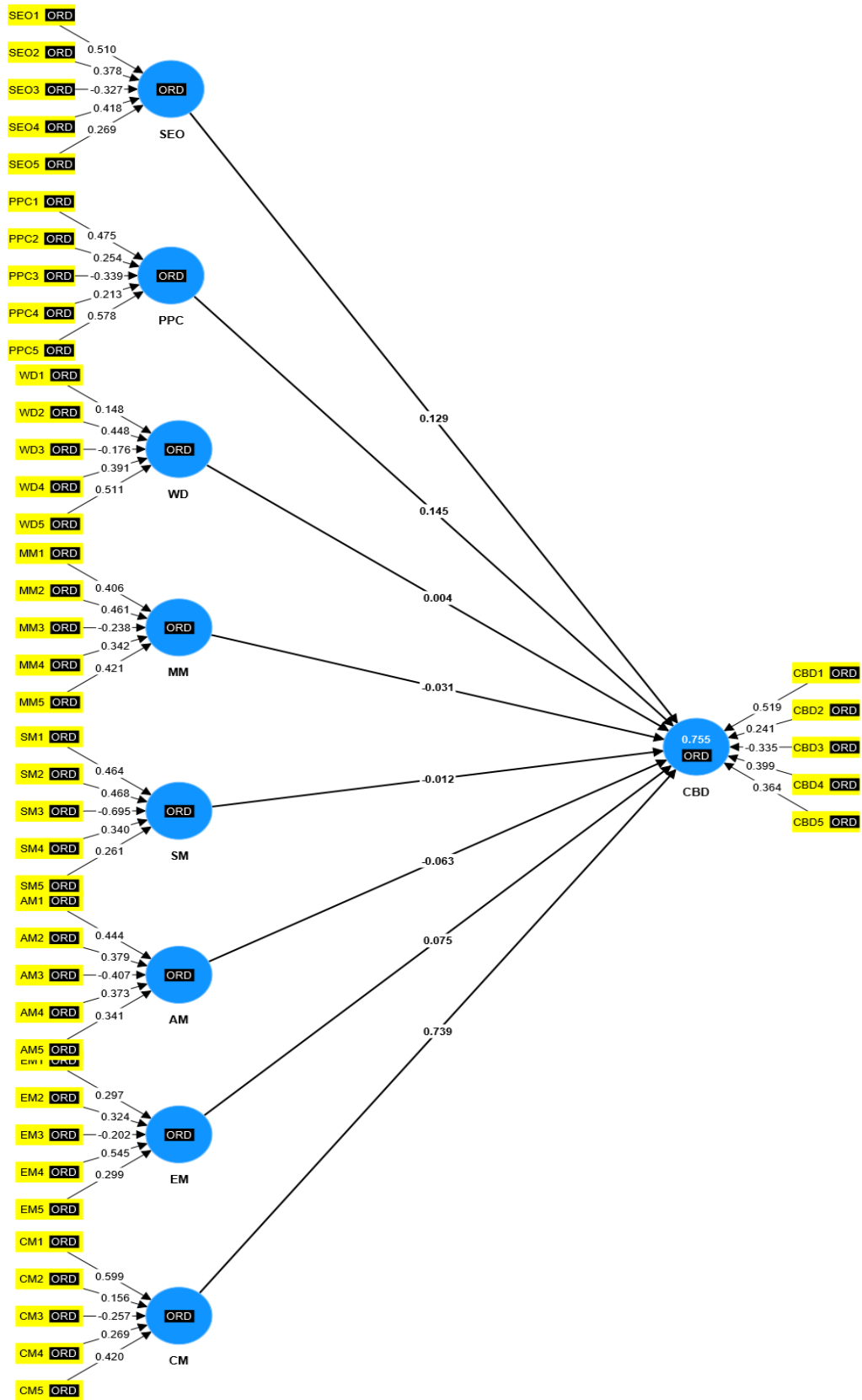


Figure 2: Structural model

Source: Own Compilation (2023)

The results in Figure 2 shows that Content Marketing construct yielded a significant direct positive effect on Consumer buying decision ($\beta = .739, P < 0.001, 95\% CI$), consequently, the eighth hypothesis is confirmed. Moreover, Pay-Per-Click Marketing, Search Engine Optimization, Email marketing and Web Design constructs generated a significant direct positive effect on Consumer buying decision ($\beta= 0.145, \beta= 0.129, \beta= 0.075, \text{ and } \beta= 0.004$ respectively $P < 0.001, 95\%$ confidence interval).

