

MOSHI CO-OPERATIVE UNIVERSITY

**INFLUENCE OF DIGITAL MARKETING PLATFORMS ON
CUSTOMER PURCHASING BEHAVIOURS IN MOSHI
MUNICIPALITY**

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CUSTOMER PURCHASING BEHAVIOURS IN MOSHI
MUNICIPALITY**

BY

EDITHAROSE WILFRED

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REQUIREMENT FOR THE AWARD OF MASTER OF ARTS IN BUSINESS
MANAGEMENT OF MOSHI CO-OPERATIVE UNIVERSITY, MOSHI
TANZANIA**

NOVEMBER, 2023

DECLARATION AND COPYRIGHT

I, **Editharose Wilfred**, declare that this dissertation is my original work and that it has not been presented and will not be presented to any other higher learning institutions for a similar or any other academic award.

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CERTIFICATION

The undersigned certify that they have read and hereby recommend for acceptance by the Moshi Co-operative University a Dissertation titled "**Influence of Digital Marketing Platforms on Customer Purchasing Behaviours in Moshi Municipality**" in partial fulfilment of the requirements for the award of a degree of Master of Arts in Business Management of Moshi Co-operative University.

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01/12/2023

Date

DEDICATION

For my blessed family, whose love and prayers towards me have never faded, their presence made my life meaningful and worth fighting for.

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To achieve this academic milestone, many sacrifices, infinity of support and painful commitment had to be collaborated. I would like first to acknowledge God the Almighty, of him I had the strength and health to undertake this study.

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LIST OF ABBREVIATIONS

AOV	:	Average Order Value
COSTECH	:	Tanzania Commission for Science and Technology
COVID-19	:	Corona Virus Disease of 2019
ICT	:	Information Communication Technology
MOCU	:	Moshi Co-operative University
SMEs	:	Small Medium Enterprises
SPSS	:	Statistical Package for Social Sciences
TAM	:	Technology Acceptance Model
TCRA	:	Tanzania Communications Regulatory Authority
VIF	:	Variance of Inflation Factor

ABSTRACT

The study investigated the relationship between the adoption of digital marketing platforms and their influence on customer purchasing behaviours in Moshi Municipality. The primary motivation behind digital marketing adoption is to engage customers, promoting their purchasing behaviours by tailoring experiences to individual preferences. The main objective centred on analysing the impact of digital marketing on customer purchasing behaviour, based on the digital platforms used by firms. Specifically, the study sought to investigate the digital marketing platforms adopted by firms, examine the factors influencing customers' purchasing behaviours in response to these platforms, and probe initiatives for effective digital marketing adoption. A descriptive research design with a cross-sectional time horizon was employed, facilitating the efficient collection of both qualitative and quantitative data. Using surveys and interviews, data were gathered from a sample of 400 respondents in Moshi Municipality. The data underwent thematic analysis for qualitative insights and employed descriptive statistics and multiple regression analysis for quantitative results. Findings indicated that Businesses in Moshi Municipality leverage a diverse array of digital marketing platforms. Younger demographers predominantly engage in these platforms, indicating a trend towards a digitally literate audience. Key determinants such as internal competency building, strategy revision, personalised content, and responsiveness were identified as pivotal in shaping purchasing behaviours. This study concluded that the choice of digital marketing platforms is social media, specifically Instagram and Facebook and influenced by the target demographic, with younger audiences being predominant. Personalization, engagement, and strategic revisions are paramount. The study underscores the necessity for companies to prioritise continuous employee training, ensuring they remain abreast of digital trends. It is recommended that firms should emphasise continuous employee training, periodic strategy reviews, and harness data analytics for personalised marketing campaigns. Responsiveness to customer feedback is crucial, fostering an environment of trust. The potential of user-generated content should be leveraged for organic endorsements. Future research is suggested to focus on predicting upcoming digital marketing trends, measuring the effectiveness of recommended strategies, and drawing comparisons between regions or countries for a broader perspective.

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the Study

Digital marketing adoption means using the internet and digital tools like computers and mobile phones to reach customers, aiming to increase sales and make the business and brand more known. In simpler terms, it's about using online means to get customers' attention and keep them interested (Chaffey, 2019). The goal is to get closer to customers, understand their likes and dislikes, and encourage them to buy more. Customer purchasing behaviour talks about the choices consumers make when they decide to buy something. It's about what customers like, what they prefer, and how they decide to buy products or services. When businesses use digital marketing well, they can better understand what customers want and can offer products or services in a way that makes customers want to buy them.

Adoption of digital marketing throughout the world began with the availability of the internet in the 1990s, when business commercials could be aired online. As globalisation expanded, particularly with the rise of phones, businesses were forced to create digital platforms to reach customers in distant locations, and with global crises such as Covid 19, customers were eventually forced to channel their purchasing habits into accepting digital marketing. At the moment, there are 4.80 billion internet users worldwide, accounting for roughly 61% of the global population (Kemp, 2022). Digital marketing is a common method of reaching out to clients in industrialised countries, for example. In U.S the market for digital advertising and marketing is presently valued at \$460 billion (Marino, 2023). With a 45% growth rate, India's digital marketing adoption status is likewise high (Habib *et al.*, 2022).

As far as it is considered such digital marketing platforms and techniques have been mostly invented in developed nations then it is not a wonder to conclude that their firms are in a better position to acquire high performance from the billions of customers that they tend to engage with, this case may not be the same on developing parts of the world where the performance of firms is not mostly linked with digital marketing therefore, there are pronounced challenges associated with the burgeoning field of digital marketing, particularly in ensuring its inclusivity and efficacy on a global scale. While the opportunities presented by the advent of digital marketing are immense, the

impact is not uniformly felt, largely attributed to the digital divide and accessibility issues. In Africa for instance, a glaring challenge lies in the limited internet penetration. Nearly 300 million people are devoid of internet access, a predicament that stymies the seamless adoption and execution of digital marketing strategies.

This digital deficiency is not just a technological gap but represents a chasm in opportunity, where a significant populace is alienated from the digital marketing ecosystem. Firms which form the backbone of many economies in the region, along with their prospective customers, are often relegated to traditional marketing methodologies due to this constraint. This limitation not only curtails the reach and impact of their marketing efforts but also hampers the competitiveness of these enterprises on the global stage.

Furthermore, the enormity of the global customer base, facilitated by digital marketing, brings forth operational and strategic challenges. Tailoring marketing strategies to resonate with a diverse, multicultural audience, while also navigating the intricate regulatory and technological landscapes across different jurisdictions, adds layers of complexity. Thus, while digital marketing opens new frontiers of opportunities, it concurrently presents intricate challenges that necessitate multifaceted solutions, strategic ingenuity and collaborative efforts to surmount.

Despite the firms trying to utilise the available opportunities from digital marketing platforms it has been hard to adapt to the pace of business performance expected to be earned due to different factors such as technical skill barriers that exist especially among the rural customers and firm owners. The African Union has set and proposed policies to improve digital infrastructure and skills, with digital platforms being included for business development to enable accessibility of customers and sales profit (African Union, 2023).

Such initiatives show that the adoption of digital marketing is crucial to the economic well-being of African countries and so since 2018, the number of customers who opted for online purchasing has increased more than twice about 10% of the continent's population growing to 25% (Iftahy *et al.*, 2023), apparently with the use of digital marketing platforms such as social media the likes of Instagram, Facebook and Youtube have promoted the performance of firms by influencing customers to purchase goods,

especially in countries such as Nigeria, Kenya, South Africa, Ghana and Morocco. The presence of advantageous digital marketing platforms are not fully utilised, bringing about the need to study them in the customers' context so that the performance of firms increases.

The customer's viewpoint plays a crucial role in shaping the effectiveness and adoption of digital marketing strategies. Understanding consumer behavior, preferences, and attitudes towards digital platforms is essential for businesses to tailor their marketing efforts effectively. In regions such as Tanzania, where digital marketing is emerging as a key tool for business growth, it is particularly important to gauge customer receptivity and engagement with these platforms. Studies by Njau (2020) highlight that the limited use of digital marketing platforms by customers in Tanzania is influenced by a lack of correlation between their purchasing behaviors and digital methods. Similarly, research in other parts of Africa, like Nigeria and Kenya (Iftahy *et al.*, 2023), shows that while there is an increasing trend towards online purchasing, there remains a significant gap in understanding the specific factors that motivate or discourage customers from engaging with digital marketing. This gap is further exemplified in the work of GSMA (2019), which emphasizes the need for inclusive digital strategies that consider varying levels of access to technology and digital literacy. Therefore, in-depth studies focusing on customer perspectives are vital in these regions to ensure that digital marketing strategies are not only technologically sound but also culturally and contextually resonant, thereby maximizing their efficacy and reach.

In Tanzania, digital marketing adoption has been increasing with time as of March 2022, Tanzania had around 29.9 internet users, approximately 50% of the country's population (Kamer, 2022). Digital marketing technologies facilitate the development of goals in SMEs as underlined in the National ICT policy 2016 which enhances how the ICT sector has been the basis of the development of the state at large (GSMA, 2019). The government through the Tanzania Communications Regulatory Authority (TCRA) has been working closely with stakeholders to ensure a majority of Tanzanians afford smartphones to access the internet to promote an inclusive digital economy. This proves that the adoption and use of digital marketing platforms stand to be essential in firms especially when barriers of distance and lockdown orders under COVID-19 rise since still customers are able to purchase products and services and eventually increase

the performance of the firms. The number of customers utilising digital marketing platforms is minimal mostly because their purchasing behaviours are not being correlated with a digital way of purchasing (Njau, 2020). There has been a lack of interest or motivation for customers to use digital marketing platforms as an easy yet affordable means of purchasing goods and services, with reasons yet to be known it was important to understand this phenomenon to enhance their purchasing habits to be able to correlate with the globalised way of trade.

1.2 Statement of the Problem

The landscape of digital marketing has experienced remarkable growth globally, with a surge in online user engagement and a forecasted escalation in global advertising expenditure to approximately \$105 billion by 2024, according to Statista. Despite this growth, the uptake of digital marketing strategies remains uneven, particularly in developing nations, including Tanzania. Studies such as those by Kimicho (2020), Achiando (2018), Kawira *et al.*, (2019), and Syaifullah *et al.*, (2021) have established a link between the implementation of digital marketing and enhanced business performance. These studies underscore the pivotal role of digital platforms, including mobile and social media marketing, in shaping business success.

However, there is a notable deficiency in the existing literature regarding the perspective of the consumer towards digital marketing, especially in developing regions like the Moshi municipality. Research by Tao *et al.*, (2022) highlights this gap. There is a lack of comprehensive data concerning the digital platforms preferred by local firms in these regions, how these platforms influence consumer purchasing decisions, and effective strategies for enhancing customer engagement. A deeper understanding of these factors is crucial for the refinement of digital marketing strategies, which could yield substantial benefits for both businesses and their customers.

The critical role of customers in the success or failure of digital marketing efforts is undeniable, yet their perspective remains under-explored, particularly in regions where digital marketing is in its infancy, such as Moshi municipality. This study aims to bridge this gap by providing in-depth insights into customers' perceptions and interactions with digital marketing platforms. It explored the influence of these interactions on customer purchasing behavior and the subsequent impact on the

performance of businesses within the Moshi municipality. This approach seeks to not only illuminate the customer's role in the digital marketing ecosystem but also to enhance the effectiveness of digital marketing strategies in these emerging markets.

1.3 Objectives of the study

1.3.1 Main objective

The main objective of this study was to assess the influence of digital marketing on customers purchasing behaviour based on the digital platforms used by firms.

1.3.2 Specific objectives

Specifically, the study intended to;

- i. Determine the digital marketing platforms used by firms in Moshi Municipality
- ii. Examine the factors influencing purchasing behaviour of customers in response to using digital marketing platforms, and
- iii. Determine possible initiatives for firms in Moshi Municipality used for effective digital marketing platforms adoption.

1.4 Research Questions

- i. What are the digital marketing platforms used by firms in Moshi Municipality?
- ii. What are the factors influencing purchasing behaviour of customers in response to using digital marketing platforms?, and
- iii. What are the possible initiatives for firms in Moshi Municipality used for effective digital marketing platforms adoption?

1.5 Significance of the Study

This research was helpful in finding insights that can enlighten businesses about changing landscape of customer behaviour especially in this digital era. Understanding how digital marketing platforms influenced the purchasing choices of customers helped firms to modify their marketing strategies to successfully reach the desires and wants of their customers ones they targeted and even others who aligned with their businesses online. The doing of this research improved competitiveness among the firms hence boosting and supporting economic growth in Moshi Municipality as well as other regions that this research could be advantageous to their economic growth.

1.6 Justification of the Study

With globalization's growth, digital marketing adoption might not have been enough if the firms did not understand how to capture the minds of their customers by exercising all the possible options available. With this study, SMEs gained knowledge of suitable digital marketing strategies they needed to adhere to enhance their performance with respect to the customer's perspective on what they preferred to be rational. The business field gained an understanding of combating poor performance in firms by paying attention to customers and eventually drawing them closer such that despite their differences they were eager to engage in trading activities with the SMEs through the marketing platforms subjected to them.

Unlike most research studies that had justified challenges and factors influencing the adoption of digital marketing with firms being the main subject of the research study, this study was uniquely helpful to researchers in captivating the ideas and how the customer's behaviours could be the starting point of success for firms if proper digital marketing techniques were used. Researchers found this study beneficial when they needed to study more on digital marketing relations to customer behaviour.

Apparently, the community acquired knowledge on digital marketing efforts needed to run firms in this globalised world. Even if, with time, innovations concerning digital marketing arose, both firms and customers had a role to play. This study gave awareness in society into putting consideration of digital marketing innovations available and those that would be invented, knowing that such innovations were created to be utilised for the development of the business and the economic aspect of the country and not to be ignored.

1.7 Organization of the Study

The study was divided into five chapters. Chapter one of the studies covered the background information of the study, statement of the problem, research objectives, research questions, significance and justification of the study. Chapter two involved reviewing literature concerning the study under four categories namely; Theoretical literature review, Empirical literature review, research gap and conceptual framework. Chapter three was about research methodology which involved research design, target population, sample size, sampling technique, types and sources of data, data collection method, validity and reliability issues as well as data analysis. Chapter four addressed

the findings and discussion of the findings. Chapter five addressed the summary, conclusion and recommendations that arise from the findings of the study. Areas for further research were also included.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Definitions of the Key Terms

2.1.1 Digital marketing

Digital marketing means using the internet and other online tools to advertise and sell products or services. It uses technologies like computers and mobile phones and platforms like websites and social media. This type of marketing has become popular because of advancements in technology and the growing number of people shopping online. It offers businesses a cost-effective way to reach a lot of customers easily, even though some areas still face challenges due to limited technology and internet access (Alzyoud, 2018).

In this study, we examine how businesses in Moshi Municipality use digital marketing. We want to understand how local firms are using digital marketing platforms to connect with their customers and how this affects the way customers decide to buy things. The focus is on figuring out the role digital marketing plays in influencing customers' choices and behaviours when they're shopping.

2.1.2 Digital marketing platforms

Digital marketing platforms are online applications that help businesses promote their products and services online. These platforms use technology to improve customer outreach and increase brand awareness. Popular platforms include social media sites like Facebook, Twitter, Instagram, and WhatsApp, as well as other tools like Google AdWords for search engine marketing and Google Analytics for tracking website traffic. Businesses choose platforms based on their target audience, budget, and marketing goals. These platforms allow for personalised advertising and give businesses data to measure their marketing results. For customers, they offer an easy and convenient way to learn about, contact, and buy from businesses.

