

**KWAME NKRUMAH UNIVERSITY OF SCIENCE AND TECHNOLOGY
INSTITUTE OF DISTANCE LEARNING**

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**THE EFFECT OF DIGITAL MARKETING ON PURCHASE INTENTION THE
MODERATING ROLE OF SOCIAL MEDIA CAPABILITY.**

**BY
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**THESIS SUBMITTED TO THE DEPARTMENT OF MARKETING AND
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DECLARATION

I hereby declare that this is my own work and that, to the best of my knowledge contains no material previously published by another person nor materials which have been accepted for the award of any other degree or masters of the University, except where due acknowledgement has been made in the text.

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DEDICATION

I dedicate this thesis to the Lord God Almighty for His immeasurable mercies, strength and guidance that I continue to receive from Him. It is also dedicated to my parents and all our loved ones.

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ACKNOWLEDGEMENT

I am incalculably indebted to the Lord God of Abraham, Isaac and Jacob, who has protected me, sustained me, given me strength and talent and spared my lives to the present level my educational attainment. He made my existence immovable despite the difficulties and rigors of studying at Kwame Nkrumah University of Science and Technology.

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ABSTRACT

This research investigates the impact of digital marketing on purchasing intention, the influence of social media capability on this relationship, and the potential moderating effect of social media capability. Descriptive statistics and multiple regression analysis were employed to analyse data from respondents. The findings reveal that digital marketing significantly affects purchase intention, as consumers perceive digital marketing as valuable for product search, information provision, and comparison. Social media capability also positively influences purchase intention, underlining the importance of strategies, engagement, employee involvement, and continuous monitoring in social media

efforts. Contrary to expectations, the moderating role of social media capability on the effect of digital marketing on purchase intention was not significant, suggesting that their combined impact may not significantly differ from their individual effects. In conclusion, this study underscores the positive impact of digital marketing on purchasing intention and the role of social media capability. It emphasises the need for businesses to optimise digital marketing strategies while developing robust social media capabilities for maximum impact. Practical implications include investing in digital marketing and enhancing social media engagement. Theoretical implications encompass enhancing the understanding of the relationships between digital marketing, social media, and purchase intentions. Recommendations for practitioners involve refining digital marketing strategies and social media engagement, recognising the synergies between the two, targeting specific audiences, and staying attuned to technological advancements. Longitudinal studies are proposed for deeper insights into the long-term effects. Future research directions include exploring demographic factors' influence on social media capability and purchase intention.

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CHAPTER ONE

INTRODUCTION

1.1 Background

In the contemporary business landscape, digital marketing has emerged as a pivotal tool for enterprises to engage with consumers and influence their purchasing behaviour (Smith & Johnson, 2018). The rapid expansion of digital innovations and the widespread incorporation of the Internet have thoroughly revolutionized the approach through which businesses promote their offerings, products, and services (Chaffey et al., 2019). A primary goal of digital marketing is to amplify purchase intention, which indicates consumers' likelihood and willingness to buy based on their perceptions, attitudes, and preferences (Hawkins et al., 2019). Grasping the factors that impact purchase intention within the realm of digital marketing is vital for businesses aiming to optimize their marketing strategies and gain a competitive edge (Lamb et al., 2020).

Like many other countries, Ghana has experienced a significant increase in internet penetration and usage of social media in recent years (Adu-Gyamfi et al., 2021). This digital engagement surge presents opportunities and challenges for businesses operating in Ghana's market. As the digital landscape continues to evolve, exploring how digital marketing strategies impact purchase intention among Ghanaian consumers is imperative. Additionally, the role of social media in this relationship cannot be overlooked, as it has become a prominent platform for businesses to engage with consumers, facilitate brand awareness, and potentially influence purchase decisions (Kaplan & Haenlein, 2010).

1.2 Problem Statement

The evolution of modern technology and the rise of online connectivity have reshaped the marketing landscape, prompting businesses to adopt digital marketing strategies to engage with consumers and stimulate purchase intention. However, despite the growing significance of online marketing, there is a lack of clarity regarding the specific effects of these strategies on purchase intention, especially within developing economies like Ghana. Furthermore, the extent to which social media capability might moderate this relationship remains an aspect that has not been thoroughly investigated.

While numerous studies have examined the general effects of digital marketing on consumer behaviour (Smith & Johnson, 2018; Chaffey et al., 2019), a shortage of research delves into the nuanced dynamics within specific markets, such as Ghana. This lack of contextual research limits the applicability of findings to diverse market environments. Furthermore, as social media has emerged as a prominent platform for marketing communication (Kaplan & Haenlein, 2010), investigating its potential moderating role in the relationship between digital marketing and purchase intention remains unexplored.

Hence, the primary objective of this study is to bridge this knowledge gap by analyzing the impact of online marketing on the purchase intention of consumers in Ghana. Additionally, the study aims to explore the potential moderating influence of social media capability on this relationship. By concentrating on the specific dynamics of the Ghanaian market and acknowledging the distinct socio-cultural and economic determinants that mold consumer actions, this investigation endeavors to furnish a holistic comprehension of the intricate interplay among online marketing, social media engagement, and purchase intention within a developing economic setting.

1.3 Objectives of the Study

The objectives of the study are:

1. To evaluate the effect of digital marketing on purchase intention
2. To assess the influence of social media capability on purchase intention
3. To investigate whether social media capability moderates the link between digital marketing and purchase intention.

1.4 Research Question

This study seeks to answer the following questions:

1. How does digital marketing impact purchase intention?
2. What is the impact of social media capability on purchase intention?
3. Does social media capability moderate the influence of digital marketing on purchase intention?

1.5 Significant of the Study

The study seeks to make several empirical, theoretical, and conceptual contributions. It will provide in-depth knowledge to firms on how social media, which has become a daily activity of Ghanaians as a digital marketing tool, affects purchase intention. This will give firms enough grounds to decide on their marketing mode and target market.

It will also help firms to know the social media tool that fits their digital marketing strategy.

This paper will also serve as literature for other studies in this field of digital marketing in other developing countries like Ghana.

1.6 Overview of Methodology

This study used a descriptive design. Both primary data and secondary data were used for the research. Primary data was collected from social media users on Facebook, Twitter, YouTube, and Instagram through an online survey. The data collected was analysed using SPSS. A sample of 200 social media users was taken out of the total population of social media users in Ghana.

1.7 Scope of the Study

The research aims to enhance our understanding of the impact of digital marketing on consumers' purchase intentions, coupled with the moderating influence of social media capability. Employing a survey research design, structured questionnaires will be distributed to participants to collect data. The study aims to assess the impact of digital marketing on consumers' purchase intentions, concurrently exploring the potential moderating effect of social media. The target demographic primarily consists of young individuals, particularly those engaged in online shopping activities. The research will be conducted within Kumasi, the Ashanti Region's capital city.