4. 7 Summary of Hypothesis Test

Type	Hypothesis	Results	Reasons
H1:	<i>Search Engine Optimization has a significant impact on Consumer Buying Decision.</i>	<i>Supported</i>	<i>B=0.364 p<0.05, P-Value =0.0000</i>
H2:	<i>Mobile Marketing has a significant impact on Consumer Buying Decision.</i>	<i>Supported</i>	<i>B=-0.440 p<0.05, P-Value =0.000</i>
H3:	<i>Pay-Per-Click has a significant impact on Consumer Buying Decision.</i>	<i>Supported</i>	<i>B=0.205 p<0.05, P-Value =0.021</i>
H4:	<i>Web Design has a significant impact on Consumer Buying Decision.</i>	<i>Supported</i>	<i>B=-0.174 p<0.05, P-Value =0.011</i>
H5:	<i>Social Media has a significant impact on Consumer Buying Decision.</i>	<i>Supported</i>	<i>B=-0.112 p<0.05, P-Value =0.036</i>
H6:	<i>Affiliate Marketing has a significant impact on Consumer Buying Decision.</i>	<i>Rejected</i>	<i>B=0.114 p<0.05, P-Value =0.204</i>
H7:	<i>Email Marketing has a significant impact on Consumer Buying Decision.</i>	<i>Rejected</i>	<i>B=0.135 p<0.05, P-Value =0.135</i>
H8:	<i>Content Marketing has a significant impact on Consumer Buying Decision.</i>	<i>Supported</i>	<i>B=0.484 p<0.05, P-Value =0.000</i>

Source: Own Survey, 2023.

4.8. Discussion

The normality test results demonstrate that the values of Skewness and kurtosis for the model's constructs were within the specified range, implying that the normalcy assumption was met. The reliability test findings showed that all variables were reliable, as their Cronbach's Alpha values were all larger than 0.85. Correlation coefficient result shows that all the independent variables have positive correlation with consumer buying decision.

Regression analysis has produced a working model for consumer buying decision and digital marketing with eight variables, namely Search Engine Optimization Marketing, Pay-Per-Click Marketing, Web Design Marketing, Mobile Marketing, Social Media Marketing, Affiliate Marketing, Email Marketing and Content Marketing.

The result shows that content marketing has positive effect on consumer buying decision. Dinner et al. (2014) also discovered that paid search advertising is more successful than offline advertising in influencing purchasing decisions. As a result, content marketing is acknowledged to have a direct and considerable influence on customer purchasing decisions.

The coefficient and p-value derived indicated that there is a significant positive relationship between pay-per-click and consumer buying decision. Dellarocas (2012) also stated that PPC advertising is one of the methods that can influence purchasing behaviour.

Web Design has shown a significant effect on consumer buying decision but negative coefficient value. That means as web design increases consumer buying decision decreases. Curty and Zhang (2013) discovered that the quality of social commerce website design has a significant impact on consumer purchasing decisions.

The finding also indicated that mobile marketing has significantly affects consumer buying decision but negative coefficient value. That means as web design increases consumer buying decision decreases. Cho et al. (2016) found a favourable association between consumer attitudes towards mobile advertising and purchasing decisions in their study.

The result shows that social media construct yielded a significant direct positive effect on Consumer buying decision. This finding is corroborated by Yang (2012), who claims that

commercial advertising on social media affects both consumer brand views and purchasing intention.

The P value indicates that affiliate marketing is not statistically significant, and there is no effect on consumer buying decision. Bread and Barnes (2009) investigated the impact of affiliate marketing on the UK financial services industry and discovered that most consumers do not know how to conduct effective research.