In this study, digital marketing platforms refer to the online tools that businesses in Moshi Municipality use to advertise and sell their products or services. We are particularly interested in popular social media platforms in Tanzania and other online marketing tools. The study aims to understand how these businesses use digital marketing platforms to connect with their customers and how it affects the customers' buying decisions. We will explore which platforms are most effective in influencing

customer behaviour, boosting sales, and building customer loyalty in Moshi Municipality.

2.1.3 Customer purchasing behaviour

Customer purchasing behaviour encapsulates the processes, attitudes, and actions underlying customers' decisions when choosing and purchasing products and services that align with their needs and desires. A concept deeply rooted in microeconomics and behavioural economics, it draws upon seminal works from economists like John Hicks and R.G.D. Allen, who, in the mid-20th century, introduced pivotal concepts regarding consumer choice and behaviour.

Customer purchasing behaviour refers to the actions and decisions of customers when selecting and buying goods and services that meet their needs and desires. This behaviour is fluid, evolving over time in response to the changing needs and preferences of customers. Digital marketing plays a pivotal role in shaping this behaviour, fostering enhanced customer-business relationships. The satisfaction derived from using digital platforms influences customers' purchasing patterns, leading to recurring buying habits (Shakil *et al.*, 2020). Customers' shopping behaviours necessitate that businesses adapt and develop tools to capture consumer interests, ultimately leading to increased sales and brand awareness.

In the context of this study, customer purchasing behaviour is examined in detail, focusing on the actions and decisions of customers in Moshi Municipality as they use digital marketing platforms. The journey from identifying a need or want, exploring options, to making a final purchase decision on these platforms is under scrutiny. The study aims to uncover how factors like brand loyalty, product quality, and customer reviews on digital platforms influence the purchasing decisions of consumers in this region. It seeks to decipher the dynamics of how consumers use digital platforms for product research, price comparison, and final purchase execution. This exploration is integral in understanding the evolving landscape of consumer behaviour and the impact of digital marketing initiatives undertaken by local businesses in Moshi Municipality.

2.2 Theoretical Literature Review

This research study used two theories, the guiding theory was the Technology acceptance model (Davis, 1988) and the supporting theory was the Consumer

Behaviour Theory (Kotler, 1994). The Technology Acceptance Model was a guiding theory since it was closely tied to the adoption of digital marketing and concentrated on comprehending how customers, like those of Moshi Municipality, embrace and accept new technology. As far as the strengths and weakness of the theory were discussed hence the theory of consumer behaviour was the supporting theory because it made it easier to comprehend how customers decided to accept digital marketing after being exposed to it through digital marketing platforms, the supporting theory also gave support where the guiding theory showed weaknesses such that the research study was deemed reliable.

2.2.1 Technology Acceptance Model

The theory was initially created by Davis in 1988 to explain why and how people accepted computer innovation, but recently it has been applied to other disciplines of research as well (Kamal *et al.*, 2020). When elements influencing its use are taken into account, this theory provides a complete explanation of why and how technology use is necessary and acceptable to individuals. Despite the complexity of the technology in this case, digital marketing, it is essential that customers can decide on using the technology if the firms take action to influence them. With time and the right efforts, customers can change their behaviour to learn and use technology (digital marketing platforms).

As pertinent to this study's emphasis on the adoption of digital marketing and the utilisation of its platforms. It encourages insights into consumer usage of digital marketing platforms, assisting organisations in understanding the best ways to improve the adoption and utilisation of the platforms. The theory suggests that customers' decisions are affected by a variety of factors, including;

2.2.1.1 Perceived usefulness

The potential for consumers to believe that technological breakthroughs would enhance their performance in both specific and general areas is defined as perceived usefulness (Malik and Annuar, 2021). Without a question, businesses may adopt and use digital marketing to improve their performance to the point where the economic positive effects of such adoption can be felt but this can be facilitated if customers view digital marketing as a breakthrough in business. By focusing on constant communication and branding through digital marketing platforms, businesses may reach potential

customers online, influencing their buying patterns and paving the way for their success.

2.2.1.2 Perceived ease of use

An individual who uses a specific technology should not have any difficulties with the standard of perceived ease of use. Once appropriate measures are put in place for customers, such as by the government through easy access to the internet and digital literacy, as well as by the businesses through proper branding strategies and effective methods of marketing their goods and services, it can be substituted for customers who are encouraged to use digital marketing platforms to communicate with the firms. As a result, a loyal behaviour and favourable opinions around utilising digital marketing platforms may gradually increase.

The model's strengths are that it is incredibly easy to understand when applied to the study because it predicts and explains customer behaviour in respect to the digital technologies used. The model also focuses on the customer's perceptions, taking into account that his wants are addressed, while identifying obstacles that can limit the adoption of such a new technology, in this case, digital marketing platforms. The model's scope has some weaknesses because it focuses on personal rather than social aspects, however, this is mitigated in the study by the methodological approaches used, in which respondents from a sample size will each provide their own opinions on behalf of the Moshi municipal society. The other weakness is its lack of detailed plan guidance, which means it identifies barriers to technology adoption but provides no specific advice on how to design such a technology so that it can be accepted and used by customers. In this study, however, this weakness was minimised by the study's findings on the objective of the recommendation on what customers believe businesses should do in terms of digital marketing through digital platforms, as well as the study's supporting theory of consumer behaviour.

The theory is extremely relevant and applicable to the study since it looks at variables that may influence customers' purchase decisions while upholding the idea that technology, namely digital marketing adoption, may improve business performance. The Technology Acceptance Model analyses the factors that affect the Moshi Municipality's customers' acceptance and adoption of digital marketing platforms in the study, as well as how their perceptions may affect their customers' purchasing

decisions. It also looks at potential barriers to customer adoption of digital marketing platforms, such as whether customers think the platforms are too complicated to use or are simply less likely to adopt them because they are not in their favour. Businesses in Moshi municipality can deal with such circumstances by addressing the barriers.

2.2.2 Consumer Behaviour Theory

The theory was invented by Kotler in 1994, the idea is focused on how consumers make purchase decisions and the strategies used by firms to attract the consumers. It validates the use of systems by businesses to identify customer purchasing patterns. This may be related to the digital marketing tools that businesses employ and understanding which ones are more effective at influencing customers than others. Customer's purchasing habits have changed as a result of technological advancements, and businesses are under pressure to adapt.

By identifying the customers in the majority evaluation of the information provided by them in digital platforms and how it influences their purchasing behaviours, the theory attempts to address certain inadequacies of the guiding theory in this study. Additionally, based on the perceptions and attitudes acquired through the consumer behaviour theory, businesses are able to identify the marketing techniques that may affect customers' purchasing behaviour.

Digital marketing platforms are one of the variables influencing buying behaviours if they are used in systems, and only if digital marketing is implemented, where one can be informed and eventually develop an interest in buying (Asmara *et al.*, 2019). Does a business have these systems available for customers to use as they desire?, do their platform-based digital marketing strategies encourage users with a variety of behavioural traits to be enthusiastic and devoted enough to use them?, such inquiries highlight the need to understand the customer's behaviour primarily through the factors listed as the theory assumes;

2.2.2.1 Psychological

The component discusses how customers view and comprehend a situation. According to the theory, customers' knowledge of a particular topic may persuade them to support that topic. For example, if customers have a low level of faith in technological advancements like the internet and social media platforms, their attitudes towards learning more about digital marketing platforms would eventually be low. With the aid

of the government, businesses have a responsibility to persuade customers to accept advances. The initiatives for firms' digital marketing strategies on digital marketing platforms would be appropriate and effective if customers' attitude towards digital platforms is fantastic.

2.2.2.2 Personal

A virtual factor to be known is the customer's own attributes and characteristics, such as age, financial situation, location, and culture. When using digital marketing platforms, businesses must understand the kind of customers they are interacting with. Different customers must be persuaded to buy from businesses in different ways. With situations like this, businesses need to understand who their actual customers are, which platforms they use most frequently, and how to persuade them to make a purchase. As an age example, children have limits to using digital platforms more than adults who are more likely to use digital platforms freely to purchase.

2.2.2.3 Social

This component addresses the effects that come from one's family, neighbourhood and even one's job. Customers' social circles may have an impact on their purchasing decisions. For instance, communities in North Korea cannot access the Google search engine, making it difficult for firms to utilise such a platform for marketing instead firms can use the Kwangmyong and Naver platforms that are legally acceptable in the country. If firms do not take into consideration the community interests of where the customers live then there is a high chance that such customers will not decide to purchase from those firms.

The theory's strength lies in the fact that it pinpoints the social, cultural, and psychological factors that influence customer decision-making. By understanding these factors, businesses can develop appropriate strategies that will appeal to customers in Moshi municipality. It also makes it possible to send targeted marketing messages that will speak to customers' needs, increasing the efficiency of the chosen digital platforms. In the second instance, the theory's weakness is that it ignores external factors like the nation's economic situation that might have an impact on customer behaviour. Additionally, it does not take into consideration technical advancements that may have an impact on alterations in consumer purchasing behaviour, especially in light of the evolution of digital marketing platforms.

This theory appears to be applicable to Moshi municipality and Tanzania in general because of her numerous communities, each of which has distinct purchasing habits based on the characteristics outlined. As customer characteristics are identified, it is simple to provide the best recommendations for businesses in Moshi municipality to use to target particular customers. The theory comprehends the decision-making process of customers when they are exposed to digital marketing platforms. Understanding these factors is essential for businesses when designing digital marketing platforms campaigns to ensure they respond with customers in Moshi municipality. Other factors that affect customer behaviour include cultural variations, economic conditions, and technological advancements.

Overall, this research study can benefit from understanding both the Technology Acceptance Model and the Consumer Behaviour Theory.

2.3 Empirical Literature Review

According to Research, SMES need to accept and fully employ technological interventions like digital marketing if they want to improve their performance. Syaifullah *et al.*, (2021) used a quantitative approach through an online survey of 254 MSMEs in Indonesia to examine the role of social media, and marketing, specifically on social media platforms, Facebook, Instagram, and WhatsApp, and they found that the performance of business improved with the use of such platforms in marketing. According to the researcher, these marketing methods were still advantageous to the firm's success even in the presence of covid 19, particularly when there was awareness of how to use such platforms and readiness to use them. This demonstrates that digital marketing can solve the majority of business failures, even when pandemics are present. Taking a sense of whether the world's state is normal, digital marketing adoption may further improve productivity, retain customers and eventually increase sales, despite the fact that the researcher did not examine the effects of such social media marketing on customers whose perceptions of purchasing behaviour, particularly demographically, have a significant impact on firms performance. This study is presented to justify this phenomenon and reveal how the adoption of digital marketing can motivate customer behaviour.

A research study by Al hawary *et al* (2021) on how consumers' purchasing decisions are affected by digital marketing was conducted in Jordan in which more than 50% of

individuals have internet access. The study identifies email marketing, online advertising, mobile marketing, and social media marketing through digital platforms of Facebook, YouTube, Twitter and LinkedIn as the best options preferred to be used and that through them customers are given a wide opportunity to have a base of deciding as per their preferences. The study's results revealed that different factors affect purchasing decisions of students but the strongest factors are the utilisation of social media and mobile digital platforms through the targeting effect where firms who put initiatives to serve a specific group of students either based on age, gender, or other demographic factors have a more influencing ability to making them purchase their products. This justifies firms not being reluctant as they have the power to influence their customers to buy their goods, however, the researchers did not examine what customers think firms should adopt in their strategies while utilising digital marketing such that customers' buying decisions may improve which is an important element to solving the poor purchasing decision of customers. This was considered in this study as per the objective of issues of what firms are recommended by their own customers to add to their digital marketing strategies on digital platforms.

Different digital marketing platforms have been available in Africa for a considerable amount of time, demonstrating that their availability is no longer a problem and that the available ways to use them rely on the preferences of the customers. In the ECSM 6th European Conference on Social Media (2019) studied factors that influence the adoption of social media marketing among Retail enterprises was conducted in South Africa, one of the fast-developing countries in Africa. Social media platforms such as Twitter and Facebook are examples of digital platforms used by most of its citizens and in some cases are utilised by retail to market their products so as to fit in the competitive nature of the industry. By adopting systematic methods in literature review for research methodology where different data from papers published in recognized publishing houses were considered. The results stressed that retailers are advised to use social media for marketing options due to the technological as well as environmental changes that occur with time. The researchers urged the retail firms to put into action technical, operational and training factors within their digital marketing adoption strategies so as to acquire more customers. The study being done in South Africa can be related to Tanzania which too is a developing country, with the study not using empirical data which gives a chance for the research study to justify the strategies in an empirical way

as per the current views and perceptions of both customers and firms in Moshi municipal municipality, Tanzania specifically so that they can make better decisions for each to attain advantages.

Apparently, the study by Friederici *et al.*, (2020) helped generalise and elaborate on African entrepreneurship in digital contexts. Despite the economic position of Africa globally, still, digital technology as digital marketing adoption has a way of enhancing the development of Africa. As internet accessibility is growing so should digital platforms and websites, because it would be of no importance to strive for an Internet presence yet the African nations do not potentially utilise it. Entrepreneurs need to be talented enough to adhere to these innovations to draw customers closer to their businesses such that value out of these digital marketing platforms and the internet may be experienced. Ideally, despite the economic position of the African countries as per historic records a lot is shared that is common including social-cultural experiences thus factors such as those should not intervene in the development of technology on digital marketing grounds, there is still a way to be globalised while utilising the potential necessities that absolutely develop our countries without distorting the morals and values of the nations and digital marketing platforms should not be taken as a threat. African firms just need to know what suits them and their customers best and not always consider the global ways of doing things to be exactly similar to theirs, this so results in research studies that specifically study African countries such as Tanzania and their digital marketing adoption issues as these of digital marketing platforms. Proper awareness of these issues will boost customer engagement with African businesses especially the local firms which appear to be practised crucial for societal economic development.

In Tanzania where local firms have been a wide platform for Tanzania revenue as well as employment opportunities different research studies have been conducted on digital marketing adoption and its platforms. A study on the effects of digital marketing on business performance in Dar es Salaam's food marketing and telecom industries was conducted by Chille (2018) and utilised a descriptive research methodology with 300 participants. According to the report findings, companies with the correct advertising strategies including pay-per-click had a possibility of performing better. This study promoted the use of digital platforms to connect customers, but it did not investigate

further the exact digital marketing platforms that would be extremely helpful to businesses. Even though this activity is crucial, it has not been managed well, particularly in Tanzania where the environment and many demographic characteristics have a significant impact on consumers' purchasing decisions. Knowing which digital marketing platforms work best for clients when they reach out brings about the requirement for this research study.

Silvano and Mbogo (2022) examined social media marketing and the performance of businesses among women firms in Nyamagana, Mwanza in Tanzania. With different concepts of social media sites' influence such as Instagram and Facebook on business, the study opted for a descriptive design on 136 respondents who were women entrepreneurs dealing with clothing sales who were offered questionnaires for data collection and later analysis. In the study, it was found that the continuous use of these platforms enabled the firms' high performance, especially in sales degrees. Specifying the digital platforms of Instagram and Facebook as being highly used among their customers since the platforms allowed customers to view the products and offer critics such that they are able to positively change for the betterment of their customer's feelings. The study can be related to this research as both try to intervene in deep on this digital platforms availability and customers link to them however the gap left based on the target population is different than digital platforms influencing buying behaviour of one region as that in Mwanza may be different to other regions as this in Kilimanjaro. Adhering to these differences also facilitates further research as this will not only be of use to firms and customers in Moshi but also in generalising what digital platforms customers in Tanzania really prefer and what firms in Tanzania should imply if they need to capture their sales from customers of different regions in Tanzania.