1.8 Organisation of the Study

This study is structured into five comprehensive chapters, each comprising distinct sections and sub-sections. The First Chapter provides an introduction to the research, encompassing the background, problem statement, study objectives, research questions, significance, scope, limitations, and the organization of the study. The Second Chapter focuses on the literature review, encompassing theoretical foundations, conceptual frameworks, and empirical evidence. The Third Chapter outlines the methodology, detailing research design, study population, research environment, sampling method, sample size, data sources, data

collection instruments, data analysis, and ethical considerations. Chapter Four presents the data analysis and discussion of findings, including quantitative data analysis outcomes. The concluding Chapter Five encapsulates the study's conclusions, summarizing the results, drawing conclusions from the findings, and proposing recommendations. The study concludes with appendices and a reference section.

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CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviewed previous research to give further insight and understanding for subsequent studies. It lays down the findings of past researchers on related issues concerning digital marketing. This review covers the definition of digital marketing; digital marketing channels; definition of purchase intention; social media marketing; social media channels; theoretical framework on the topic.

2.2 Definitions of Digital Marketing

Digital marketing can be characterized as the integration of contemporary digital technologies with conventional marketing approaches, working in tandem to achieve fundamental marketing goals. As indicated by various references (Leeflang et al., 2014; Almaazmi et al., 2021; Tariq et al., 2022b), companies embrace this approach to gain significant traction, leveraging the capabilities of smartphones and their applications to facilitate trading activities and establish virtual marketplaces. Over recent decades, the emergence of search engines and unconventional business competition has presented novel marketing challenges, spurring the evolution of online marketing and its associated facets (Ahmed et al., 2020; Diventy et al., 2021).

The digital marketing paradigm has ushered in transformative changes in global markets, amplifying customers' purchasing intentions and influence. This shift has prompted the development and deployment of advanced business technologies designed to navigate these evolving business landscapes (Poyurak & Softic, 2019; Khasawneh et al., 2021a&b).

In essence, digital marketing encompasses the promotion of products or services through digital mediums, predominantly on the internet, encompassing mobile devices, display advertising, and other digital platforms.

2.3 Digital Marketing Channels

2.3.1 E-Mail Marketing

Email marketing serves as a vital marketing avenue enabling both individuals and companies to engage masse with their customer base, prospects, followers, and subscribers. This strategy is commonly employed by businesses to notify recipients about forthcoming events, novel business ventures, and fresh product or service introductions. Notably, from a business-to-customer standpoint, email marketing frequently emerges as a crucial driver of sales, extending its potency even to business-to-business interactions.

Functioning as a digital marketing method, email marketing facilitates the distribution of orders or targeted messages to specific recipients at opportune moments. Through emails, enterprises can dispense messages attuned to the preferences of their customers (Ugonna et al., 2017). Furthermore, email marketing constitutes a facet of direct marketing wherein promotional content is communicated via emails to engage target audiences (Lodhi & Shoaib, 2017). Broadly construed, practically any email dispatched to potential or existing consumers can be regarded as a manifestation of email marketing (Rai, 2018). Emails serve as a crucial conduit within marketing tools, enabling businesses to align brand propositions with the sensibilities of their preferred audience.

In this context, consumers employ email to communicate their requisites to businesses, fostering an upstream exchange of needs (Reimers et al., 2016). Crafting impactful email marketing entails personalized approaches that convey affirmative promotional narratives.

However, grasping consumer preferences, timing, and crafting captivating content aligned with their interests can engender a favorable disposition towards email advertisements, although this does pose challenges for marketers (Bokde & Seshan, 2019).

2.3.2 Online Advertising

This functions as a promotional avenue that guides individuals toward purchase decisions while disseminating relevant information to its target audience. Information presented within a favorable context tends to be more readily embraced (Mishra & Mahalik, 2017). This facet of marketing utilizes digital platforms to gather online engagement and convey promotional messages to potential buyers who align with the intended audience (Budiman, 2021). A distinct advantage of online advertising lies in its capacity to transcend geographical limitations, thus promoting products on a global scale without being confined by physical boundaries (Khan & Islam, 2017). Consequently, online advertising holds a pivotal role within the domain of digital marketing.

Within the realm of online advertising, firms are equipped to disseminate information about their offerings. This strategic approach capitalizes on the multitude of online platforms, thereby enhancing product visibility, fostering brand awareness, and paving the way for heightened future sales (Dhore & Godbole, 2019).

Furthermore, the flexibility inherent in online advertising empowers companies to swiftly update their product offerings, services, and information (Lim et al., 2011; Afzal & Khan, 2015). In light of the diverse array of products and services available and the ever-evolving desires and demands of consumers, manufacturers necessitate swifter and more efficient means of cultivating customer loyalty (Aqsa & Kartini, 2015).

Lastly, the efficacy of online advertising in shaping purchase decisions is exemplified by the inclination of Ghanaian users to engage positively with online advertising. This highlights the increasing acknowledgment of the internet as a powerful advertising platform, fostering continuous engagement between marketers and consumers.

2.3.3 Social Media Marketing

This has emerged as a contemporary trend that is rapidly gaining momentum as an efficient means to seamlessly connect with targeted audiences. At its core, this approach involves leveraging various digital platforms to promote businesses and their offerings (Bansal et al., 2014). This can be seen as a subset of online marketing strategies that complement traditional web-based promotional methods, including email newsletters and online advertising campaigns (Omar & Atteya, 2020). As a result, novel avenues are continually emerging and evolving, providing businesses with fresh opportunities for outreach and marketing.

Marketers in the realm of social media are increasingly leveraging analytics applications provided by official social networking platforms, enabling them to derive more impactful insights (Nur, 2021). This aids in refining their strategies and optimizing their engagement with the target audience.

In essence, social media encompasses various software channels that facilitate and encourage interactive discussions. Prominent examples of social media platforms include Facebook, Twitter, LinkedIn, and YouTube. These platforms serve as conduits for marketers to engage in conversations with consumers. In the present landscape, brands actively draw consumers through their presence on social media (Budiman, 2021). The concept of social media, as articulated by Kaplan and Haenlein (2010), revolves around internet-based applications built on the foundations of web 2.0 technology. This construct enables the

creation and exchange of content in line with this ideology. Social media manifests through websites and applications designed to facilitate the swift, efficient, and real-time sharing of content among users.

2.3.4 Mobile Marketing

Mobile marketing undoubtedly stands as one of the latest and crucial avenues within the domain of digital marketing. In the present landscape, it stands out as the broadest, swiftest, most cost-effective, and highly relevant marketing avenue. This platform empowers users to effortlessly access information and appealing product features. Moreover, it offers the unique advantage of facilitating complete buying and selling transactions without requiring buyers to physically visit the location of the goods (Alam et al., 2015).

In a more focused sense, mobile marketing serves as a conduit for consumers to gain insights into the advantages and necessities associated with products, thereby shaping their purchasing decisions (Tiffany et al., 2018). At its core, mobile marketing entails a collection of practices that enable businesses to interactively and contextually engage with their audiences via various mobile devices and communication networks (Mohamed et al., 2016).

Ultimately, mobile marketing has emerged as an exhilarating and interactive communication avenue between businesses and their customers. The messages propagated through this medium significantly influence customers' purchasing choices, solidifying its impact on consumer decisions.