Email marketing is not also statistically significant, and there is no effect on consumer buying decision since the p value is greater than 0.05. This research contradicts Hartemo (2016), who claims that customers want real-time connection with firms via email.

The coefficient and p-value derived indicated that there is a significant positive relationship between content marketing and consumer buying decision. According to Gagnon (2014), creating a content-based marketing programme is more than just creating virtual promotional advertisements that affect purchase behaviour. Generally, we can conclude that digital marketing has a positive effect on consumer buying decision.

Finally, the structural model has shown that Search Engine Optimization, Pay-Per-Click Marketing, Web Design Marketing, Mobile Marketing, Social Media Marketing and Content Marketing constructs showed a significant direct positive effect on Consumer buying decision

CHAPTER FIVE

5. Conclusion, Recommendation and Future Direction

5.1. Conclusion

The purpose of this section is to discuss the results or findings within the context of the current research. This study investigates digital marketing channels for marketers such as Search Engine Optimisation, Pay-Per-Click, Web Design, Mobile Marketing, Social Media Marketing, Affiliation Marketing, Email Marketing, and Content Marketing. It investigates the impact of various channels on consumer purchasing decisions in Ethiopia's capital, Addis Ababa. The surveys were delivered and collected in the Bole Sub city of Addis Ababa. There were 380 questionnaires given and 368 viable samples obtained, resulting in a 97% response rate from those who volunteered to participate.

Using the available literature on the specified constructs, a list of eight hypotheses was generated in order to obtain answers to study questions. All of the hypotheses created and incorporated into the framework were obtained from previous literature and established inferences for future investigation. To examine the data and test the hypotheses, SPSS was utilised. Because the independent predictor factors were found to have a substantial effect on the dependent variable, all hypotheses proposed in this study were supported. In conclusion, we were able to verify the eight hypotheses in the food providers in Addis Ababa, Ethiopia; our results indicate that between the independent variables; Content Marketing has greater impact on consumer buying decision, then Search Engine Optimization, Pay-Per-Click Marketing and Social Media marketing.

5.2. Recommendation

Marketing managers must understand their digital clients and how their conduct has changed. These clients are diverse, and their purchasing patterns have shifted to incorporate digital purchases. Consumers decision will alter the business in such a way that a consumer will become a loyal customer who will continue with the brand. Customer service is really crucial in this business. Marketing executives must think of new ways to keep clients by solving their problems. The researcher's final piece of advice to marketing managers is to utilise an approach

that allows clients to pick over time. Because of the digital environment, consumers will determine what things they want to buy before going to the store. As a result, the retail environment has the least influence on a customer's purchasing choice. Finally, businesses must design strategies for reaching out to clients when they are most likely to make a decision.

5.3. Future Research Direction

In the future, more study on consumer purchasing decisions and digital marketing and its channels will be required. It can be compared to the findings of this study to discover whether any changes exist. In the future, research can be conducted on many industries in various markets, as well as specific companies and customers.

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Appendix I: Questionnaire

Addis Ababa University School of Commerce Marketing Management Post Graduate Program in Master of Marketing Management

Questionnaire to be filled by customers.

Dear Respondent,

The below questionnaire is designed to collect data about **The Effect of Digital Marketing on Consumer Buying Decision: In the case of selected food service providers in Addis Ababa, Bole sub-city.**

In order to partially fulfil the criteria for the Master of Marketing Management degree, I will do a case study using the data collected through this questionnaire as primary data.

This is to kindly request to be accorded a few minutes of your time to conduct the questionnaire. The information obtained will be used exclusively for academic purposes and the findings of the study shall upon your request be made available to you.