In her study of customer engagement with the uptake of internet-based services in Tanzania, Njau (2020) found that customer feedback on distinct services of businesses is the reason for the use of newly advertised products. It is also expected that customer awareness of digitally advertised products will have an impact on performance. The researcher is not persuaded that online advertising for services affects customers' loyalty to it; yet if clients exhibit a loyalty behaviour of utilising digital marketing platforms, the real truth about this can be discovered. This argument is related to the aim of this study, which includes determining whether customers ready enough to use

these digital marketing platforms fully utilise them such that the feedback obtained by businesses is accurate enough to bring a positive performance change to the firm in action.

2.4 Conceptual Framework

The conceptual framework for this research is centred on three independent variables and one dependent variable. The independent variables include 'Digital Marketing Platforms', 'Factors Influencing Purchasing Behaviour', and 'Initiatives for Effective Adoption'. 'Digital Marketing Platforms' denotes the variety of online platforms that firms use for marketing purposes. 'Factors Influencing Purchasing Behaviour' encompasses the diverse elements that impact the purchasing decisions of customers when they interact with these platforms. 'Initiatives for Effective Adoption' signifies the strategies or suggestions for firms on how to effectively implement digital marketing platforms. These three variables independently and collectively have an effect on the dependent variable, 'Improved Customer Purchasing Behaviour'. This dependent variable represents the anticipated shift in customer buying patterns as a result of the effective implementation of digital marketing platforms and the consideration of the factors influencing their purchasing behaviour.

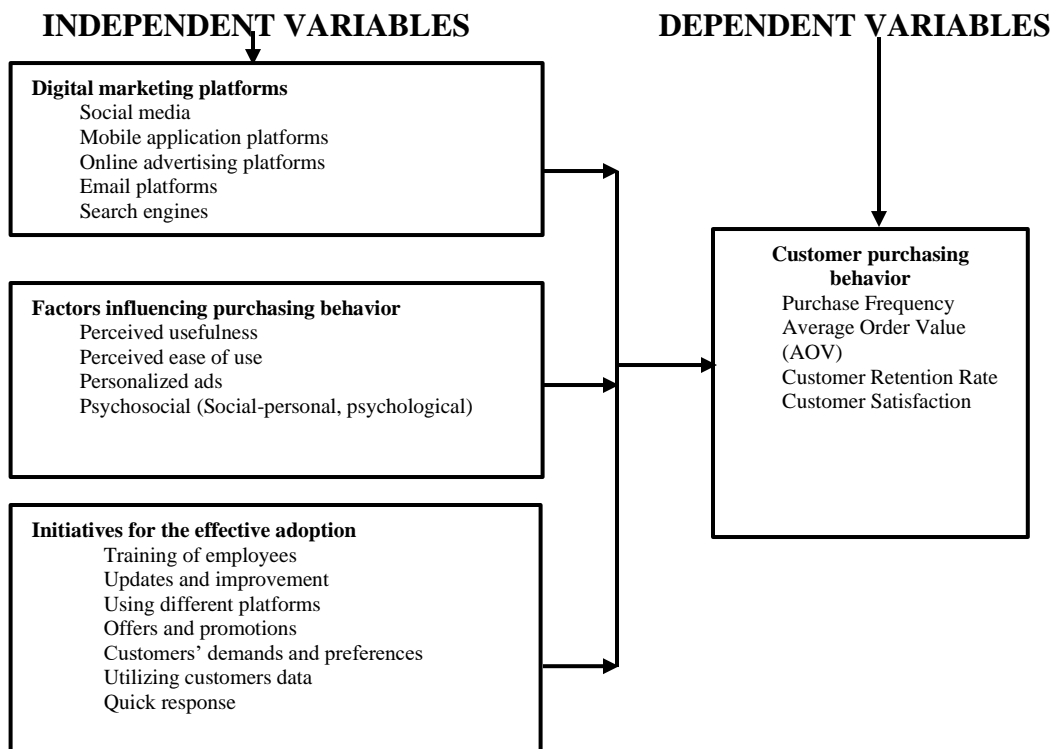


Figure 1: Conceptual framework

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Research Design

The strategy used to conduct the research study, which aimed to enhance its effectiveness and dependability, was known as the research design. The study assumed a time horizon descriptive research character of a cross-sectional design to promptly and efficiently gather data from a large population sample. A scientific method called descriptive research collected and analysed data to describe existing conditions, concepts, or relationships related to a topic. The cross-sectional design facilitated faster collection of both qualitative and quantitative data.

3.2 Geographical Coverage

Moshi municipality served as the administrative centre for the Kilimanjaro region in northeastern Tanzania. According to municipal data from Moshi, in 2023, the municipality housed approximately 230,784 residents as a population across a 58 km² area, encompassing 21 wards and 60 streets. Located on the slopes of Mount Kilimanjaro, Moshi is at the base of Africa's tallest peak and a dormant volcano. Reports from Moshi Municipal Council indicated that the majority of the municipal population earned their livelihood from the trade sub-sector. Consequently, many Moshi residents launched their businesses to enhance their income and create jobs. This made Moshi municipality an appropriate location for this research.

3.3 Population

The study's focus was the trade sector within Moshi Municipal. Based on Moshi municipal records, the vast majority of the 230,784 legal residents were economically active within the trade subsection. This significant group, encompassing both customers and entrepreneurs, formed the foundation for the research underlying the notion that the whole population in a certain point of time acted as customers within the region. Therefore, a pre-survey was performed before the study to obtain up-to-date data about the population engaged in Moshi's trade subsection. After this pre-survey, required adjustments ensured the research's precision and its findings' relevance to the current demographic context.

3.4 Sample Size and Sampling Technique

3.4.1 Sample Size

The study targeted a portion of the population, selecting them as research subjects. The researcher decided on a sample size of 400 based on specific statistical criteria, utilising Yamane's formula (1967).

Therefore, 400 respondents were selected for the sample size.

$$n = \frac{N}{1 + Ne^2}$$

Whereby:

n = estimated individual sample size,

N = total number of people within the study area,

e = level of precision, was 5% (0.05) used to obtain manageable respondents (Yamane, 1967).

$$n = \frac{230,784}{1 + 230,784 * 0.05^2}$$

$$n = 230,784 / 1 + 230,784 * 0.05 * 0.05$$

$$n = 230,784 / 1 + 230,784 * 0.0025$$

$$n = 400$$

Therefore, the sample size was 400 respondents.

3.4.2 Sampling techniques

Both simple random sampling and purposive sampling techniques were used in this study. Purposive Sampling was applied to judiciously select individuals having specific knowledge or involvement with digital marketing practices, enabling them to gather insightful and in-depth data. Subsequently, Simple Random Sampling was implemented, a probability-based technique providing each potential participant an equal and impartial chance to be included in the study. By blending the specificity of Purposive Sampling with the broader, randomised approach of Simple Random Sampling, this study optimised the robustness and generalizability of the findings, leveraging both specialised insights and representative perspectives.

In the diligent process of sample selection, both purposive and simple random sampling techniques were harmoniously employed to enhance the depth and breadth of data collected. Initially, purposive sampling was instrumental in identifying and selecting

individuals who are intricately actively engaged in digital marketing practices within Moshi Municipality. This targeted approach facilitated the extraction of distinctive, specialised insights that are pivotal in painting an in-depth portrait of the prevailing digital marketing landscape and consumer behaviours.

3.5 Data Collection

Data collection is the process of acquiring precise information so that it may be assessed and analysed for the research study. Primary sources from respondents, Secondary sources from publications and tertiary sources from reference materials were used as data sources in this research study. Data collection tools and methods were the two key components crucial for data collection.

3.5.1 Data collection methods

Surveys and interviews were the primary data collection methods. Semi-structured questionnaires and interview guides served as the primary methods.

3.5.1.1 Survey Methods

A survey, representing an efficient and economical method, was utilised in this study to collect quantifiable information from a predetermined set of respondents in the Moshi municipality. The instrument used in this methodology was a semi-structured questionnaire comprising both open-ended and closed-ended questions. This approach was particularly beneficial due to its potential for reaching a large number of respondents, thereby enabling the collection of extensive data. The respondents, consisting of customers and business owners, were respectfully requested to fill out the questionnaires. The information procured from these questionnaires was subsequently undergoing data analysis procedures to decode the raw data into meaningful insights.

3.5.1.2 Interviews

Utilising an interview guide as the instrument, this method was employed to gather rich, in-depth qualitative data directly from the respondents. In these interviews, the researcher conducted face-to-face conversations with selected respondents, engaging them in detailed discussions to understand their perceptions, motivations, and experiences. This approach allowed the researcher to delve deeper into the subject matter and uncover nuanced insights that might not be easily captured through quantitative methods like surveys. The data obtained from these interviews were

documented, analysed, and interpreted to aid in the overall understanding and interpretation of the research findings.

3.6 Data Analysis Techniques

The data analysis stage of our research was employing a combination of techniques to handle both quantitative and qualitative data. Each technique is aimed at comprehensively analysing the data, meeting the specific needs of the research objectives, and ensuring a holistic understanding of the subject matter.

3.6.1 Qualitative data analysis

In the analysis of qualitative data, thematic analysis was employed manually. This method is instrumental in identifying, analysing, and interpreting patterns or "themes" within the qualitative data. The themes identified were helping interpret various aspects related to the use and impacts of digital marketing platforms as experienced by business owners and customers. This analysis was to further offer in-depth insights into the factors that influence purchasing behaviour in the Moshi Municipality.

By integrating these quantitative and qualitative analytical techniques, the study aimed to offer well-rounded insights into the dynamics of digital marketing platforms in Moshi Municipality and their influence on consumer purchasing behaviour.

3.6.2 Quantitative data analysis

Descriptive statistics were used as the initial step in the quantitative data analysis, summarising the central tendencies, dispersion, and overall distribution of the data set. This provides a clear, simplified snapshot of the data in numerical form.

To study the influence of digital marketing platforms and various purchasing behaviour factors on customer purchasing behaviour, utilised a multiple regression analysis model. This statistical method measured the impact of the independent variables - digital marketing platforms (social media, mobile application platforms, online advertising platforms, email platforms, search engines), perceived usefulness, perceived ease of use, and psychosocial aspects - on the dependent variable, which is customer purchasing behaviour in this context. Lastly, factor analysis was conducted. This technique was essential in dealing with a large number of variables as it identified underlying factors or constructs that explained the pattern of correlations within a set

of observed variables. By identifying these underlying factors it was possible to streamline and focus the interpretation of results.

In the regression model, customer purchasing behaviour is the dependent variable (Y). The independent variables (X) include perceived usefulness (X₁), perceived ease of use (X₂), psychosocial aspects (X₃), and personalised ads (X₄).

Therefore, the regression model can be written as:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where:

- Y = represents customer purchasing behaviour.
- X = X₁, X₂, X₃, and X₄ represent the independent variables mentioned above.
- β_0 is the Y-intercept, which represents the predicted value of Y when all X variables are 0.
- β_1 , β_2 , β_3 , and β_4 are the regression coefficients, which represent the change in Y associated with a one-unit change in the corresponding X variable.
- ε is the error term, accounting for the variation in Y not explained by the X variables.

3.7 Data Validity and Reliability

3.7.1 Data reliability

Reliability refers to the consistency and repeatability of our findings. In this study, the reliability of the questionnaire was ascertained using Cronbach's alpha coefficient, a statistical measure that evaluates the extent to which items in a scale correlate. Our alpha coefficient was above 0.7, indicating high internal consistency and thus demonstrating the reliability of our questionnaire and our data.

Table 1: Cronbach's Alpha for Predictor Variables

Predictor Variables	Unit	Cronbach's Alpha
Reliance on information from digital marketing platforms for purchasing decisions.	10	0.81
User-friendliness of a digital marketing platform	10	0.78
Psychological aspects (like emotions, attitudes)	10	0.75
Personalised ads on digital platforms influence purchasing decisions.	10	0.72

3.7.2 Data validity

Data validity, reflecting the accuracy of our measurements, was crucial for our research.

To ensure validity, we engaged digital marketing experts to review and validate our research design, techniques, and tools. These experts confirmed that our data collection approach adequately represents the phenomena under investigation, thereby endorsing our data validity.

3.8 Ethical Issues

This study considered ethical issues as advocated in the MOCU COSTECH for ethical considerations, according to Driscoll and Brizee (2012). In social science research, a code of ethical principles requires researchers to obtain informed consent from all respondents, protect respondents from harm and discomfort, treat all information confidentially; and explain the experiment and the results to the respondents afterwards. This ensures correct information because respondents are assured protection.

CHAPTER FOUR

4.0 FINDINGS AND DISCUSSION

This chapter delineates the findings from the study centred on understanding the impact of digital marketing adoption on customer purchasing behaviours in Moshi Municipality. The objectives shaping this research are to discern the digital marketing platforms adopted by businesses in Moshi, identify the determinants influencing consumer purchasing behaviours, and recommend potential strategies for more effective adoption of these platforms. The provided data is predominantly quantitative, offering insights into the demography of the respondents.

4.1 Response Rate

The study aimed to understand the influence of digital marketing adoption on customer purchasing behaviours, specifically focusing on the customers in Moshi Municipality. An initial sample comprising 400 potential respondents was identified. Out of this, 385 questionnaires related to their experiences and perceptions of digital marketing platforms were distributed. From the disseminated questionnaires, 352 were successfully returned. However, due to certain inconsistencies or incomplete data, only 349 of these questionnaires were deemed fit for analysis in the study. The non-return of questionnaires by 33 respondents led to an effective response rate of 91.4%.

Benchmarking against academic standards, Morton, Bandara, Robinson, and Carr (2012) stipulate that a response rate of 50% is adequate for empirical research. When the rate reaches 75%, it is considered robust enough to ensure the validity of analysis. Given that this study achieved a response rate of 91.4%, it aligns well within the "very good" category, an assessment also supported by Fan and Yan (2010), who suggest that a return rate beyond 70% is commendable.

Table 2: Response Rate

Description	N (349)	Percent (%)
Total questionnaires distributed	400	100%
Questionnaires deemed usable	349	87.25%
Total questionnaires returned	352	88%

Upon conducting various diagnostic tests for the assumptions of multiple linear regressions, several key insights were noted. The Shapiro-Wilk Test, with a statistical value of 0.986 and a p-value of 0.143, confirmed the residuals' normal distribution. The

Durbin-Watson statistic was recorded at 1.952, which denotes the absence of auto-correlation in the data. To address the concern of multicollinearity, the Variance Inflation Factor (VIF) was computed for the predictor variables. Each of the variables – "Reliance on digital marketing platforms," "User-friendliness of a digital marketing platform," "Psychological aspects (like emotions, attitudes)," and "Personalised ads on digital platforms" – exhibited VIF values of 1.08, 1.06, 1.11, and 1.09, respectively, which are well below the threshold of 10, indicating no multicollinearity. Lastly, the Breusch-Pagan Test yielded a statistical value of 2.18 with a p-value of 0.534, establishing homoscedasticity in the residuals.

Table 3: Diagnostic Tests for Multiple Linear Regression Assumptions

Diagnostic Test	Statistic Value	p-value	VIF	Result
Shapiro-Wilk Test (Normality of Residuals)	0.986	0.143	-	Normal Distribution
Durbin-Watson Test (Auto-correlation)	1.952	-	-	No Auto-correlation
Variance Inflation Factor (VIF) - Reliance on digital marketing platforms	-	-	1.08	No Multicollinearity
Variance Inflation Factor (VIF) - User-friendliness of a digital marketing platform	-	-	1.06	No Multicollinearity
Variance Inflation Factor (VIF) - Psychological aspects (like emotions, attitudes)	-	-	1.11	No Multicollinearity
Variance Inflation Factor (VIF) - Personalized ads on digital platforms	-	-	1.09	No Multicollinearity
Breusch-Pagan Test (Heteroskedasticity)	2.18	0.534	-	Homoscedasticity

4.2 Demographic characteristics and Background information of the study

Table 4 offers a snapshot of the demographic characteristics of the study's respondents, reflecting on parameters like gender, age, marital status, and educational background. It lays down a contextual foundation for the understanding of digital marketing's influence on various demographic segments.