2.4 Purchase Intention

Purchase intention is akin to decision-making, whereby consumers reveal their inclination, willingness, or plans to buy specific brands (Mirabi, Akbariyeh & Tahmasebifard, 2015).

This notion constitutes a crucial element of consumer behavior, mirroring individuals' sentiments towards specific offerings or offerings (Soebagyo, 2014). It becomes apparent through a range of markers (Putri, 2017), including:

1. Transactional: Portrays an individual's propensity to make a purchase of the offered item or service.
2. Refractive: Indicates an individual's likelihood to recommend products or services to others.
3. Preferential: Represents a primary preference for a particular product or service, subject to change only if specific circumstances arise.
4. Explorative: Signifies the behavior of individuals interested in seeking out information about products or services they are intrigued.

Consumer purchase intention refers to an individual's willingness to buy a specific product or service (Yoong and Lian, 2019). This concept serves as a potent predictor of the buying process. A consumer's purchase intention serves as an indicator of the likelihood that a particular behavior will be carried out (Lilima, 2020). Alnsour et al. (2018) also define purchase intention as a consumer's likelihood of future product or service purchase, directly linked to consumer attitudes and preferences. Consequently, Alnsour et al.'s (2018) perspective implies that consumer purchase intention signifies a high likelihood of someone buying a product, demonstrating a readiness to purchase the product when the need arises.

Through the application of digital technology, digital marketing channels like email marketing, social media, online advertising, and mobile services can enhance the consumer's purchasing experience by streamlining the processes of ordering, buying, and

payment. This enhancement not only saves customers' time and money but also contributes to a more seamless and efficient buying journey (Qazzafi, 2019).

2.5 Social Media Marketing

Social media (SM), as defined by Meslat (2018), encompasses websites or applications that enable users to engage in social networking by creating and sharing content. Similarly, Zhou and Zimmermann (2013) emphasize that social media entails the use of internet-based platforms that facilitate activities like marketing, selling, comparing, rating, buying, and sharing products and services across both offline and online marketplaces and communities. Alnsour, Ghannam, AlNatour, and Alzeidat (2018) provide additional clarity regarding the platforms that fall under the umbrella of social media. This category encompasses well-known networking sites such as Facebook, Twitter, Instagram, and YouTube, while also encompassing blogging sites, emails, chat rooms, and forums.

Through the utilization of social media, businesses now have the capability to cultivate robust two-way relationships with consumers, fostering continuous and meaningful communication. Ndurura (2020) suggests that social media enhances relationship establishment and maintenance through organic conversations centered around mutual interests. Likewise, Yin et al. (2019) emphasize that social media revolves around the exchange of information and at times even encompasses decision-making. Diebes and Iriqat (2019) conclude that social media empowers consumers to shift from being passive recipients of information to active purchasers, positioning social media users as influencers of other consumers in both online and offline selling platforms.

As stated by Putter (2017), nearly a quarter of the global population was utilizing social media networking sites in 2017, accounting for around 1.5 billion people. Fast-forwarding three years, according to GlobeStat (2020), the count of active users on social media had

surged to exceed two billion. This exponential growth underscores the escalating adoption of social media over the recent years. Additionally, Alnsour et al. (2018) project that social media usage is anticipated to continue expanding by 7% annually. In a similar vein, Yin et al. (2019) underscore that social media revolves around the sharing of information and sometimes even includes decision-making. Diebes and Iriqat (2019) conclude that social media empowers consumers to transition from passive information receivers to active buyers, positioning social media users as influencers of other consumers in both online and offline selling platforms.

According to Putter (2017), nearly one in four people worldwide were utilizing social media network sites in 2017, which amounted to approximately 1.5 billion individuals. Fast forward three years, and according to GlobeStat (2020), the number of social media users had soared to surpass two billion users. This exponential growth underscores the escalating usage of social media over the past few years. Additionally, Alnsour et al. (2018) project that social media usage is poised to continue expanding by 7% annually.

2.6 Social Media Users in Ghana

The graph below shows Social media users in Ghana from 2017 to 2022



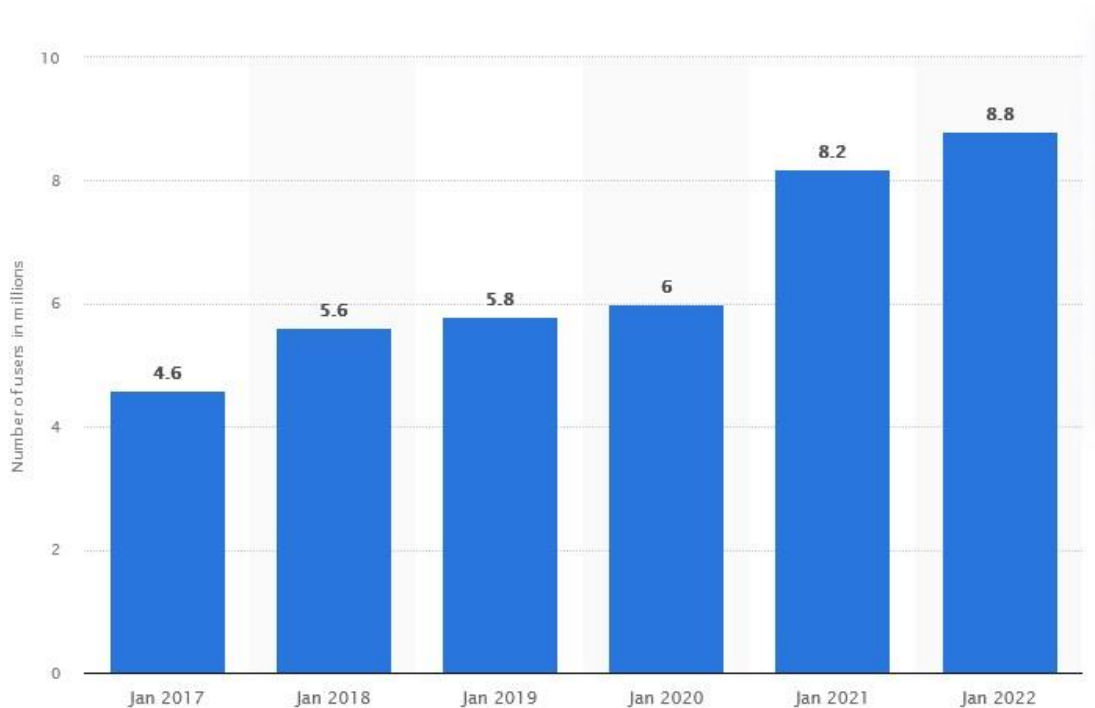


Figure 1: Social Media Users in Ghana according to Statista

2.7 Social media capability

In the modern digital arena, social media has risen to a paramount position as a platform for businesses to interact with their audience, amplify brand recognition, and shape consumer behaviors like purchase intention. The concept of social media capability pertains to an organization's proficiency in harnessing the full potential of social media platforms for marketing objectives. This segment delves into an exploration of the present body of literature concerning social media capability, with a specific emphasis on its significance and its plausible role as a moderating factor in shaping purchase intention.