All information collected during this study will be kept confidential. In the case of any further questions about the research, please do not hesitate to contact through the below address

Researcher: Firaol Kidanemariam

Marketing Management Student

Phone: +251-921 334215

E-mail: Firaolkm@gmail.com

Thank you in advance

Part I: Demographic Information

1) Gender:

Male

Female

2) Age:

Below 20

41-50 years old

20-30 years

51-60 years old

31-40 Years

Above 60 years old

3) Education Level:

High school and Below

First Degree

Second Degree

4) Occupation:

Businessman

Student

Employee

For company Managers

Do you advertise your company online? Yes No

Have you been registered in any kinds of online platform to attract your customers?

Yes No

Do you have the awareness on the current digital system in Ethiopia?

Yes No

Are you willing to introduce your company to attract more customers through online platforms?

Yes May be No

For Customers

Do you use any kind of online plat form to choose restaurants or food service providers?

Yes No

If yes, kindly how often

Once a month

every two weeks

about once a week

About three times a week daily

Part II: Digital Marketing

Direction: Please read each question related to Consumer Buying Decision and indicate your agreement or disagreement by marking the appropriate response category: 1 = strongly disagree(SD); 2=disagree(DA); 3= undecided, (N); 4 = agree (A); 5 = strongly agree(SA)

No.	Item	SD	D	N	A	SA
Search Engine Optimization (SEO)		1	2	3	4	5
1	The company consider SEO as a priority bond to communicate its brands by online advertisement					
2	SEO Promotional techniques increase the company competitive advantage in the online market					
3	The company knows the process done inside the search engine like (Robots, Index Server.. et al)					
4	The company has sufficient experience when to implementing SEO					
5	The company choose Keywords carefully which are added to the website					
Pay-Per-Click						
6	The company uses all the advertising platforms					
7	The company advertises specific products or services.					
8	The site is safe and secure to buy its products.					
9	The information regarding the products is clear					
10	The company has quality service delivery.					
Web Design						
11	It is convenient to buy products in this online shop					
12	The site's pages are loading very fast.					
13	The shop offers excellent customer service					
14	The site offers adequate guarantees for the safety of online transactions.					
15	The site's design is superb					
Mobile Marketing						
16	The company uses short message service marketing.					

17	The company uses multimedia message service marketing.					
18	The company promotes wireless application protocol (WAP) marketing.					
19	Retailers engage in a number of mobile marketing practices					
20	The mobile customer service is excellent					
Social Media						
21	Active users of social media are more likely to use it in purchase decision-making.					
22	Social media users found it easier to search information and evaluate options					
23	Social media did reduce time taken for decision-making					
24	Social media users found information more accurate and reliable					
25	Social media users felt more confident in using the information that they found					
Affiliate Marketing						
26	The website's products and distribution channels are acceptable and trustable.					
27	The site is free from any kind of indignity.					
28	The site offers better prices relative to other competitors.					
29	The site is frequently read by many consumers.					
30	The site uses paid search purchase.					
Email Marketing						
31	Retailers are sending periodic emails regarding their products or services					
32	Consumers permitted retailers to send emails about their products or services					
33	Consumers consent to receive emails from retailers.					
34	The email sent from retailers are relevant.					
35	Retailers send timely emails regarding their products and services					
Content Marketing						
36	The site offers quality information for consumers.					
37	The site uses social media marketing.					
38	The site works with other companies or developers to create new ideas and reach more customers.					
39	The site information is easily accepted and approved by consumers					
40	The site uses a preferred tone or writing style.					

PART -III: Consumer Buying Decision

Direction: Please read each question related to **Consumer Buying Decision** and indicate your agreement or disagreement by marking the appropriate response category: 1 = strongly disagree(SD); 2=disagree(DA); 3= undecided, (N); 4 = agree (A); 5 = strongly agree(SA)

Consumer Buying Decision		SD	D	N	A	SA
		1	2	3	4	5
1	I am willing to buy the foods offered by this online shopping.					
2	I recommend friends to purchase this company's products online.					
3	I prefer the food delivered by this restaurant than others around Bole.					
4	I am interested in seeking services delivered by this online shopping.					
5	I am loyal to this online shopping products because I am convinced of the communications, I see on digital media					

Thank You for taking your precious time to answer the questionnaire!!!