Table 4: Demographic Characteristics and Background Information of the Respondents

Variable	Categories	Frequency (n)	Percentage (%)
Sex			
Female	239	68.5%	68.5%
Male	110	31.5%	31.5%
Age			
18-30 years	202	57.9%	57.9%
31-40 years	81	23.2%	23.2%
41-50 years	58	16.6%	16.6%
51 years and above	8	2.3%	2.3%
Marital Status			
Single	133	38.1%	38.1%
Married	168	48.1%	48.1%
Widow/Widower	10	2.9%	2.9%
Divorced	38	10.9%	10.9%
Education Level			
Primary School	15	4.3%	4.3%
Ordinary Level	52	14.9%	14.9%
Advanced Level	81	23.2%	23.2%
Certificate Level	66	18.9%	18.9%
Diploma	87	24.9%	24.9%
Bachelor Degree	48	13.8%	13.8%

Source: (Field Data, 2023)

The study's demographics suggest a female majority, with 68.5% of the respondents being female, which may impact the interpretation of data relating to the influence of digital marketing. Similarly, a majority of the respondents lie in the 18-30 age brackets, hinting at a digitally aware segment that might have a more pronounced exposure to digital marketing. The marital status and educational background, too, play a significant role in deciphering purchasing patterns, especially in the digital realm. In the upcoming sections, each of these demographic parameters were delved into, aiming to understand their impact on digital marketing's influence over purchasing behaviours.

4.2.1 Gender of the respondents

The sample consisted predominantly of female respondents, with 68.5% of the total population being female and 31.5% male. This significant female representation might indicate a more female-centric online consumer base in Moshi Municipality. Such insights were instrumental in understanding gender-specific purchasing patterns in response to digital marketing.

4.2.2 Age of the respondents

Age can significantly impact one's purchasing behaviour, especially in the realm of digital marketing. The majority (57.9%) of the respondents were aged between 18-30 years, potentially implying a younger, more digital-savvy cohort. This segment, alongside the other age brackets, were analysed to gauge the age-specific responsiveness to digital marketing initiatives.

4.2.3 Marital status of the respondents

Marital status often translates into different purchasing needs and patterns. For instance, married individuals might demonstrate different buying behaviours than their single counterparts, especially in the digital space. With 48.1% of respondents being married, the study was aimed to identify marital-status specific purchasing patterns influenced by digital marketing.

4.2.4 Education level of the respondents

Education levels often correlate with digital awareness and the ability to navigate online purchasing platforms. With varied educational backgrounds among the respondents, from primary school attendees to bachelor's degree holders, the study will further evaluate how education levels influence receptiveness and responsiveness to digital marketing strategies.

4.3 Digital Marketing Platforms Used by Firms in Moshi Municipality

In the contemporary business environment, the adoption of digital marketing platforms plays a pivotal role in reaching and engaging with customers. Within Moshi Municipality, firms have increasingly integrated digital methods into their marketing strategies. Table 5 provides a snapshot of how prevalent the use of digital marketing platforms is among businesses in the region, offering insights into the current digital transformation trends in the Municipality.

Table 5: The use of digital marketing platforms in business operations

Response	Frequency (n)	Percentage (%)
Yes	298	85.4
No	51	14.6
Total	349	100.0

Source: (Field Data, 2023)

85.4% of firms in Moshi Municipality use digital marketing platforms to conduct business operations. This means that the majority of firms in the municipality are using digital marketing to reach their target audience, promote their products and services, and grow their businesses. Only 14.6% of firms in Moshi Municipality do not use digital marketing platforms. These firms may be small businesses that do not have the resources to invest in digital marketing, or they may be businesses that are not yet convinced of the benefits of digital marketing. The findings of this study suggest that digital marketing platforms are important tools for businesses in Moshi Municipality. Businesses that use digital marketing platforms are more likely to reach their target audience, promote their products and services, and grow their businesses. Businesses that do not use digital marketing may be at a disadvantage in the competitive marketplace.

The high adoption of digital marketing platforms among firms in Moshi Municipality is consistent with recent research and observations in the realm of digital technology usage. The findings from this municipality resonate with the insights of Malik and Annuar (2021). They emphasised the rising significance of digital tools which are increasingly driving consumer behaviour and decisions. Crucially, the perceived utility and user-friendliness of these digital platforms have emerged as strong determinants of their widespread adoption.

Furthermore, Mirondo and Zacharia's (2021) interview with the COSTECH Director General sheds light on the rapidly changing landscape of technology integration across various sectors. This broader Tanzanian trend of progressively embracing digital solutions complements the digital marketing trends observed in Moshi Municipality, with businesses there exhibiting a clear inclination to embed digital platforms into their strategic frameworks. In alignment with these findings, a business owner in Moshi Municipality shared their perspective:

"...In the time I've been operating in Moshi, the transformation in the marketing landscape has been evident. Our initial approach heavily relied on traditional channels such as print ads and radio. Yet, as the digital wave swept in, the benefits became apparent. Our reach expanded, we connected with newer, younger audiences, and saw a significant uptick in sales. The shift was more than just a strategy

change; it was a necessity to remain relevant and competitive. Most businesses around us were also transitioning online, and to stay ahead, we had to adapt. I've observed that a large majority of businesses in Moshi have embraced digital marketing, and it's heartening to see. The few who haven't made the shift will soon realise the potential and advantages of the digital realm. There's an undeniable momentum when businesses collectively gravitate towards digital avenues. It nurtures growth, collaboration, and innovation." (Participant B, personal communication, July 19th 2023, Moshi)

In essence, the evident surge in the utilisation of digital marketing platforms in Moshi Municipality is reflective of a broader shift towards digital technology in the business realm, as corroborated by academic research and tangible on-the-ground observations. As digital tools continue to evolve and cater to the multifaceted needs of businesses, it's anticipated that their adoption will only gain momentum, thereby potentially sidelining entities that remain reluctant to adapt.

While the adoption of digital marketing platforms is widespread, the preference for specific platforms varies based on business goals, target audience, and the nature of the product or service. Table 6 offers a comprehensive breakdown of the digital platforms predominantly utilised by businesses in Moshi Municipality. The data reveals the prominence of certain platforms, highlighting the dynamic landscape of digital marketing in the region.

Table 6: The digital platform mostly used in the business

Platform	Frequency (n)	Percentage (%)
Facebook	79	22.6
Instagram	176	50.4
Online ads.	42	12.0
Email Platforms	12	3.4
Online Shops	17	4.9
Twitter	23	6.6
Total	349	100.0

Source: (Field Data, 2023)

From the firms that utilise digital platforms, Instagram emerges as the most popular platform with 50.4% adoption, indicating a preference for visual content. Facebook and

Online ads follow suit with 22.6% and 12.0% respectively. Interestingly, despite the rise of e-commerce globally, only 4.9% of firms use Online Shops, perhaps hinting at local consumer behaviours or a gap in e-commerce knowledge. Traditional Email Platforms see a decreased emphasis with only 3.4%. Twitter, a platform known for rapid information dissemination, is adopted by 6.6% of the firms.

The utilisation of different digital platforms by firms is indicative of varied marketing strategies aligned with specific audience engagement needs. Instagram leads with a 50.4% adoption rate, highlighting a strong affinity for visual content among audiences. Facebook and online ads are also notable, but their use is less widespread. The minimal 4.9% adoption of online shops may reflect local consumer preferences or a lack of e-commerce expertise. The reduced focus on traditional email platforms, at 3.4%, suggests a shift towards more immediate, interactive forms of communication. Twitter's 6.6% adoption underscores its niche role in real-time information sharing. Each platform's popularity is a testament to its effectiveness in resonating with distinct audience segments and consumer behaviours.

The diverse adoption rates across platforms suggest that firms in Moshi Municipality should strategically choose platforms based on their business needs and the preferences of their target audience. Especially, there's an evident opportunity to explore the e-commerce space further given the low adoption of online shops.

The variety in platform preference as observed in Moshi Municipality is congruent with the broader digital marketing trends reported in the literature. For instance, Silvano and Mbogo (2022) delved into the impact of Instagram marketing on sales performance in Tanzania, emphasising its growing relevance. Their study, which centred on women's clothing stores in the Nyamagana district, highlights the potential of platforms like Instagram, which is highly visual and can effectively showcase clothing. This might explain the dominant preference for Instagram in Moshi Municipality, as indicated by the 50.4% adoption rate.

Moreover, Syaifullah *et al.* (2021) have extensively discussed the relationship between social media marketing and business performance, especially during challenging times like the COVID-19 pandemic. Their research underscores the significance of adapting to the dynamic nature of the digital landscape and choosing platforms that align with

business goals and target demographics. The trends seen in Moshi Municipality, especially the prominence of visual content platforms such as Instagram and the lesser emphasis on traditional platforms like Email, mirror these insights.

Interestingly, the underutilization of online shops in Moshi Municipality stands out, especially given the rise of e-commerce globally. Silvano and Mbogo's study, while not directly addressing e-commerce, implies the significant potential of digital platforms in driving sales. This suggests that businesses in the municipality might be missing out on considerable opportunities in the e-commerce sector.

In summary, the preferences in digital platform adoption among firms in Moshi Municipality align with broader trends highlighted by Silvano and Mbogo (2022) and Syaifullah *et al.* (2021). Firms aiming for effective digital strategies should consider insights from such literature and assess local consumer behaviours to maximise their outreach and returns on digital investments. Building upon these insights, an owner of a prominent retail business in Moshi Municipality shared their experience during an interview:

"...We've seen the power of visual content, especially on Instagram. It's been unmatched in driving engagement for our products. While we've been slow to adopt e-commerce, I'm aware of its rising trend elsewhere. We've noticed younger customers are more active on social platforms, and traditional methods like email don't resonate as much. It makes sense that many businesses here are flocking to Instagram; it's simply where our audience spends their time."
(Participant C, personal communication, July 19th 2023, Moshi)

The frequency with which businesses engage on digital platforms can offer insights into their digital marketing strategies and the emphasis they place on consistent online engagement. Table 7 delineates the regularity of digital platform usage by firms in Moshi Municipality. By examining the frequency, we can discern patterns and preferences that businesses adopt in their digital outreach initiatives.

Table 7: Frequently of using those digital marketing platforms

Frequency	Frequency (n)	Percentage (%)
Once a week	109	31.2
Twice a week	158	45.3
More than thrice a week	66	18.9
Only once a month	10	2.9
After every few month	6	1.7
Total	349	100.0

Source: (Field Data, 2023)

The frequency with which firms in Moshi Municipality use digital marketing platforms varies significantly. A significant 45.3% of firms use their chosen digital marketing platforms twice a week, making it the most common frequency. This is closely followed by those using it once a week at 31.2%. A smaller but notable portion, 18.9%, employ these platforms more than thrice a week, indicating an active digital marketing approach. On the other end of the spectrum, there are firms that engage sparingly, with 2.9% using the platforms only once a month and a minimal 1.7% after every few months.

The data underscores the importance of frequent engagement on digital platforms for most firms in the Municipality. However, it also points towards varying strategies and objectives. While a significant majority believes in maintaining a consistent weekly presence, there are firms that choose a more infrequent approach. This could be due to the nature of their business, their target audience's online behaviour, or limited resources and expertise in digital marketing. Firms should tailor their digital marketing frequency based on the responsiveness of their audience and the nature of their content. It might also be worthwhile for businesses engaging less frequently to reconsider their strategies, as consistent engagement often correlates with better digital visibility and customer engagement.

The utilisation frequency of digital marketing platforms in Moshi Municipality, as illustrated in Table 7, aligns with broader observations about businesses recognizing the essence of consistent online engagement.

Mirondo and Zacharia's (2021) interview with the COSTECH Director General highlights the significant role of technology and digital tools in contemporary business strategies. Regular engagement on digital platforms can substantially augment a firm's visibility and connection with its target audience. The predominance of weekly usage

among firms in Moshi Municipality, as indicated by the 45.3% engaging twice a week and the 31.2% engaging once a week, mirrors these sentiments, emphasising the perceived importance of maintaining an active online presence.

In contrast, the data from Mishra (2021) about sampling techniques does not directly address digital platform usage frequency but can shed light on why certain businesses might opt for less frequent engagement. Factors such as business type, sample size, and objectives can influence the frequency of engagement. For instance, a firm targeting a niche audience may not feel the need to engage as frequently as another with a broader target demographic.

Moreover, the general data available from Moshi municipality suggests that businesses should be cognizant of local consumer behaviour and preferences. The low frequency of engagement by some firms (e.g., those engaging once a month or after every few months) might indicate either a missed opportunity or a strategic choice rooted in understanding their audience's online patterns. It's imperative that businesses, especially those with infrequent digital engagements, continually reassess their strategies in the face of evolving digital behaviours.

Therefore the varying frequencies of digital platform engagement among firms in Moshi Municipality draw parallels with larger trends and observations emphasised by Mirondo and Zacharia (2021). To optimise their digital strategies, businesses must gauge their audience's responsiveness, align with their content nature, and remain adaptable to the shifting digital landscape. During a conversation with a seasoned business owner in Moshi Municipality, they shared:

"...In our business, we've found a sweet spot in engaging with our audience twice a week on platforms like Instagram and Facebook. It keeps us visible without overwhelming our followers. I know some peers who engage daily, capitalising on the always-on nature of digital. But for us, it's about striking a balance - consistent engagement without being too aggressive. I've also observed some businesses posting less frequently, maybe due to their niche audience or resource constraints. Regardless, the key is understanding our audience's preferences and ensuring we're there

when they're looking." (Participant D, personal communication, July 19th 2023, Moshi)

The decision for businesses to integrate digital marketing platforms into their strategies is often influenced by a multitude of factors. These factors can range from external pressures, such as changing customer behaviours, to internal motivations, like the desire for cost-effectiveness. Table 8 delves into the primary reasons that prompt firms in Moshi Municipality to embrace digital marketing avenues, providing a clearer understanding of the motivators behind the digital transition.

Table 8: Factors Influenced Firm Adapting To Digital Marketing Platforms

Factors	Frequency (n)	Percentage (%)
Customer Behaviour and Expectations	104	29.8
Cost-Effectiveness	132	37.8
Measurable Results	80	22.9
Targeting and Personalization	33	9.5
Total	349	100.0

Source: Field Data, (2023)

The factor of cost-effectiveness, cited by 37.8% of firms, aligns with a broader business trend of seeking cost-efficient methods to optimise reach and engagement. The research by Iftahy et al. (2023) on digital consumers in the Middle East underscores this sentiment, highlighting how businesses across various regions are increasingly recognizing the cost-benefits of digital platforms. Especially in an age where consumers are becoming digitally savvy, digital marketing platforms offer a more affordable and scalable means to connect with a vast audience compared to traditional methods.

Customer behaviour and expectations, as a driving factor for 29.8% of firms, resonate with global statistics on internet demographics. According to data from Statista, there's an exponential rise in the number of internet users worldwide. This changing landscape is a clear indicator of shifting customer behaviours, where the digital world plays a crucial role in influencing purchase decisions. Firms are thus motivated to meet these changing behaviours and expectations to remain competitive.

Measurable results, a factor for 22.9% of firms, aligns with Kamal, Shafiq, and Kakria's (2020) study on the acceptance of telemedicine services. Their extended Technology

Acceptance Model (TAM) emphasises the importance of measurable outcomes as a significant determinant of technology adoption. In the realm of digital marketing, the ability to track, measure, and analyse results in real-time is an unparalleled advantage, making it a compelling reason for businesses to adopt these platforms.