2.7.1 Importance of Social Media Capability

Effective social media capability extends beyond mere presence on diverse social media platforms. It involves the adept utilization of these platforms to attain marketing goals (Kaplan & Haenlein, 2010). This encompasses the skill to craft captivating content, nurture valuable consumer interactions, and strategically employ social media analytics to guide

decision-making (Vera & Crossan, 2004). Organizations possessing robust social media capability can gain a competitive advantage by solidifying their online brand identity and fostering a direct, meaningful connection with their intended audience (Kaplan & Haenlein, 2010).

2.7.2 Social Media Engagement and Brand Building

Social media capability empowers businesses to engage with consumers in real-time, fostering brand establishment and the cultivation of relationships (Hoffman & Fodor, 2010). Brands that adeptly connect with their audience on social media platforms can foster loyalty and establish favorable associations, consequently exerting a positive influence on purchase intention (Muntinga et al., 2011). To illustrate, active engagement on social media platforms enables companies to swiftly respond to consumer inquiries, tackle concerns, and foster a perception of genuineness and openness (Hajli, 2014).

2.7.3 Social Media and Purchase Intention

The role of social media capability in shaping purchase intention is undeniably significant. Businesses that effectively harness social media for marketing purposes possess the capacity to heighten the probability of consumers' purchase intentions (Hoffman & Novak, 1996). By deploying compelling content, pertinent information, and interactive campaigns, brands can foster positive attitudes among consumers, thereby exerting a constructive impact on their purchase choices (Hajli, 2014).

2.7.4 Moderating Role of Social Media Capability

The recognition of the moderating role of social media capability in the connection between digital marketing efforts and purchase intention has become prominent (Mangold & Faulds,

2009). A robust social media capability can augment the effectiveness of digital marketing tactics like personalized content and social proof (Lipsman et al., 2012). The ability of an organization to adeptly manage and leverage social media platforms can amplify the influence of these strategies, leading to heightened engagement and subsequently bolstered purchase intention.

This underscores the profound importance of social media capability within the contemporary marketing landscape. Skillful utilization of social media platforms empowers businesses to interact with their audience, foster brand loyalty, and shape purchase intention. By effectively moderating the impact of diverse digital marketing strategies, social media capability assumes a pivotal role in elevating the overall efficacy of marketing endeavors.

The upcoming sections of the thesis are poised to delve into empirical analysis, aiming to delve into the moderating role of social media capability within the context of Ghana.

2.8 Theoretical Review

The literature surrounding purchase intention spans a diverse array of studies that delve into the multitude of factors that impact consumers' decision-making processes when it comes to making purchases. With the growing adoption of digital marketing strategies by businesses to engage consumers, comprehending the foundational elements that drive purchase intention becomes of paramount importance. This segment undertakes a review of significant literature concerning purchase intention, shedding light on pertinent theories and frameworks that have significantly enriched our comprehension of this concept.

2.8.1 Theoretical Foundations of Purchase Intention

2.8.2 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) presented by Ajzen (1991) serves as an all-encompassing framework for comprehending purchase intention. This theory posits that purchase intention is influenced by three primary factors: attitude toward the behavior, subjective norm, and perceived behavioral control.

1. **Attitude:** This pertains to the consumer's evaluation of the appeal and desirability of making a purchase. It encompasses their beliefs about the potential positive outcomes associated with the behavior.
2. **Subjective Norm:** This reflects the consumer's perception of the social pressures and expectations surrounding the behavior. It considers the influence of family, friends, and society on the decision to make a purchase.
3. **Perceived Behavioral Control:** This factor revolves around the individual's belief in their ability to perform the behavior. It takes into account internal and external factors that might affect their capability to make the intended purchase.

The Theory of Planned Behavior has been widely embraced to elucidate the intricacies of purchase intention across diverse contexts, including the realm of digital marketing (Verhagen & van Dolen, 2011).

2.8.3 Technology Acceptance Model (TAM)

Absolutely, the Technology Acceptance Model (TAM) developed by Davis (1989) is highly relevant to understanding technology adoption and can be suitably adapted to shed light on the impact of digital channels on purchase intention. This model asserts that two pivotal factors, perceived ease of use and perceived usefulness, significantly influence consumers' intention to adopt and utilize a particular technology.

1. **Perceived Ease of Use:** This factor concerns the individual's perception of the simplicity and user-friendliness of the technology. In the context of digital marketing, this could relate to the convenience and user-friendly experience of online shopping platforms.
2. **Perceived Usefulness:** This factor pertains to the individual's assessment of how beneficial and advantageous the technology is to their needs and goals. In the realm of digital marketing, this could encompass the benefits derived from digital promotions, such as discounts, personalized offers, and relevant product recommendations (Liang & Lai, 2002).

By adapting the Technology Acceptance Model to the context of digital marketing, one can gain insights into the factors that influence consumers' intention to engage with digital channels for their purchasing decisions.

2.9 Digital Marketing and Purchase Intention

2.9.1 Content Personalisation

Personalized content stands as a pivotal strategy within the realm of digital marketing. Research has consistently demonstrated that personalized content holds the potential to exert a positive influence on consumers' attitudes and purchase intentions (Li et al., 2019). The act of personalization serves to augment consumer engagement by customizing content to cater to individual preferences. This tailored approach fosters a sense of resonance with consumers, thereby culminating in elevated purchase intentions.

2.9.2 Social Proof

Social proof, a psychological mechanism where individuals emulate the actions of others, holds substantial relevance within the realm of digital marketing. This phenomenon comes into play when people find themselves in uncertain situations, leading them to imitate the behaviors of their peers. In the digital landscape, elements like online reviews, ratings, and testimonials act as potent social cues that effectively shape purchase intention (Chevalier & Mayzlin, 2006).

Positive social proof, in particular, serves to bolster consumers' confidence in their decision-making process when it comes to making a purchase. When potential buyers observe that others have had positive experiences with a product or service, it instills a sense of trust and validation, consequently augmenting their inclination to proceed with the purchase.

2.10 Social Media Capability as a Moderator

2.10.1 Role of Social Media

Social media capability encapsulates an organization's proficiency in harnessing social media platforms effectively for marketing objectives. With the advent of social media, businesses have gained the ability to engage with consumers, cultivate brand awareness, and distribute promotional content in an interactive and dynamic manner (Kaplan & Haenlein, 2010).

In the context of purchase intention, social media emerges as a potent tool that can magnify the impacts of various digital marketing strategies. By furnishing a platform for engagement, businesses can establish a direct line of communication with their target audience. This interaction facilitates the dissemination of pertinent information,

personalized offers, and promotional content, thereby nurturing a positive environment that bolsters consumers' purchase intentions.

2.10.2 Social Media Engagement

Engagement exhibited on social media platforms, encompassing actions like likes, comments, and shares, wields the potential to significantly enhance purchase intention. Through social media engagement, businesses can establish an ongoing dialogue with their consumers, fostering a strong sense of community and trust (Kaplan & Haenlein, 2010). This active and ongoing interaction can substantially influence consumers' perceptions of the brand, consequently elevating their purchase intention. The dynamics of purchase intention are multifaceted, and its connection with digital marketing strategies is intricate.

The theories of planned behavior and technology acceptance lay down essential frameworks for comprehending the psychological and cognitive elements that underlie purchase intention. Moreover, personalized content, social proof, and the emergence of social media capability are identified as pivotal factors within the digital marketing purchase intention relationship. Each of these elements has been investigated and analyzed to shed light on their roles and effects.

Subsequent chapters in the discourse are poised to delve into empirical analyses of these concepts within the specific context of Ghana, unraveling insights that are pertinent to the local dynamics.

2.11 Hypothesis Development

Based on the thorough literature review, the ensuing hypotheses have been formulated to delve into and scrutinize the intricate interplay between digital marketing, social media capability, and purchase intention within the context of Ghana:

Hypothesis (H1): Digital marketing strategies positively influence consumers' purchase intention in Ghana.

Hypothesis (H2): Social media capability moderates the relationship between digital marketing strategies and consumers' purchase intention in Ghana.

Hypothesis (H3): The effect of digital marketing strategies on purchase intention is stronger when social media capability is high compared to when it is low in Ghana.

These hypotheses are formulated grounded in the comprehension that digital marketing strategies, notably personalized content and social proof, wield a positive impact on consumers' attitudes and purchase intention (Li et al., 2019; Chevalier & Mayzlin, 2006).

At the same time, acknowledging the crucial role of online networking capability in enhancing the effectiveness of digital marketing initiatives forms the fundamental rationale for these hypotheses (Hajli, 2014; Lipsman et al., 2012). Consequently, the intricate interplay between digital marketing strategies and social media capability is anticipated to yield a significant influence on consumers' purchase intention.

2.12 Influence of Digital Marketing and Social Media Capability on Purchase Intention

2.12.1 Effect of Digital Marketing on Purchase Intention

Digital marketing strategies have indeed wielded a profound impact on consumers' purchase intention, fundamentally reshaping the manner in which products and services are advertised and showcased (Smith & Johnson, 2018). The utilization of online platforms, spanning websites, social media, and e-mail, empowers businesses to devise personalized and precisely targeted marketing campaigns that effectively mold consumer perceptions (Verhagen & van Dolen, 2011).

For instance, the creation and dissemination of personalized content, meticulously tailored to cater to individual preferences, emerge as a dynamic avenue with the potential to positively sway consumers' attitudes and perceptions. This, in turn, translates into heightened purchase intention (Li et al., 2019).

2.12.2 Effect of Social Media Capability on Purchase Intention

The proficient utilization of social media capability by organizations holds immense sway in molding consumers' perceptions and attitudes, consequently exerting a tangible influence on their purchase intention (Hajli, 2014). Businesses equipped with robust social media capability possess the means to engage with consumers actively, establish and fortify brand loyalty, and cultivate an environment of trust (Kaplan & Haenlein, 2010).

This effective engagement and interaction on social media platforms effectively contributes to enhancing consumers' holistic brand experiences. Subsequently, this positive brand experience significantly reverberates in their purchase intention, given the insights gleaned from Muntinga et al. (2011) and their comprehensive exploration of this relationship.

2.12.3 The Moderating Role of Social Media Capability on the Digital Marketing and Purchase Intention Link

The moderating role of social media capability within the nexus of digital marketing efforts and purchase intention has captured increasing attention within the realm of research (Mangold & Faulds, 2009). Robust social media capability holds the potential to amplify the potency of digital marketing strategies. High social media capability enables businesses to adeptly distribute personalized content, engage consumers through interactive campaigns, and leverage the impact of social proof. Consequently, this augmentation bolsters the efficacy of digital marketing endeavors in influencing purchase intention (Lipsman et al., 2012).

Furthermore, social media capability can also function as a buffering mechanism. In situations where digital marketing efforts fall short of expectations, a firm's strong social media capability could potentially mitigate the negative repercussions and uphold a positive impact on purchase intention. Conversely, weaker social media capability might impede the seamless translation of digital marketing efforts into actualized purchase intentions.

The intricate relationships between digital marketing, social media capability, and purchase intention become evident. The efficacy of digital marketing strategies in shaping consumers' purchase intention is underscored, with personalized content and social proof occupying pivotal roles. Additionally, social media capability emerges as a critical factor that accentuates the influence of digital marketing endeavors on purchase intention. Grasping the collective influence of digital marketing strategies and social media capability in shaping purchase intention furnishes a comprehensive panorama of the contemporary marketing landscape.

In forthcoming sections, the discourse will immerse into empirical analysis to unravel the intricacies of these relationships within the specific context of Ghana.

2.13 Conceptual framework

The research embarks on an exploration of empirical methods crucial for analyzing the influence of digital marketing on purchase intention, while concurrently evaluating the moderating impact of social media. Furthermore, to effectively attain the research objectives, the correlation between dependent and independent variables underwent analysis employing the following statistical techniques:

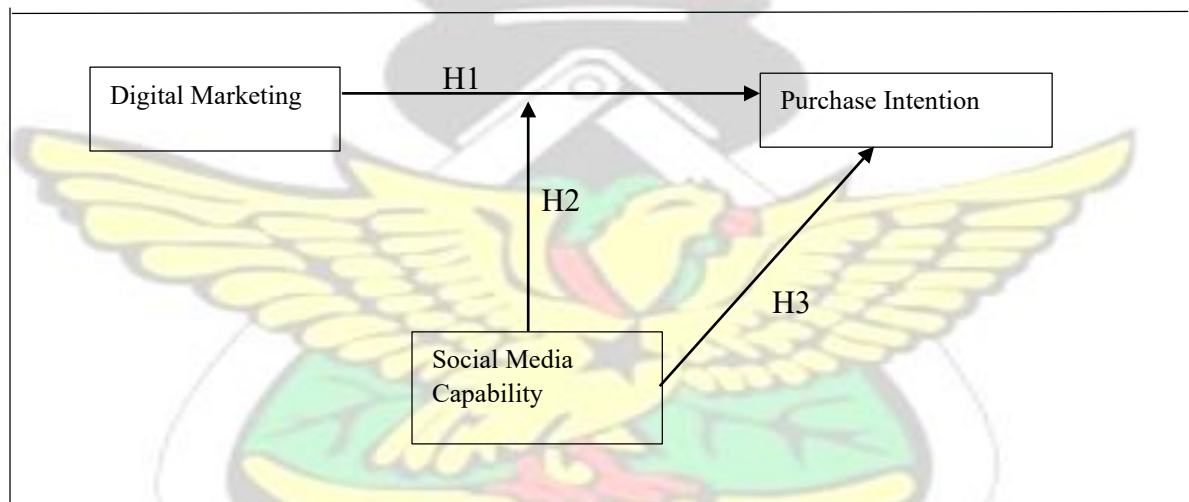


Figure 2: Research Model

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction this chapter encompasses a comprehensive range of essential components that contribute to the research's methodology and ethical considerations. These elements

encompass: study area, study population, research design, sample size, sample frame, sampling techniques, data collection methods, data handling, and ethical considerations.