Lastly, the emphasis on targeting and personalization by 9.5% of firms points towards the rising importance of curated experiences for consumers. Digital platforms allow businesses to provide personalised content, offers, and advertisements, significantly enhancing the customer experience and increasing conversion rates. Speaking with a digital marketing manager of a prominent business in Moshi Municipality, they revealed:

"...We've seen substantial benefits from engaging twice a week on our platforms. It's frequent enough to remain top-of-mind for our audience, but not so much that it becomes overbearing. I've noticed some businesses in the municipality diving deep with daily engagements, while others seem reserved, maybe posting once a month. It's all about knowing your audience and resources. For us, the cost-effectiveness of digital marketing has been undeniable. We can reach thousands without the hefty price tag of traditional advertising. What's more, the real-time analytics digital platforms offer is invaluable. It's not just about being online; it's about knowing why we're online. The insights we gain from these platforms help us tailor our approach, ensuring we meet our customers where they are and provide them with experiences they value."(Participant E, personal communication, July 19th 2023, Moshi)

Therefore the diverse reasons for digital marketing adoption among firms in Moshi Municipality are reflective of larger global trends and studies. Cost efficiencies, evolving customer behaviours, the allure of measurable results, and the potential for personalization stand out as pivotal drivers for businesses in the contemporary digital age.

While the advantages of digital marketing are manifold, businesses also struggle with specific challenges inherent to the digital realm. These challenges can range from managing online reputations to keeping up with ever-evolving algorithms. Table 9

provides a detailed overview of the main challenges that firms in Moshi Municipality confront when leveraging digital marketing platforms, shedding light on areas where interventions or additional support might be beneficial.

Table 9: Challenges that firm face when using digital marketing platforms

Challenges	Frequency(n)	Percentage (%)
Managing Reputation and Negative Feedback	116	33.2
Content Creation and Consistency	119	34.1
Understanding Changing Algorithms	68	19.5
Security and Privacy Concerns	46	13.2
Total	349	100.0

Source: Field Data, (2023)

Digital marketing, while beneficial, brings along a set of challenges for firms in the Moshi Municipality. The most pressing challenge, as indicated by the data, is content creation and consistency, with 34.1% of firms identifying with this obstacle. In the fast-paced digital world, creating relevant, high-quality content that resonates with audiences and doing so consistently is evidently a significant concern. Managing reputation and negative feedback is related with content-related issues, accounting for 33.2%. This highlights the importance firms place on maintaining a positive brand image in the face of rapid information dissemination online. Understanding changing algorithms stands at 19.5%. As platforms continuously update and modify their algorithms, many businesses find it challenging to keep up and ensure their content reaches their target audience effectively. Lastly, 13.2% of firms raise concerns about security and privacy, which is an ever-growing issue in the digital realm.

Digital marketing, while offering numerous advantages, presents distinct challenges for businesses in Moshi Municipality. According to recent data, content creation and consistency emerge as the primary challenge, with 34.1% of firms identifying this as a significant hurdle. In the dynamic realm of digital marketing, producing engaging, high-quality content consistently is crucial for maintaining audience interest and relevance. Close behind, managing reputation and addressing negative feedback is a concern for 33.2% of firms. This underlines the importance of a positive brand image, especially in an environment where information spreads rapidly online. Adapting to changing algorithms is another notable challenge, cited by 19.5% of firms. As digital platforms frequently update their algorithms, businesses struggle to stay abreast of these changes and ensure optimal visibility and engagement with their target audience.

Lastly, the concern about security and privacy, raised by 13.2% of firms, is an increasingly critical issue in the digital space. In the era of digital marketing, data security and privacy are not just about regulatory compliance but are integral to building and maintaining customer trust. The digital environment is fraught with risks such as data breaches, identity theft, and unauthorized access to sensitive information. This necessitates a robust approach to data protection, involving advanced security protocols and privacy measures. Businesses must be proactive in safeguarding customer data, employing encryption, secure data storage, and privacy-focused policies. This commitment to security and privacy not only protects the firm and its customers but also enhances the firm's reputation as a trustworthy and responsible entity in the digital marketplace.

To effectively navigate these challenges, businesses in Moshi Municipality need to embrace continuous learning and adaptability. Investing in specialized training or hiring experts in areas like content creation, reputation management, algorithm understanding, and cyber security can be invaluable. These measures will enable firms to stay competitive and successful in the ever-evolving landscape of digital marketing, ensuring they can effectively connect with their audience while safeguarding their digital assets and consumer trust.

These challenges underline the complexities of navigating the digital marketing landscape. Businesses need to invest in continuous learning and adaptability to address these concerns. Specialised training or hiring experts in content creation, reputation management, and understanding platform algorithms can prove beneficial. Additionally, as security and privacy concerns grow, firms must prioritise data protection not just for compliance but to foster trust among their customer base.

The challenges faced by businesses in Moshi Municipality, as presented in Table 9, mirror the evolving digital landscape's complexities and intricacies. The data elucidates the areas that require attention and intervention, ensuring firms can harness the digital medium's full potential while effectively navigating its pitfalls.

Content Creation and Consistency: The fact that 34.1% of firms identify content creation and consistency as their primary challenge underlines the digital territory's competitive nature. Alzaam and Almizeed's (2021) research reiterates the pivotal role

of strategic and consistent content in influencing purchasing decisions. It is essential for businesses to understand their audience's needs and preferences to produce content that resonates and engages, setting them apart in a crowded digital space.

Managing Reputation and Negative Feedback: In an era where information spreads at the click of a button, 33.2% of firms emphasise the significance of reputation management. This underscores the vulnerability of brands in the digital sphere where a single negative review or feedback can have cascading repercussions. Firms need to be proactive in addressing concerns, maintaining transparency, and effectively leveraging both positive and negative feedback to bolster their online presence and trust.

Understanding Changing Algorithms: With 19.5% of firms highlighting this as a challenge, it resonates with Aljumah, Nuseir, and Refae's (2022) emphasis on the need for continuous technological adaptability for businesses. The ever-evolving algorithms of digital platforms can impact content visibility and reach. Therefore, firms need to stay updated with the latest changes and modifications to ensure their digital strategies remain effective.

Security and Privacy Concerns: The rising global discourse on data privacy and protection is reflected in the concerns of 13.2% of firms in Moshi Municipality. As digital interactions increase, so does the volume of data exchanged and stored. Ensuring this data's security and privacy becomes paramount to maintain customer trust and ensure compliance with data protection regulations.

This part provides a holistic view of the challenges faced by businesses in Moshi Municipality. While the digital landscape offers immense opportunities, the accompanying challenges necessitate continuous learning, adaptability, and strategic interventions. By recognizing and addressing these concerns head-on, firms can optimise their digital marketing strategies to foster growth, engagement, and trust. Speaking with a digital marketing manager of a prominent business in Moshi Municipality, they revealed:

"...Navigating the digital marketing landscape in Moshi Municipality has its own set of unique challenges. For us, consistently producing compelling content is one of the most demanding tasks. It's not just about regular postings but ensuring

that each post adds genuine value to our audience. Then there's the matter of reputation. We had an instance where a single negative feedback almost tarnished our brand image, highlighting the need for swift and transparent communication. Additionally, the constant changes in platform algorithms mean we're always on our toes, trying to ensure our content reaches its intended audience. And of course, in today's world, ensuring data security is paramount. It's not just a matter of regulatory compliance but fostering trust among our clientele. The digital realm offers unprecedented opportunities, but it's essential to be aware and adaptive to its challenges." (Participant E, personal communication, July 19th 2023, Moshi).

Digital marketing platforms have increasingly become instrumental in shaping consumer purchasing decisions. Their effectiveness in influencing purchasing behaviours, however, can vary depending on various factors, such as platform credibility, content quality, and audience engagement. Table 10 presents a breakdown of the perceived influence of digital marketing platforms on purchasing decisions among firms in Moshi Municipality, offering insights into the platforms' impact on the local consumer landscape.

Table 10: Ability of digital marketing platforms to influence purchase

Response	Frequency (n)	Percentage (%)
Yes	268	76.8
No	81	23.2
Total	349	100.0

Source: Field Data, (2023)

A substantial majority of respondents (76.8%) confirmed that digital marketing platforms influenced their purchasing decisions, demonstrating the efficacy of these platforms in influencing consumer behaviour. However, 23.2% indicated no such influence, suggesting that while digital marketing is impactful, it's not the sole determinant of purchasing decisions for all consumers.

The significance of digital marketing platforms in influencing consumer purchasing decisions, as showcased by the majority (76.8%) of firms in Moshi Municipality, is further validated in academic literature. Achiando's research in 2018 highlighted the

pervasive influence of e-commerce and digital strategies in shaping consumer choices. Specifically, the study emphasised the ability of these digital channels to alter purchasing behaviours in micro and small enterprises in Nairobi County, Kenya. This underpins the broader narrative that, in our increasingly connected age, many consumers base their buying decisions on information and experiences encountered on digital platforms.

However, it's also worth noting that a portion of the market remains that isn't swayed by digital touchpoints, which is mirrored in the 23.2% of firms in Moshi Municipality reported no influence from these platforms on purchasing decisions. This could be due to a segment of the consumer base that still values traditional shopping experiences and is less reliant on online information or digital engagements when making purchasing decisions. Cultural factors, digital literacy levels, and internet accessibility can also play crucial roles. Some consumers may not have ready access to the internet or might lack the necessary skills to navigate digital platforms effectively. Others might be wary of the authenticity and reliability of information and advertisements found online, opting for direct, in-person interactions and transactions where they can evaluate products or services first-hand before making a purchase. This highlights the continuing relevance of traditional marketing and sales approaches alongside the burgeoning digital strategies.

The digital landscape offers a plethora of platforms for consumers to explore, research, and ultimately make purchasing decisions. From mobile apps to social media channels, consumers have diverse options at their fingertips, each offering unique features and experiences. Table 11 delves into the specific digital marketing platforms that are predominantly used by individuals in Moshi Municipality to purchase goods or services, highlighting the platforms' relative popularity and reach.

Table 11: The digital marketing platforms used to purchase goods or Services

Platforms	Frequency (n)	Percentage (%)
Mobile app	84	24.1
Social media	149	42.7
Online ads.	48	13.8
Email Platforms	46	13.2
Search engine	22	6.3
Total	349	100.0

Source: Field Data, (2023)

Among the respondents influenced by digital marketing, social media platforms stand out as the most influential, with 42.7% of respondents acknowledging its role. This emphasises the power of platforms like Facebook, Instagram, and Twitter in shaping purchasing behaviours. Mobile apps come in second, accounting for 24.1% of the influence. As smartphone usage continues to rise, apps have become a pivotal touch point between brands and consumers. Online ads and email platforms have a fairly similar impact, capturing 13.8% and 13.2% respectively, indicating that while they might not be the primary influencer for most, they still hold significant sway in the digital marketing mix.

Social media's dominance, with 42.7% of respondents acknowledging its influence, can be attributed to the platforms' interactive and engaging nature. Platforms like Facebook, Instagram, and Twitter allow for real-time interaction, personalised content delivery, and peer reviews, enabling consumers to make informed decisions. The visually appealing and dynamic content on social media also enhances user engagement. Furthermore, the ease of access and the vast audience on social media platforms facilitate a broader reach and influence. Mobile apps, accounting for 24.1%, are gaining traction due to the convenience and accessibility they offer, with consumers appreciating the ability to explore and purchase on-the-go. Online ads and email platforms, though less dominant, still play a crucial role by offering targeted and direct communication channels, capturing 13.8% and 13.2% influence respectively. They remain integral in the marketing mix, providing diverse strategies for reaching and engaging different customer segments.

Search engines, despite their ubiquitous presence, influence only 6.3% of the respondents. This could be because users often have a clear intent when using search engines, or because other platforms with more visual or interactive content are more persuasive. These findings imply that brands aiming to maximise their digital marketing impact should prioritise their presence on social media, given its significant influence. However, diversifying marketing strategies across various platforms, including mobile apps and online ads, is crucial for reaching broader audiences. Brands should also continue to innovate and test their strategies on different platforms to see what resonates best with their target audience.

In aligning with the findings derived from Table 11, existing literature offers authentic insights into the role of various digital platforms in influencing purchasing decisions. Asmara et al. (2019) conducted a study focusing on millennial consumer behaviour in Indonesia and highlighted the pivotal role that digital technology plays, particularly through social media platforms. This resonates with the finding that 42.7% of individuals in Moshi Municipality consider social media as a predominant platform influencing their purchasing behaviour. The influence of platforms like Facebook, Instagram, and Twitter in driving purchases is undeniably growing, catering to the visually-driven preferences of today's digital consumers.

Mobile apps, which cater to the rapidly rising smartphone usage globally, have indeed become significant touch points between brands and consumers. Asmara et al. further assert that with the proliferation of smartphones, mobile apps facilitate more personalised and instantaneous engagements, resulting in them being a significant influencer in purchase decisions. While online ads and email platforms command a moderate influence according to the data from Moshi Municipality, their presence in the digital ecosystem remains substantial. Their nuanced approach to reaching specific audience segments makes them integral components of a holistic digital marketing strategy.

Interestingly, search engines' influence in Moshi Municipality appears to be less than might be anticipated, given their widespread usage. Bos (2020), in his work on research ethics, emphasises the importance of understanding the unique dynamics of each region or community, suggesting that regional variations could exist in digital influence patterns.

Choosing the right digital platform is crucial for the success of any marketing campaign. While several platforms are available, businesses and consumers alike may have specific preferences based on user experience, reach, and effectiveness. Table 12 provides a detailed breakdown of the top two digital marketing platforms that individuals in Moshi Municipality predominantly prefer to use, emphasising the dominance of certain platforms over others.

Table 12: The two digital marketing platforms mostly used

Platforms	Frequency (n)	Percentage (%)
Mobile app	98	28.1
Social media	155	44.4
Online ads.	52	14.9
Email Platforms	16	4.6
Search engine	28	8.0
Total	349	100.0

Source: Field Data, (2023)

The data indicates that when asked about their top two preferences among the digital marketing platforms, a significant 44.4% of respondents preferred social media. This finding is consistent with earlier data showcasing the influence of social media in purchasing decisions. Mobile apps rank as the second most preferred platform with 28.1% of respondents. This suggests a growing affinity for apps as they offer a more personalised and seamless experience to users.

Online ads capture 14.9%, indicating a solid position in the preferences, while search engines, despite their lower influence in previous data, are preferred by 8.0% of respondents. Traditional email platforms continue to lag in preferences, with only 4.6% of respondents listing them in their top two.

This finding implies that Brands need to recognize the importance of social media and mobile apps as preferred digital marketing platforms and allocate resources accordingly. While the preference for online ads and search engines is less, they shouldn't be ignored, as diversifying digital marketing strategies is crucial for tapping into various segments of the market. The diminished role of email platforms suggests that businesses need to adopt more innovative ways to use email or prioritise other platforms for better engagement and reach.

The dominance of social media as a digital marketing platform is corroborated by research by Alzyoud (2018), who found a profound influence of social media marketing on the purchasing behaviours of Ghanaian female shoppers. This study emphasised the power of social media in driving impulse purchases, underscoring its role as an essential tool for influencing consumer decisions.

In the constantly evolving landscape of digital marketing, understanding the reasons behind the selection of certain platforms over others is pivotal. The effectiveness of a

platform is often gauged by its ability to deliver on specific objectives. Table 13 explores the primary reasons businesses and individuals in Moshi Municipality believe that digital marketing platforms excel. From ensuring active customer engagement to providing crucial analytics and insights, targeted advertising, cost effectiveness as well as analytics and insights each reason sheds light on the platform's perceived strengths.