3.2 Business Research Defined

General research involves systematically collecting and analyzing information with the purpose of obtaining insights, addressing inquiries, or resolving issues. It can be conducted in any field of study and use various methods, including surveys, experiments, and case studies. According to Creswell (2014), the nature of general research is systematic, objective, and rigorous. This means that the researcher must carefully define the research problem, gather relevant data, and analyse the data in a neutral and unbiased way. The findings of general research should be generalisable to other settings and populations, and they should be able to be replicated by other researchers.

Business research is a type of general research that is specifically focused on the business world. It gathers information about market trends, customer behaviour, and competitive dynamics (Cooper and Schindler, 2014). Thus, business research help businesses make better decisions about product development, pricing, and marketing. The nature of business research is similar to that of general research, but it has some specific characteristics (Rees, 2015). Therefore, business research is often conducted in a timely manner in order to provide information that can be used to make immediate decisions in the environment.

Business research is often carried out with distinct objectives, typically geared towards addressing particular business-related issues or opportunities. Whether it is about recognizing potential market openings, gauging the efficiency of specific strategies like digital marketing on influencing purchase intention, or optimizing operational procedures, business research is a structured means to gain actionable insights and make informed decisions within the business context.

3.3 Research Paradigms

Research paradigms serve as guiding belief systems that shape how activities are conducted. They encompass various thought patterns and actions that direct research processes. Research is influenced by distinct paradigms such as phenomenology (qualitative) and positivism (quantitative), each addressing ontological, epistemological, and methodological aspects uniquely.

The phenomenology paradigm, developed by Husserl and elaborated by Heidegger, involves direct exploration of phenomena as consciously experienced. Its objective is to describe and understand experiences without imposing theories or causal explanations, emphasizing a deeper grasp of subjective perceptions.

Positivism, credited to Comte, is a widely used paradigm emphasizing empirical observations and quantifiable data. It asserts that knowledge is trustworthy when derived from measurable evidence. Positivist research prioritizes objectivity, measurable observations, and statistical analysis, aiming to establish causal links.

The researcher opted for a combined qualitative and quantitative approach. This strategy capitalizes on the strengths of both paradigms. Qualitative methods uncover participant viewpoints and experiences, while quantitative methods offer statistical insights for broader trends.

3.4 Purpose of the study

Research often falls within three primary categories: Exploratory, Descriptive, and Explanatory. The selection of each type depends on the researcher's objectives and the intended outcomes of the research. The objectives drive the research's purpose, aligning it with the identified research problem. Robson (2002) proposes that an exploratory approach

offers valuable insights by posing critical questions and reevaluating phenomena from fresh perspectives. Notably, this approach's flexibility is its standout advantage, as it can evolve from broad exploration to focused specificity.

The Descriptive approach, due to its quantitative nature, is often deemed conclusive. It's meticulously preplanned and structured to gather information that enables statistical inferences. Its aim is to provide a precise depiction of a phenomenon, better defining opinions, attitudes, or behaviors. Saunders, Lewis, and Thornhill (2007) extend this idea, likening descriptive research as an extension of exploratory research. It demands accurate delineation of the studied phenomenon and facilitates specific conclusions based on gathered data. Saunders et al. (2007) define explanatory studies as those that establish causal relationships between variables. The core objective is elucidating the relationships within the phenomenon.

The research journey begins with an exploratory phase, understanding the landscape, and transitions toward a descriptive and explanatory phase, guided by the study's objectives (Anderson and Svensson, 1999). In a domain where information regarding the impact of online marketing is limited, this research adopts both exploratory and descriptive methodologies. These methods are well-suited for gathering relevant information aligned with your research questions and objectives.

This thesis employs a blend of exploratory and descriptive methods due to its aim to comprehend the status quo and raise inquiries about online marketing's influence on small and medium enterprises (SMEs) in Ghana. Furthermore, given the dearth of extensive research on this subject, the exploratory and descriptive methods are aptly chosen to explore the subject thoroughly, allowing individuals to gain familiarity with the topic.

3.4.1 Sampling procedures

This section delves into the diverse sampling techniques that have been utilized to fulfill the research objectives. This encompasses a comprehensive understanding of the stages and procedures undertaken to connect with the participants. Twumasi (1986) underscores the significance of commencing the sampling process by deliberating on the appropriate sampling technique. As we delve into the sampling design, it's crucial to distinctly outline the attributes of the population under examination.

3.4.2 The population and sample

The research encompasses all businesses and consumers within the Kumasi metropolis, constituting the overarching target population. Specifically, the study population comprises business owners, managers, and pertinent personnel involved in the decision-making process regarding the integration of ICT technology into their marketing endeavors. The sample frame is defined by firms and customers actively engaging in online business transactions. This is grounded in the assumption that within the study area, a substantial portion of consumers lacks a comprehensive understanding of the impact of digital marketing, and even among those who do, only a limited number leverage these opportunities to effectively compete with other businesses.

For this research, a sample size of 200 respondents was determined. This choice was driven by a need to efficiently handle responses given the constraints of time and resources, while ensuring a thorough analysis of the phenomenon in question. This sample size allows for a comprehensive examination of the subject matter while adhering to practical considerations.

3.4.3. The sampling technique

Researchers employ various sampling techniques to select participants for their study, aiming to strike a balance between cost-effectiveness and the potential for generalization (Babbie, 1990). In this study, both random and convenience sampling methods were employed.

For the first method, simple random sampling was employed, necessitating that all members of the study population either be physically present or listed. Through a random selection process, members were chosen until a predetermined number of participants or units was reached (Henry, 1990). The application of random sampling ensured that the selected respondents engaging in online purchases possessed the characteristics under investigation and were equally likely to be included in the study.

On the other hand, convenience sampling involves readily available participants who willingly participate in the study (Berinstein, 2003). MacNealy (1999) categorizes convenience sampling as occasionally referred to as accidental sampling. For this study, convenience sampling was used to select respondents who were owners, managers, or decision-makers of small and medium enterprises (SMEs). This approach was adopted to ensure that exclusively those respondents exhibiting the desired characteristics were included in the study.

3.5 Sources of data

Primary data refers to information that a researcher gathers specifically for a particular research project. Essentially, primary data encompass information that an organization needs to compile firsthand, as it has not been collated and published in a public domain (Berinstein, 2003). Additionally, primary data is characterized by its originality, direct

relevance to the issue or problem, and current nature. These data are collected through diverse methods like interviews, surveys, and questionnaires.

On the other hand, as described by Henry (1990), secondary data are information collected by an entity unrelated to the present research study, for an alternative purpose and at a distinct point in the past. When researchers employ these data for their own study, they transform into secondary data for the current researcher. Such data might exist in written, typed, or electronic formats. A wide array of secondary information sources are accessible to researchers seeking industry data.

For this study, data was sourced from both primary and secondary sources. These encompass document analysis, literature reviews, website evaluations, and observations within the business environment.