Table 13: Reason for Digital Marketing Platforms been the best

Reason	Frequency (n)	Percentage (%)
Customer Engagement	104	29.8
Brand Awareness and Visibility	151	43.3
Targeted Advertising	50	14.3
Cost-Effectiveness	38	10.9
Analytics and Insights	6	1.7
Total	349	100.0

Source: Field Data, (2023)

The paramount advantage of digital marketing platforms, as perceived by 43.3% of respondents, is "Brand Awareness and Visibility." This suggests that these platforms have a profound effect in making brands more recognizable and widespread among the audience. "Customer Engagement" follows closely, signifying the importance of fostering interactive relationships between customers and brands. Surprisingly, "Analytics and Insights," which offers crucial data-driven inputs, ranks the lowest, indicating that its potential may not be fully realised by the majority of users.

This finding implies that Companies should focus on harnessing the power of digital marketing platforms for increasing their brand visibility and for fostering genuine customer engagement. Additionally, there's a need to educate businesses about the value of analytics and insights that these platforms can provide.

Research by Habib, Hamad, and Hassan (2022) underscores the significance of customer engagement via digital marketing platforms. Their study particularly examined the relationship between digital marketing and purchase intention through OTT platforms, emphasising that robust customer engagement directly correlates with a higher likelihood of purchase. This supports the finding from Moshi Municipality, highlighting the importance of maintaining active customer engagement for influencing purchasing behaviours. This study findings are in line with the findings from one of the interviewers who said.

"...In our experience with digital marketing in Moshi Municipality, the most glaring advantage has been the exponential increase in our brand's visibility. Earlier, we were just another local brand, but with the right digital strategies, we've become a household name in many parts of the municipality. The immediate feedback and interaction we get from our customers are invaluable. It's a two-way street where we not only promote our products but also get to hear directly from our customer base, fostering a deeper relationship. However, I must admit, we've only scratched the surface when it comes to utilising analytics and insights. We know it's a goldmine of data waiting to be tapped, but we're still in the process of fully integrating it into our decision-making. I've heard of studies, like the one by Habib and his colleagues in 2022, emphasising the power of customer engagement. It's heartening to see our own experiences aligning with broader research." (Participant A, personal communication, July 19th 2023, Moshi)

To grasp the nuances of consumer behaviour, it's essential to explore the reasons behind their choices on digital platforms. Table 14 shows the factors that result in purchasing decisions when interacting with digital platforms in Moshi Municipality. Whether it's the platform's perceived usefulness or its ability to save time, each factor provides a window into the mindset of the consumers and their priorities when shopping online.

Table 14: Factors influence purchasing behaviour on such digital platforms

Factors	Frequency (n)	Percentage (%)
Perceived usefulness	147	42.1
Perceived ease of use	158	45.3
Psychosocial factors	20	5.7
Time-saving	24	6.9
Total	349	100.0

Source: Field Data, (2023)

The majority of respondents indicate that the primary reasons they make purchases on digital platforms are due to their "Perceived ease of use" and "Perceived usefulness." This underscores the importance of user-friendly interfaces and the perceived value that these platforms provide to the users. "Time-saving" and "Psychosocial factors" are less prevalent reasons, though still notable. This finding implies that Digital marketing platforms should continue to refine their user interfaces and highlight their usefulness in their value proposition. Emphasising ease of use and clear benefits can lead to a greater propensity for users to make purchases.

In the Shakil *et al.* (2020) research, although primarily focusing on the environmental impact of COVID-19, inadvertently casts light on the accelerated adoption and dependency on digital platforms during the pandemic. With restrictions and lockdowns, consumers gravitated towards online platforms not just for safety but also for convenience. This environment led to a heightened emphasis on the ease of use and usefulness of digital platforms. The research indirectly emphasises that during times of crisis, like the pandemic, consumers prioritise platforms that are intuitive and provide clear utility. The trend observed in Moshi Municipality, favouring perceived ease of use and usefulness, mirrors the global behavioural shift towards valuing digital platforms that offer seamless experiences and concrete benefits. This confirms the universality of the factors that influence online purchasing behaviour during unprecedented times.

One of the key indicators of the success and effectiveness of digital marketing platforms is the readiness of users to revisit them for their purchasing needs. Table 15 examines the inclination of respondents in Moshi Municipality towards using digital marketing platforms recurrently. A high tendency to reuse suggests satisfaction and trust in the platform, while a lower frequency might hint at potential issues or reservations.

Table 15: Likelihood of repeat using digital marketing platforms for purchasing

Response	Frequency (n)	Percentage (%)
Yes	218	62.5
No	131	37.5
Total	349	100.0

Source: Field Data, (2023)

A majority of respondents, 62.5%, express a willingness to reuse digital marketing platforms for purchasing in the future. This indicates a positive sentiment and trust towards these platforms. However, a sizable percentage, 37.5%, is not inclined to repeat use, suggesting there might be challenges or dissatisfaction among this group. This finding implies that while the inclination towards reusing digital platforms is promising, businesses and platforms need to understand and address the concerns of the 37.5% to enhance user satisfaction and trust. Continuous refinement and feedback mechanisms could be essential in this process.

The inclination to reuse a service, especially in the realm of digital platforms, often goes beyond mere satisfaction; it involves trust, perceived value, and the overall user

experience. Okeleke's study (2019) on digital transformation in Tanzania underscores the pivotal role mobile technology plays in the development trajectory of the region. With Tanzania, and specifically areas like Moshi Municipality, experiencing rapid digital adoption, the importance of mobile platforms for commerce is paramount.

Okeleke emphasised the need for these platforms to be intuitive and align with the local context to foster trust. The fact that 62.5% of respondents in Moshi Municipality exhibit a willingness to reuse digital marketing platforms can be attributed to these platforms successfully resonating with their target users, possibly by catering to their specific needs and preferences.

However, the hesitance of the remaining 37.5% should not be brushed aside. This fraction might be facing challenges such as usability issues, concerns about data privacy, or even apprehensions about the authenticity of products and services advertised. As Okeleke points out, for digital platforms to have a sustained impact, especially in regions like Moshi Municipality where the digital landscape is still evolving, it's crucial to ensure that the platforms are not just user-friendly but also contextually relevant and trustworthy.

4.4 Factors Influencing Purchasing Behaviour Degree of Customers in the Use of Digital Marketing Platforms

In the evolving landscape of commerce, digital marketing platforms have emerged as vital touch points influencing consumer purchasing behaviours. As businesses recognize and leverage the potential of these platforms, understanding the factors that drive customers' purchasing behaviour becomes imperative. This section delves into the various determinants that sway customers in their purchasing decisions when interacting with digital marketing platforms. Through the data presented in Table 16, we shed light on factors ranging from the perceived utility of these platforms to the influence of personalised ads. The insights derived from this exploration offer businesses a nuanced understanding of customer preferences, thereby enabling more informed strategic decisions in their digital marketing endeavours.

In the ever-evolving digital age, understanding the impact of digital marketing platforms on consumers' purchasing decisions has become paramount for businesses. With an array of platforms available, it's crucial to discern which aspects of these

platforms truly resonate with consumers and drive their purchasing behaviours. Table 16 delves into the various factors and their respective influence on customers when making purchasing decisions on digital platforms. The insights from this table shed light on how users perceive the utility, ease of use, personal influences, and psychological aspects of digital platforms in their purchasing journey.

Table 16: Factors influencing purchasing behaviour degree of customers in response to using digital marketing platforms

Statements	SA + A	N	D + SD	Mean	Std. Deviation
I find digital marketing platforms useful in making purchasing decisions.	62.2%	20.1%	17.8%	2.2808	1.05384
I often rely on information from digital marketing platforms for purchasing decisions.	71.4%	10.9%	17.8%	2.2493	1.11844
I find digital marketing platforms easy to use for purchasing decisions.	83.4%	6.3%	10.3%	1.8481	0.93611
User-friendliness of a digital marketing platform influences my purchasing decision.	70.8%	16.6%	12.6%	2.1347	1.02086
Social or personal influences affect my purchasing decisions on digital marketing platforms.	61.9%	25.2%	12.9%	2.2350	0.99530
Recommendations from others on digital platforms influence my purchasing decisions.	100%	0%	0%	1.3123	0.46411
Psychological aspects (like emotions, attitudes) affect my purchasing decisions on digital marketing platforms.	100%	0%	0%	1.3037	0.46053
Personalised ads on digital platforms influence my purchasing decisions.	100%	0%	0%	1.3553	0.47929

Source: Field Data, (2023)

4.4.1 Utility of Digital Marketing Platforms in Purchasing Decisions

Utility of Digital Marketing Platforms: A significant 62.2% of respondents find digital marketing platforms useful in guiding their purchasing decisions. The mean value of 2.2808, which is close to the "Agree" category, strengthens this observation. The standard deviation of 1.05384 suggests a moderate spread of responses, indicating that while many find it useful, there's still some variation in the degree of agreement.

4.4.2 Reliance on Digital Marketing Information for Purchases

Reliability on Digital Information: 71.4% of participants shared that they often rely on digital marketing platform information when making purchasing decisions. The mean score of 2.2493 reinforces this sentiment. The standard deviation of 1.11844, however,

indicates a diverse set of opinions, with some respondents relying more heavily than others.

4.4.3 Ease of Use of Digital Platforms in Purchase Decision-Making

Ease of Use: The user-friendly nature of digital marketing platforms is evident with a dominant 83.4% expressing that they find these platforms easy to use for purchasing decisions. The mean score of 1.8481 further underlines this belief. A standard deviation of 0.93611 suggests a reasonable consensus among the participants regarding the ease of use. **User-Friendliness Influence:** A strong 70.8% agreed that the user-friendliness of a platform significantly impacts their purchasing decision. The mean score of 2.1347 confirms this sentiment, and a standard deviation of 1.02086 suggests that this belief is relatively widespread among respondents.

4.4.4 Perceived Usefulness of Digital Platforms in Purchase Decision-Making

The preference for ease of use is anchored in the human inclination towards convenience and efficiency. An overwhelming 83.4% of users appreciating the user-friendly nature of digital marketing platforms underscores the essence of simplicity and intuitiveness in driving engagement and conversion. People are more likely to engage with platforms that minimise complexity, reduce decision fatigue, and offer a seamless navigation experience. The correlation between user-friendliness and the propensity to make a purchase is evident in the 70.8% affirmation. It reiterates that a simplified, accessible, and intuitive user interface not only enhances the user experience but also augments the likelihood of positive purchasing decisions. In an era where time is deemed a precious commodity, platforms that offer straightforward, easy-to-navigate, and user-centric designs are poised to capture and retain the audience's attention, thereby influencing purchasing behaviours positively.

4.4.5 Influence of Social and Personal Factors on Digital Marketing Purchases

Social and Personal Influences: Delving into the influence of social circles, 61.9% shared that social or personal factors shape their purchasing decisions on digital marketing platforms. The mean value of 2.2350 emphasises this claim. The standard deviation of 0.99530 indicates a moderate consistency in this belief. **Recommendations Power:** An emphatic 100% agreement that recommendations from others on digital platforms influence purchasing decisions is further reinforced by a mean score of

1.3123. The low standard deviation of 0.46411 signifies a unanimous consensus on the power of recommendations.

4.4.6 Role of Psychological Factors in Digital Marketing Purchase Decisions

The influence of psychological aspects like emotions and attitudes is undeniable with a unanimous 100% agreement. A mean value of 1.3037 and the low standard deviation of 0.46053 both attest to the profound impact emotions and attitudes have on purchasing decisions in the digital space. Power of Personalization: Personalised ads also hold sway over customers with a complete 100% asserting their influence on purchasing decisions. The mean score of 1.3553 and the standard deviation of 0.47929 showcase the dominance and consistency of this sentiment.

This study finding implies that Businesses need to invest in enhancing the user experience and utility of their digital platforms. With the majority relying on these platforms for purchasing decisions, ensuring clarity, relevance, and ease of use becomes paramount. The unanimous influence of recommendations, psychological aspects, and personalised ads underscore the need for businesses to prioritise personalization and social proof (like reviews and testimonials) in their digital marketing strategies. Companies should also be aware of the strong psychological ties users have with purchasing decisions. Crafting marketing campaigns that resonate with the target audience's emotions and attitudes could yield better results.

This study's findings highlight the importance of digital marketing platforms in influencing consumer behaviour, particularly in terms of utility and user-friendliness. These insights are in line with Osden and Consolee's 2019 research, which elaborated on how digital platforms, especially social media, have become integral touchpoints in the consumer's journey. Their work underscores the importance of these platforms in offering a seamless transition from exploration to purchase, reinforcing the idea that user-friendliness and perceived utility are pivotal in the digital marketing realm.

Radu's 2022 research sheds light on the informed nature of contemporary consumers, attributing this trait to the wealth of information available on digital platforms. This is congruent with our study's findings that a significant 71.4% of participants rely on digital marketing platform information for purchasing decisions. Radu's emphasis on well-informed consumers making more rational purchasing decisions also

complements the observed reliance on digital information in our study. This study's findings are in line with the insights from one of the interviewees who mentioned:

"In our experience with digital marketing in Moshi Municipality, the platforms have indeed transformed how we connect with our customers. The ease of use is evident as our customers, even those not tech-savvy, navigate our platforms effortlessly. This ease has significantly influenced their purchasing decisions, leading to an uptick in our sales. The reliability of digital information cannot be understated. Our customers often cite reviews and recommendations from other customers as a decisive factor in their purchasing process. And as for us, the insights we derive from these platforms are invaluable. They not only inform our marketing strategies but also influence product development and customer service. It's fascinating to see that our experiences mirror larger trends, as reflected in the study. The digital age has truly revolutionised how businesses operate and connect with their audiences." (Participant H, personal communication, July 19th 2023, Moshi)

The unanimous agreement in our study on the profound influence of recommendations, psychological triggers, and personalised ads is testament to their growing significance in digital marketing. San Marino's 2023 exploration dovetails with these findings, highlighting the increased focus businesses are placing on personalization to resonate with their audiences. The research underscores the indispensability of leveraging personal influences, including peer recommendations, in shaping consumer decisions in the digital age. The correlation between San Marino's research and the unanimous agreement in our study underscores the prevailing trends and strategies in digital marketing.

4.4.7 Regression Analysis on Factors Influencing Purchasing Behaviour Degree of Customers

The regression analysis aims to understand the impact of various factors on the purchasing behaviour degree of customers when they use digital marketing platforms. The given data presents the results of this analysis, shedding light on the significance and influence of each predictor variable.

The coefficients table below provides an in-depth look at how each variable impacts the purchasing behaviour of customers. The unstandardized coefficients indicate the change in the dependent variable for a one-unit change in the predictor, assuming all other predictors remain constant. The standardised coefficients, on the other hand, provide a measure of the relative importance of predictors by putting them on a standard scale.

Table 17: Factors Influencing Purchasing Behaviour Degree of Customers in Response to Using Digital Marketing Platforms

Variable	Unstandardized Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.451	.104		13.966	.000
Reliance on information from digital marketing platforms for purchasing decisions.	.060	.023	.139	2.618	.009
User-friendliness of a digital marketing platform	-.086	.025	-.181	-3.366	.001
Psychosocial aspects (like emotions, attitudes)	.151	.074	.144	2.043	.042
Personalised ads on digital platforms influence purchasing decisions.	-.160	.070	-.166	-2.386	.018

a. Dependent Variable: Purchasing behaviour degree of customers $R^2 = 0.6 = 60\%$

The constant value of 1.451 indicates the expected value of the dependent variable when all predictors are zero. The positive coefficient of 0.060 for 'Reliance on information from digital marketing platforms for purchasing decisions' also regarded as perceived usefulness implies that as customers' reliance on digital marketing information increases by one unit, their purchasing behaviour degree increases by 0.060 units, holding other factors constant. This factor is statistically significant with a p-value of 0.009, indicating its importance in influencing purchasing decisions.

In contrast, 'User-friendliness of a digital marketing platform' has a negative coefficient of -0.086. This suggests that if a platform's user-friendliness decreases (or becomes more complex), the purchasing behaviour degree of customers decreases. Given its significance level of 0.001, it's evident that the ease of use of a platform plays a crucial role in influencing purchasing decisions.

'Psychological aspects' have a positive impact on purchasing decisions with a coefficient of 0.151. This means that emotions and attitudes significantly influence the

purchasing behaviour degree of customers. Moreover, the negative coefficient of -0.160 for 'Personalised ads on digital platforms' suggests that customers might be sceptical or wary of personalised ads, resulting in a decrease in their purchasing behaviour.

Overall, these findings underline the significance of understanding customers' preferences, psychological factors, and the digital platforms' user experience in shaping purchasing decisions.

This study findings are in line with the findings of Kamer, (2022) highlights the increasing potential for digital marketing platforms to influence consumer behaviour. The positive coefficient for 'Reliance on information from digital marketing platforms for purchasing decisions' in our regression analysis can be directly correlated with the rising number of internet users in the region. The more users there are online, the higher the likelihood of them relying on digital platforms for purchasing decisions.

Kawira, Mukulu, and Odhiambo's (2019) research on the impact of digital marketing on MSMEs in Kenya reinforces the findings concerning the 'User-friendliness of a digital marketing platform'. Their research suggests that the effectiveness of digital marketing strategies, especially for smaller enterprises, hinges significantly on the ease of use of these platforms. The negative coefficient for this variable in our regression analysis is a testament to the critical role platform user-friendliness plays in influencing customer purchasing behaviour, aligning well with the research done in Kenya.

Kemp's (2022) findings on the digital landscape of Tanzania in 2022 echo the importance of understanding psychological aspects influencing customer behaviour on digital platforms. The positive coefficient for 'Psychological aspects' in the regression analysis shows the profound impact of emotions and attitudes on purchasing behaviour. Kemp's findings, which delve into user engagement and behaviour on digital platforms in Tanzania, underscore the need for businesses to recognize and cater to these psychological triggers.

This study findings are in line with the findings of Kimicho, (2020), Kimicho's research into the performance of firms in Tanzania in relation to digital marketing sheds light on the variable concerning the influence of 'Personalised ads on digital platforms'. The negative coefficient in our analysis hints at potential scepticism or weariness towards personalised ads. Kimicho's findings stress the need for firms to strike a balance in their

advertising strategies, ensuring that while personalization can increase engagement, over-reliance or perceived invasiveness can be counterproductive.

4.5 Possible Initiatives for Firms to Effectively Adopt Digital Marketing Platforms to Improve Customer Purchasing Behaviour

In a dynamic digital landscape, firms continually seek ways to optimise their digital marketing strategies to better resonate with their target audience. As digital platforms become increasingly pivotal in influencing customer purchasing decisions, businesses in Moshi Municipality must consider a variety of initiatives to harness the potential of these platforms effectively. Table 18 explores an array of potential initiatives that firms could undertake to enhance their digital marketing effectiveness. These initiatives range from employee training and strategy updates to content customization and user engagement techniques. Each of these initiatives holds the potential to significantly enhance the purchasing behaviour of customers, steering them towards a more favourable interaction with the brand.

Table 18: Initiatives to effectively adopt DMP to improve customer purchasing behaviour

Statements	SA + A	N	D + SD	Mean	Std. Deviation
Training employees to effectively use digital marketing platforms would improve customer purchasing behaviour.	86.3%	13.8%	0%	1.6819	0.70241
Regular updates and improvement of digital marketing strategies would enhance customer purchasing behaviour.	90.3%	9.7%	0%	1.6246	0.65616
Using a variety of digital marketing platforms would improve customer purchasing behaviour.	54.5%	13.2%	32.4%	2.4928	1.31003
Offering exclusive deals or promotions on digital platforms would enhance customer purchasing behaviour.	59%	31.5%	9.5%	2.3209	0.88092
Customising marketing content based on customer preferences would improve customer purchasing behaviour.	94.8%	5.2%	0%	1.6304	0.58062
Responding quickly to customer inquiries or feedback on digital platforms would improve customer purchasing behaviour.	79.4%	12%	8.6%	2.0458	1.01039
Encouraging user-generated content on digital platforms would enhance customer purchasing behaviour.	82.8%	10.3%	6.8%	2.0143	0.90167
Utilising customer data for personalised marketing would improve customer purchasing behaviour.	72.5%	27.5%	0%	2.0287	0.72261

Source: Field Data, (2023)

Employee Training is deemed essential. An impressive 86.3% of respondents agreed that effective training on digital platforms would enhance customer purchasing behaviour. The mean score of 1.6819, which is closer to 1 (Strongly Agree), underscores this sentiment. The relatively low standard deviation of 0.70241 suggests a high consistency in the responses, emphasising a shared belief in the importance of training. Strategy Revision is another pivotal aspect. A significant 90.3% of participants acknowledged the need for regular updates and improvements in digital marketing strategies. This is further supported by the mean score of 1.6246, indicating strong agreement. The consistency in this belief is captured by the standard deviation of 0.65616.

The perspective on Using a Variety of Digital Marketing Platforms is more diverse. While 54.5% saw its benefits, 32.4% did not concur. The mean score of 2.4928 hints at a neutral to positive stance. However, the relatively high standard deviation of 1.31003 suggests varied opinions on this topic. Offering Exclusive Deals or Promotions on digital platforms received a mean score of 2.3209, suggesting a general agreement on its potential to enhance customer purchasing behaviour. The standard deviation of 0.88092 indicates a moderate dispersion in the responses.

Personalization stands out as a dominant theme. An overwhelming 94.8% of respondents agreed on the importance of customising content based on customer preferences. This sentiment is reinforced by a mean score of 1.6304, indicating strong agreement. The low standard deviation of 0.58062 showcases a unanimous belief in the power of personalization. Responsiveness and Engagement also hold significance. With a mean score of 2.0458, it's evident that promptly responding to customer inquiries on digital platforms is deemed crucial. The standard deviation of 1.01039 suggests a general consensus on this.

Encouraging User-Generated Content has a mean score of 2.0143, emphasising its importance in enhancing customer purchasing behaviour. A standard deviation of 0.90167 indicates that this sentiment is relatively widespread. Lastly, Utilising Customer Data for Personalized Marketing received a mean score of 2.0287. This, combined with the 72.5% agreement rate, accentuates the importance of data-driven personalization in digital marketing. The standard deviation of 0.72261 shows a consistent belief in this approach.

This finding implies that Companies need to prioritise up-skilling their employees. Investing in regular training ensures that staff remains updated with the latest trends and tools, making their digital marketing efforts more impactful. This may further indicate that Revisiting and redefining strategies periodically will enable businesses to remain relevant and effective. Adapting to emerging trends and consumer feedback will optimise returns on digital marketing investments. This also implies that User-centric content and strategies are paramount. By personalising content, firms can create deeper connections with their audience, potentially driving better engagement and conversions. Lastly may indicate that Building an ecosystem that encourages user participation and promptly addresses feedback can foster loyalty and trust among customers, amplifying the chances of repeat purchases and referrals.

This study's findings resonate deeply with the experiences shared by one of our interviewees, who is a Digital Marketing Specialist at a prominent company in Moshi Municipality he said:

"...Training our teams has always been a top priority. In the digital age, staying updated isn't just a necessity; it's a survival tactic. We've observed a direct correlation between our training initiatives and improved customer engagement. Regularly revisiting our strategies has been another cornerstone. The digital landscape is ever-evolving, and what worked six months ago might be obsolete today. Personalization has been a game-changer for us. Our customers no longer want generic content; they crave tailored experiences. And the results speak for themselves. The more personalised our campaigns, the better our conversion rates. I've often said, 'Engage the user, and they will follow.' And it's true." (Participant F, personal communication, July 19th 2023, Moshi)

This study's findings are in line with the research conducted by Achieng (2016), which emphasised the importance of employee training. Achieng observed that SMEs in Kenya, like Tembea East Africa Safaris, were investing in upskilling their teams to capitalise on the digital revolution. The consistent approach across different geographical boundaries highlights the universal significance of regular training in optimising digital marketing outcomes.

Supported by the African Union's digital transformation strategy for Africa (2020-2030), the imperative of strategy revision and adaptation to emerging trends is evident. This comprehensive strategy underscores the need for African nations to remain agile and proactive in the face of a rapidly evolving digital landscape, thus affirming the importance of regular updates and improvements in digital marketing strategies as echoed in our findings. Similar to our findings on the importance of personalization and user-centric strategies, Chaffey and Ellis-Chadwick's (2019) extensive work on digital marketing emphasises the profound influence of personalised content. Their comprehensive guide offers numerous insights into creating and delivering tailored marketing content, underlining its potential to forge stronger connections and drive better engagement.

This study's emphasis on encouraging user participation and feedback finds support in Chile's (2018) research on digital marketing's impact in Tanzania. Chile observed that businesses in Dar es Salaam that actively involved users in their digital marketing campaigns and promptly addressed their feedback saw notable improvements in performance. This concurrence signifies the universal appeal of user-generated content and the importance of responsiveness in digital marketing endeavours. In line with our findings, Friederici, Wahome, and Graham's book (2020) underscores the importance of offering exclusive deals or promotions on digital platforms. Analysing digital entrepreneurship across Africa, they noticed a trend where promotions and exclusive online offers often acted as significant drivers for customer engagement and acquisition.

Supported by Njau's (2020) research, the idea of building an ecosystem that encourages user participation is further accentuated. Njau's study, focused on telecommunication companies in Dar es Salaam, found a direct correlation between customer engagement with internet-based services and their propensity to adopt new products. This further solidifies our findings that fostering an environment of trust and engagement is paramount in driving positive purchasing behaviours.

Linking Findings with study theory

The Technology Acceptance Model (TAM) provides a comprehensive lens to understand the acceptance and usage of technology. The findings from the study resonate with the core tenets of TAM. For instance, the emphasis on employee training

and the high acceptance rate of 86.3% suggests that businesses in Moshi Municipality recognize the "Perceived Usefulness" of digital marketing platforms. By equipping their employees with the right skills, they aim to harness the full potential of these platforms, reflecting the idea that technology can enhance performance. The mixed responses regarding the use of a variety of digital marketing platforms highlight the "Perceived Ease of Use." Some businesses might find it more straightforward and effective to master a single platform, while others see the advantage in diversifying their efforts.

The findings related to personalization, especially the 94.8% agreement on customising content based on customer preferences, solidify the concepts of perceived usefulness and ease of use. If digital marketing platforms are seen as tools that can deliver tailored experiences efficiently, it will lead to higher acceptance among businesses. Consumer Behaviour Theory helps businesses understand the intricate dynamics that drive customer decisions. The study's findings, particularly those emphasising the importance of personalization, responsiveness, and engagement, tie back to the psychological component of this theory. Customers' perceptions and attitudes towards digital marketing platforms play a pivotal role in shaping their purchasing decisions.

The emphasis on understanding which digital marketing platforms are more effective at influencing customers ties back to the personal component of the Consumer Behaviour Theory. Recognizing and catering to individual attributes and characteristics, such as age or financial situation, can significantly influence the effectiveness of digital marketing strategies. The findings that underline the significance of user-generated content and responsiveness can be linked to the social component of the theory. Customers' social circles, including peer reviews and recommendations, profoundly impact their purchasing decisions. Encouraging user-generated content not only serves as organic endorsements but also taps into the inherent human need for social validation. The findings from the study, especially the emphasis on training, strategy revision, personalization, and responsiveness, can be effectively contextualised using the Technology Acceptance Model and the Consumer Behaviour Theory. These theoretical frameworks not only validate the findings but also provide a deeper understanding of the dynamics at play in Moshi Municipality's digital marketing landscape.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Major Findings

The study revealed a diverse array of digital marketing platforms being utilised by businesses in Moshi Municipality. The demographic analysis, especially the significant representation of younger respondents, suggests a trend towards platforms that resonate with a younger, digitally-savvy audience.

Determinants such as internal competency building, strategy revision, personalised content, and responsiveness emerged as crucial factors in influencing consumer purchasing behaviours. A notable finding was the emphasis on personalization and engagement, indicating that tailored experiences and fostering customer participation play a pivotal role in shaping purchasing decisions.

Employee Training is perceived as a crucial aspect, with the majority agreeing that training staff to use digital platforms effectively would foster improved customer purchasing behaviour. Strategy Revision holds significant value, as indicated by higher than 90% of the respondents. A mixed response was observed for using a variety of digital marketing platforms. Personalization is a predominant theme with a significant agreement on customising content based on customer preferences and using customer data for tailored marketing. Responsiveness and Engagement also feature prominently with high agreement on quick responses to customer feedback and encouraging user-generated content.

5.2 Conclusion

On examine the digital marketing platforms used by firms in Moshi Municipality., It is concluded that the choice of digital marketing platforms by businesses in Moshi Municipality is influenced by the demographic they cater to. Given the younger age group's predominance, platforms that cater to this audience are likely more effective in influencing purchasing behaviours. A finding shows that Instragram is the lead platform that mostly used, Followed.

On examine the factors influencing purchasing behaviour of customers in response to using digital marketing platforms, The study underscores the importance of several determinants in shaping consumer purchasing behaviours. Personalization,

engagement, and strategy revision stand out as paramount. Tailoring content to individual customer preferences and encouraging user-generated content can foster loyalty, thereby influencing purchasing decisions.

On examine possible initiatives for firms in Moshi Municipality used for effective digital marketing platforms adoption. It is further concluded that companies need to prioritise up skilling their employees. Investing in regular training ensures that staff remains updated with the latest trends and tools. Revisiting and redefining strategies periodically will enable businesses to remain relevant and effective. User-centric content and strategies are paramount. Personalising content can create deeper connections with the audience. It is further concluded that building an ecosystem that encourages user participation and addresses feedback can foster customer loyalty and trust.

5.3 Recommendations

As the digital landscape continually evolves, businesses must adapt and refine their strategies to remain competitive and effective. The increasing significance of digital marketing platforms necessitates that firms in Moshi Municipality adopt best practices to maximise their impact on customer purchasing behaviours. Drawing from the study's findings and conclusions, several recommendations emerge that can guide businesses in enhancing their digital marketing strategies and outcomes. These recommendations not only reflect the current needs but also anticipate future trends, ensuring businesses remain future-ready.

- i. It is recommended that to support the effectiveness of digital marketing efforts, firms in Moshi Municipality should prioritise several key strategies. Foremost among these is the emphasis on employee training; it is imperative for firms to invest in continuous learning programs that equip their staff with the latest digital marketing skills and trends. This goes hand in hand with the necessity for periodic strategy reviews. By consistently assessing and adapting their digital marketing strategies in line with emerging trends and consumer feedback, businesses can ensure they remain at the forefront of their industry. Given the rapid advancements in digital marketing, investing in learning programs ensures that staff are equipped with up-to-date knowledge and skills.

This foundation is vital for businesses to navigate the intricate digital landscape effectively and make the most of the platforms available.

- ii. Another vital recommendation is the emphasis on periodic strategy reviews. As consumer behaviour evolves and market trends shift, businesses must remain adaptable, ensuring their digital marketing strategies are in line with these changes. By harnessing data analytics and cultivating deep customer insights, businesses can craft marketing campaigns that genuinely resonate. Additionally, in today's fast-paced digital world, responsiveness is paramount. Firms need to address customer feedback promptly, fostering an environment of trust. Lastly, the potential of user-generated content should be leveraged. Initiatives such as campaigns or contests that promote such content can provide organic endorsements, enhancing credibility and trustworthiness.
- iii. In the era of information overload, personalization stands out as a differentiator. Leveraging data analytics and deep customer insights allows firms to craft tailored marketing campaigns that resonate on a personal level with their target audience. Furthermore, in the digital age where customers expect immediacy, it's crucial for businesses to foster a responsive ecosystem. Addressing customer feedback and inquiries promptly not only resolves issues but also builds trust and loyalty. Lastly, the power of user-generated content cannot be underestimated. Encouraging such content through campaigns or contests can serve as organic endorsements, further solidifying a firm's credibility in the eyes of potential customers.