3.6 Data collection methods

To gather information, a self-administered questionnaire was disseminated among the respondents. The data collected from these participants constitutes the primary data for the study. The responses obtained were meticulously analyzed and formed the foundation for subsequent discussions and conclusions. The quantitative data captured numeric responses or numerical figures. Conversely, a substantial portion of responses was qualitative in nature, involving words and phrases.

Semi-structured interviews were employed when respondents required assistance with the questionnaires or weren't well-versed in the field of ICT. This approach ensured a comprehensive understanding of their perspectives.

Additionally, secondary data was incorporated into the study to amplify the scope of the review and gain a more comprehensive understanding of the phenomenon under

investigation. This encompassed a wide array of sources including existing journals, articles, online resources, newspapers, and both published and unpublished works authored by scholars in the field. Secondary data notably constitutes the core content of the literature review, which was conducted to gain insights into the phenomenon through past scholarly works.

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3.7 Data Analysis

Data analysis is a multifaceted process encompassing tasks such as editing, cleansing, transforming, and modeling data, all aimed at bringing forth valuable insights, recommendations, conclusions, and facilitating decision-making (Adèr, 2008).

In this study, data collection was achieved through the distribution of self-administered questionnaires among the respondents. This data gathering resulted in a combination of both qualitative and quantitative data. Quantitative data, obtained from the participants, underwent a series of steps including editing, coding, and processing using Statistical Package for Social Sciences (SPSS). The analysis was conducted using descriptive statistics, an approach that enabled the researcher to extract meaningful interpretations and engage in discussions pertinent to the study's subject matter.

3.8 Quality of the research

Quality control in research is a crucial aspect that encompasses several stages, including data collection, data entry or digitization, and data verification. It is imperative to establish appropriate procedures before embarking on data collection (MacNealy, 1999). During data collection, it is essential to ensure that the recorded data accurately represent facts, responses, observations, and events, as emphasized by Henry (1990). The methodologies

employed for data collection significantly impact the quality of the data, and providing detailed documentation of the data collection process serves as evidence of its quality.

The study investigating the factors influencing online purchase intention of consumers underwent a series of tasks to ensure its accuracy and reliability. After an exhaustive review of pertinent literature, a questionnaire was meticulously crafted, guided by the research questions aiming to analyze the impact of digital marketing on purchase intention and the moderating role of social media capability in Ghana. The questionnaire was thoughtfully structured to capture participants' demographic information, their perceived benefits of adopting online marketing, and any potential obstacles to its implementation.

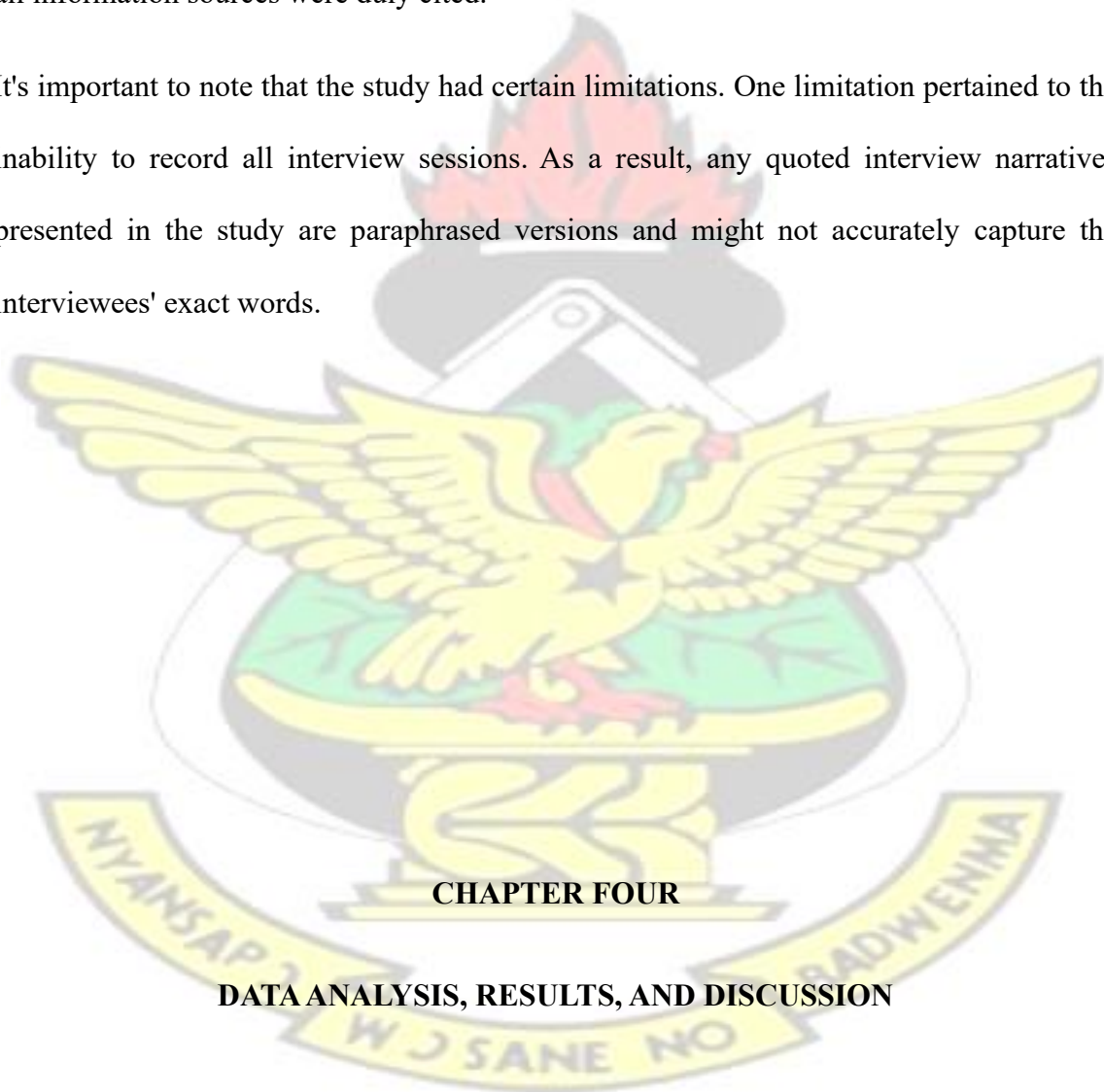
The questionnaires were distributed among 200 participants, comprising employees, managers, and other relevant personnel involved in decisions regarding the integration of ICT technology within organizations, as well as customers who engage in online marketing. Semi-structured interviews were conducted specifically with managers who lacked IT expertise or required assistance in comprehending certain terminologies to make informed decisions. A quantitative approach was employed to ascertain the extent to which digital marketing influences purchase intentions.

3.9 Research ethics and limitations

Ethical considerations are essential throughout every phase of research, from planning and execution to evaluation. Prior to designing a study, it's crucial to assess the potential costs and benefits of the research endeavor (Babbie, 1990). Ensuring that the research process does not infringe upon ethical standards is of paramount importance. In this study, a key ethical concern was to conduct the research while upholding ethical principles.