5.4 Suggestions for Future Research

In light of the evolving landscape of digital marketing, future research endeavours should prioritize the exploration of emerging trends in platform preferences and the practical efficacy of various strategies in diverse real-world contexts. This could include predictive analyses to anticipate future shifts in platform use and effectiveness. Additionally, comparative studies spanning different regions or countries would be invaluable in offering a more expansive and globally nuanced understanding of how digital marketing strategies are adopted and adapted in varying markets.

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APPENDICES

Appendix 1: Questionnaire

Dear Respondent,

This questionnaire aims to collect data for partial fulfilment of the requirements for the award of Master's Degree of Business Management, awarded by Moshi Cooperative University. The researcher Editha-Rose Wilfred intends to research the **Influence of digital marketing platforms on customer purchasing behaviours in Moshi municipality**. The researcher declares that this research is for academic purposes only. You are kindly invited to complete this questionnaire as directed for a purpose of facilitating the study. Information from this document was confidential and in no way will it be communicated to any person. Thank you in advance.

PLEASE NOTE: Your name should not appear anywhere in this document, please tick in the boxes and fill in the blanks for answers.

SECTION A – BACKGROUND INFORMATION

1. Customer only Firm Owner
2. Age Group (yrs.): up to 18 19 to 25 26 to 40 41 to 55 55+
3. Gender : Male Female
4. Marital status
5. Education level

SECTION B – DIGITAL MARKETING PLATFORMS

(This section should be responded by firm owners only)

6. Does your firm use any digital marketing platforms to conduct business operations?

Yes No

7. If Yes, tick the digital marketing platforms used

Platform	Tick any
a) Social media	
b) Mobile app	
c) Online ads.	
d) Email Platforms	
e) Search engine	

IF A which social media

A		B		C		D		E	
Facebook		Kikuu		Google Ads.		Googlemail		Bing	
Twitter		Kupatana		Gmail		Yahoo Mail		Google	
Instagram		Amazon		Twitter Ads.				Yahoo	
Telegram		Other		Other					
Youtube									
WhatsApp									
Other									

8. How frequently does your firm use those digital marketing platforms?

Once a week Twice a week More than thrice a week

9. What factors influenced your firm decision to adopt those digital marketing platforms?

.....

10. What challenges does your firm face when using digital marketing platforms to improve customer purchasing behaviour?

.....

SECTION C: FACTORS INFLUENCING PURCHASING BEHAVIOUR OF CUSTOMERS

(This section should be responded by customers only)

11. Has any digital marketing platform influenced you to purchase goods or services?

Yes No

12. If Yes, tick the digital marketing platforms used

Social media Mobile app Online ads. Email Platforms Search engine

Facebook Kikuu Google Ads. Gmail Google

Twitter Kupatana Twitter Ads. Yahoo Yahoo

Instagram Amazon Other Other Other

Telegram Other

Youtube

WhatsApp

Other

13. From the digital marketing platforms you have ticked list the 2 digital marketing platforms you mostly prefer to use

.....

14. Why do you think such digital marketing platforms are the best so far?

.....

What factors influenced your purchasing behaviour through such digital platforms?

Perceived usefulness

Perceived ease of use

Psychosocial factors

Time-saving

Easy to learn

Trust

Cost-saving

Understandable

Culture

Effort-saving

Limited interference with a salesperson

Peer influence

Proper customer reception

Privacy

Personal perception

15. If there are any other factors apart from the ones ticked please list them

.....

.....

16. Are you likely to repeat using digital marketing platforms for purchasing reasons?

Yes No

17. If Yes/No, Why do you say so?

.....

.....

18. Please tick in the following table to examine factors influencing purchasing behaviour in response to digital marketing

No.	Statements	SA	A	N	D	SD
1.	I find digital marketing platforms useful in making purchasing decisions.					
2.	I often rely on information from digital marketing platforms for purchasing decisions.					
3.	I find digital marketing platforms easy to use for purchasing decisions.					
4.	User-friendliness of a digital marketing platform influences my purchasing decision.					
5.	Social or personal influences affect my purchasing decisions on digital marketing platforms.					
6.	Recommendations from others on digital platforms influence my purchasing decisions.					
7.	Psychological aspects (like emotions, attitudes) affect my purchasing decisions on digital marketing platforms.					
8.	Personalised ads on digital platforms influence my purchasing decisions.					

SECTION D: Identification of initiatives for effective digital marketing adoption (This section should be responded by customers only)

19. Kindly tick the following to Identify of initiatives for effective digital marketing adoption

No.	Statements	SA	A	N	D	SD
1.	Training employees to effectively use digital marketing platforms would improve customer purchasing behaviour.					
2.	Regular updates and improvement of digital marketing strategies would enhance customer purchasing behaviour.					
3.	Using a variety of digital marketing platforms would improve customer purchasing behaviour.					
4.	Offering exclusive deals or promotions on digital platforms would enhance customer purchasing behaviour.					
5.	Customising marketing content based on customer preferences would improve customer purchasing behaviour.					
6.	Responding quickly to customer inquiries or feedback on digital platforms would improve customer purchasing behaviour.					
7.	Encouraging user-generated content on digital platforms would enhance customer purchasing behaviour.					
8.	Utilising customer data for personalised marketing would improve customer purchasing behaviour.					

Appendix II: Interview Guide

Objective I: Identification of digital marketing platforms used by firms in Moshi Municipality

1. Could you describe the various digital marketing platforms that your firm uses?
2. How do you utilise social media platforms in your marketing efforts?
3. Can you share some details about how your firm uses mobile applications for marketing?
4. How does your firm leverage online advertising platforms for marketing?
5. Could you talk about how email platforms are incorporated in your marketing strategy?
6. Can you describe how you use search engines for marketing, such as Google Ads?
7. How often do you update content on these digital platforms?
8. Can you discuss any metrics or tools you use to evaluate the success of your digital marketing efforts?

Objective II: Examination of factors influencing purchasing behaviour in response to digital marketing

1. Can you explain how digital marketing platforms impact your purchasing decisions?
2. How important is the information you receive from digital marketing platforms when making purchasing decisions?
3. Can you describe your experience with the ease of use of digital marketing platforms when making purchasing decisions?
4. How do social or personal influences impact your purchasing decisions on digital marketing platforms?
5. Could you discuss how recommendations on digital platforms influence your purchasing decisions?
6. Can you elaborate on how psychological aspects such as emotions and attitudes affect your purchasing decisions on digital platforms?
7. How do personalised ads on digital platforms influence your purchasing decisions?
8. Can you talk about a time when a digital marketing platform had a significant influence on your purchasing decision?

Objective III: Identification of initiatives for effective digital marketing adoption

1. Can you describe any initiatives your firm has taken to train employees to effectively use digital marketing platforms?
2. Could you discuss how regular updates and improvements to your digital marketing strategies have influenced customer purchasing behaviour?
3. Can you share any examples where using a variety of digital marketing platforms has improved customer purchasing behaviour?
4. Have you noticed any changes in customer purchasing behaviour when you offer exclusive deals or promotions on digital platforms?
5. Can you discuss how customising marketing content based on customer preferences has impacted customer purchasing behaviour?
6. How does your firm handle customer inquiries or feedback on digital platforms, and how has this influenced purchasing behaviour?
7. Could you talk about how encouraging user-generated content on digital platforms has affected customer purchasing behaviour?
8. Can you share how utilising customer data for personalised marketing has improved customer purchasing behaviour?


Appendix III: Measurement of variables Table

Variables	Type	Description	Measurement
Customer Purchasing Behaviour (Y)	Dependent	The buying actions and decision processes of customers.	Ordinal/Categorical/Continuous, based on data collection
Perceived Usefulness (X ₁)	Independent	The customer's perception of the usefulness of the product/service.	Likert scale (1-5)
Perceived Ease of Use (X ₂)	Independent	The customer's perception of how easy the product/service is to use.	Likert scale (1-5)
Psychosocial Aspects (X ₃)	Independent	Psychological or social factors influencing the customer's decisions.	Various, depending on the specific factors being considered
Social Media (X ₄)	Independent	Usage and engagement on social media platforms.	Could be measured in engagement rates, time spent, etc.
Mobile Application Platforms (X ₅)	Independent	Usage and engagement on mobile application platforms.	Could be measured in app usage time, app engagement rates, etc.
Online Advertising Platforms (X ₆)	Independent	Engagement and interaction with online advertising platforms.	Click-through rates, impressions, etc.
Email Platforms (X ₇)	Independent	Engagement and interaction with marketing emails.	Open rates, click-through rates, etc.
Search Engines (X ₈)	Independent	Usage and engagement with search engines for product/service information.	Search volumes, click-through rates, etc.

Appendix IV: Research Permit

UNITED REPUBLIC OF TANZANIA


MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY



MOSHI CO-OPERATIVE UNIVERSITY (MoCU)
CHUO KIKUU CHA USHIRIKA MOSHI

OFFICE OF THE VICE CHANCELLOR

06 Sokoine Road, 25121 Mfumuni,
P. O. Box 474, Moshi, Tanzania, Tel: +255 272751833,
Email: vc@mocu.ac.tz, Website: www.mocu.ac.tz



Unapojibu tafadhali taja:
Kumb. Na. MoCU/MBM/HD/258/21 **Tarehe: 21 Juni, 2023**

Katibu Tawala,
Mkoa wa Kilimanjaro,
S. L. P. 3070,
MOSHI.

**YAH: KIBALI CHA KUFANYA UTAFITI KWA WANAFUNZI WA CHUO
KIKUU CHA USHIRIKA MOSHI (MoCU)**

Tafadhali husika na kichwa cha habari hapo juu.

Madhumuni ya barua hii ni kumtambulisha kwako **Ndugu Editharose Wilfred** mwanafunzi wa Chuo Kikuu cha Ushirika Moshi ambaye kwa sasa anatarajia kufanya utafiti katika eneo lako.

Maombi haya yamezingatia Waraka wa Serikali wenye Kumb. Na. MPEC/R/10/1 wa tarehe 7 Julai, 1980 pamoja na Hati Idhini ya Chuo Kikuu Cha Ushirika Moshi (MoCU). Moja ya majukumu ya Chuo ni kufanya tafiti na kutumia matokeo ya tafiti hizo katika kufundishia. Aidha, wanafunzi hufanya tafiti kama sehemu ya masomo yao wakiwa Chuoni.

Ili kufanikisha utekelezaji wa tafiti hizo, Makamu Mkuu wa Chuo hutoa vibali vya kufanya tafiti nchini kwa wanataaluma na wanafunzi kwa niaba ya Serikali na Tume ya Sayansi na Teknolojia.

Hivyo basi, tunakuomba umpatie mwanafunzi aliyetajwa hapo juu msaada atakaouhitaji ili kufanikisha utafiti wake. Gharama za utafiti atalipia mwenyewe. Msaada anaouhitaji ni kuruhusiwa kuonana na viongozi na wananchi ili aweze kuzungumza nao kuhusiana na utafiti wake. Aidha, endapo kuna maeneo yanayozuiliwa kufanyika kwa shughuli hii, tafadhali mjulishe hivyo.

Mada ya utafiti wa mwanafunzi aliyetajwa hapo juu ni: **"Digital Marketing Adoption on Customer Purchasing Behaviours: An**

General: Moshi Co-operative University, 06 Sokoine Road, 25121 Mfumuni, P. O. Box 474, Moshi, Tanzania,
Tel: +255 272751833 Email: info@mocu.ac.tz, Website: www.mocu.ac.tz

Analysis of Digital Marketing Platforms and Customers in Moshi Municipality"

Maombi haya ni kwa ajili ya utafiti utakaofanyika **Manispaa ya Moshi** kuanzia tarehe 23 Juni, 2023 hadi 23 Juni, 2024.

Wako katika ujenzi wa Taifa,

.....*John Safari!*.....


Prof. John G. Safari

Kny.: Makamu Mkuu wa Chuo

Nakala kwa: Editharose Wilfred (Mtafiti)


Appendix IV: Research Permit

THE UNITED REPUBLIC OF TANZANIA



**PRESIDENT'S OFFICE REGIONAL
ADMINISTRATION AND LOCAL
GOVERNMENT (PO-RALG)**

MOSHI MUNICIPAL COUNCIL



In reply please quote:

Ref. No. MMC/ A.40/13/1/VOL.32/330 Date: 12th July , 2023

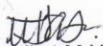
Editharose Wilfred
Student,
Chuo Kikuu cha Ushirika Moshi (MoCU)
MOSHI TANZANIA

RE: RESEARCH PERMIT

Please refer to the Rgional Administrative Seceretary letter with Ref No FA.228/276/03/x/292 dated on 28th June 2023 regarding to the heading above.

4. This letter, introduce **Editharose Wilfred** who permitted to conduct the research and collect data about "***Digital Marketing Adoption on Costomer Purchasing behavior: An analysis of digital Markerting Platform and costomer in Moshi Municipal Council***" The permission has been granted to conduct at Longuo Ward *Moshi Municipal Council* from 23th June, 2023 to 23th June 2024.

5. Best regards.


 Jacqueline M. Urasa
For: DIRECTOR
 OF MUNICIPAL DIRECTOR
 MOSHI


C.C : Executive Ward
Longuo Ward *Please assist*

MOSHI MUNICIPAL

Municipal Hall, P.O.BOX 318, MOSHI, KILIMANJARO. Phone: +255-027-2752344, +255-027-2754371/4, Fax: +255-027-2752906, e-mail: md@moshimc.go.tz, Web site: www.moshimc.go.tz

Appendix V: Research Permit

**THE UNITED REPUBLIC OF TANZANIA
PRESIDENT'S OFFICE
REGIONAL ADMINISTRATION AND LOCAL GOVERNMENT**

<p>KILIMANJARO REGION Telegrams 'REGCOM' KILIMANJARO Tel. No. 027-2754236/7, 2752184 Fax No.027 - 27-54430 E-mail ras.kilimanjaro.go.tz Ras.kilimanjaro@tamjsemi.go.tz</p>		<p>OFFICE OF THE REGIONAL COMMISSIONER, 17 ROAD FLORIDA P. O. BOX 3070 <u>25107 - MOSHI</u></p>
---	---	---

In reply please quote:


Kumb. FA.228/276/03/x"/292 28 June, 2023

Municipal Director,
Moshi Municipal Council,
P.O Box 318,
MOSHI

REF: RESEARCH PERMIT

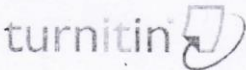
Kindly refer to the above subject.

2. I would like to introduce to you **Mr/Ms. Editharose Wilfred** student from the Moshi Co-operative University (MoCU).
3. He/she has been granted permission to conduct research titled "**Digital Marketing Adoption on Customer Purchasing Behaviours: An analysis of Digital Marketing Platforms and Customers in Moshi Municipality**".
4. The permission has been granted to him/her to collect data from 23rd June to 23rd June, 2024, at his/her own cost.
5. You are kindly requested to give him/her required co-operation and support and make sure that he abides to all Government rules and regulations.
6. Thank you for your cooperation.


 Hilary Mapingulila
For: REGIONAL ADMINISTRATIVE SECRETARY

Appendix VI: Plagiarism report

Appendix VII: Plagiarism Report



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