To address these ethical concerns, the researcher took specific measures. Firstly, informed consent was obtained from all respondents, ensuring they were aware of the study's academic purpose. Respondents were informed that they had the right to decline participation in interviews if they chose to do so. Furthermore, participants were reassured that their participation was voluntary, and their provided information would be treated with strict confidentiality. In order to prevent plagiarism and acknowledge sources appropriately, all information sources were duly cited.

It's important to note that the study had certain limitations. One limitation pertained to the inability to record all interview sessions. As a result, any quoted interview narratives presented in the study are paraphrased versions and might not accurately capture the interviewees' exact words.



CHAPTER FOUR

DATA ANALYSIS, RESULTS, AND DISCUSSION

4.0 Introduction

This section offers a concise overview of the data collected concerning the research inquiries of the study. It furnishes details regarding the participants, descriptive assessments

of digital marketing, social media capability, and purchase intention. Additionally, it encompasses reliability and validity tests, regression analysis investigating the impact of digital marketing on purchase intention, and an exploration of the potential moderating influence of social media capability using SPSS.

4.1 Response Rate

Survey response rates are commonly expressed as a percentage and are determined by dividing the total number of surveys sent out by the total number of received responses. In most cases, a survey response rate of above 50% may be considered exceptional. After evaluating the individual questionnaires for acceptability, all the 200 questionnaires distributed were successfully retrieved and deemed to be usable, yielding a 100% response rate, which is adequate for analysis, according to prior research (Sun et al., 2022; López, 2022; Lavidas et al., 2022).

4.2 Profile of the Respondents

This section presents the demographic characteristics of the participants involved in the research. Key information gathered encompasses the respondents' gender, age, educational attainment, marital status, duration of social media usage, frequency of social media usage, and the varieties of digital marketing tools employed.

Table 4.1: Respondent Profile

Variables	Categories	Frequency	Per cent
Gender	Female	81	40.5
	Male	119	59.5
Age	Below 20 years	5	2.5
	20 - 30 years	110	55.0
	31 - 40 years	44	22.0

	41 - 50 years	14	7.0
	51 and above	27	13.5
Education	Senior High School	16	8.0
	Diploma	21	10.5
	Bachelor Degree	155	77.5
	Master's Degree	38	11.7
Marital Status	Married	141	70.5
	single	59	29.5
Social Media usage	yes	182	91.0
	no	18	9.0
digital marketing tools for advertisement			
	Phone Marketing	10	5.0
	E-mail marketing,	17	8.5
	Social Media Marketing	68	34.0
	Online Advertising	45	22.5
	E-mail marketing, Online Advertising, Social Media Marketing, Phone Marketing	60	30.0
Number of years using social media	Below 3 years	22	11.0
	3 - 7 years	46	23.0
	7 - 10 years	48	24.0
	11 years and above	84	42.0
Type of social media tools used	Facebook	74	37.0
	Instagram	40	20.0
	YouTube	31	15.5
	Twitter	25	15.0

	LinkedIn	30	12.5
visit the social media in a day	30 minutes	55	27.5
	1 hour	25	12.5
	2 hours	12	6.0
	3 hours	15	7.5
	4 hours	5	2.5
	5 hours and above	88	44.0
	Total	200	100.0

Source: Field Data, 2023

4.2.1 Gender

As seen in Table 4.2. From the 200 valid responses, 59.5% were males and 40.5% were females. This data shows that more males than females took part in the study.

4.2.2 Age Category of Respondents

Table 4.2 illustrates that among the 200 respondents, 16.5% were under 20 years old, 55% were aged between 20 and 30, 22% were in the age range of 31 to 40, 4.5% were between 41 and 50, and 2% were above 50 years old. The findings suggest that the majority of the surveyed individuals were within the 20 to 30 years old age group.

4.2.3 Educational Background

In Table 4. 3, we see that Out of the 200 people who answered, 10.5% had a diploma, 77.5% had a bachelor's degree, 4% had done graduate studies (Master's or PhD), and 8% had an SHS certificate. The results show that most people who answered had a bachelor's degree.

4.2.4 Marital Status of Respondents

As shown in Table 4. 4. 70.5 per cent of the 200 people who answered were single, and 29.5% were married. Indicating that most of the people who answered were single, according to the results.

4.2.5 Demography of social media usage

Table 4.2 presents the data indicating that among the 200 respondents, 91.0% provided an affirmative response ("yes"), while 9.0% responded negatively ("no"). This implies that a significant majority of the participants who completed the questionnaire utilized social media for online product and service searches prior to making purchases.

4.2.6 Digital marketing tools used by Respondents

As seen in Table 4. 5 above 5, per cent of the 200 respondents used Phone Marketing, 22.5% used online marketing, 8 per cent used e-mail marketing, 34 per cent used social media marketing, and 30 per cent responded that they use all the above platforms to market their products and services. The results show that most firms and customers employ social media marketing to advertise and purchase products and services.

4.2.7 The number of years using social media

Table 4. 6 indicates that Out of the 200 people who answered, 11.0% responded that they had used social media for up to 3 years, 23.0% were between 3 and 7 years, 24.0% were between 7 and 10 years, and 42.0% were more than 11 years. The result shows that most customers have used social media for more than 11 years.

4.2.8 Type of social media tools usage

In Table 4. 7, above 37.0 per cent of the 200 respondents use Facebook, followed by Instagram 20 per cent, 15.5 per cent on Twitter, 15.5 per cent on YouTube, and 12.5 per cent on Linked The findings indicate that Facebook and Twitter were the prevailing social media platforms utilized by the respondents.

4.2.9 Visit social media in a day

From Table 4.2, it can be observed that among the 200 respondents, 27.5 percent reported spending around 30 minutes per day on social media, 12.5 percent allocated 1 hour, 6 percent devoted 2 hours, 7.5 percent dedicated 3 hours, 2.5 percent allocated 4 hours, and a significant 44 percent reported spending above 5 hours. Evidently, a majority of individuals tend to spend more than five hours per day on social media platforms.

4.3 Reliability and Validity Test

An exploratory factor analysis, utilizing Varimax rotation, was employed to determine whether the items representing each construct share a single underlying factor, assessing Digital Marketing, Social Media Capability, and Purchase Intention measures, in order to derive a concise set of classification dimensions. Items failing to meet two specific criteria were excluded: (1) dominant loadings exceeding 0.5 (Hair, Ralph, & Ronald, 1998). The 15 variables measured within the research model underwent principal component factor analysis. Eigenvalues and a screen plot guided the determination of the number of factors to be extracted. A four-factor structure emerged, meeting the criteria of eigenvalues surpassing one, and collectively accounting for 68.347% of the total variance. All factor loadings generally presented high values, with the lowest being 0.576. The appendix showcases the resulting factor loadings, all of which aligned with their designated factors

as initially intended. Each item exhibited a loading above 0.5 on its respective factor, indicating a stronger association with its corresponding construct than with any other. This underscores the discriminant validity of the measurement.

To assess the consistency of various instruments in measuring the same set of variables, statistics such as Cronbach's alpha and composite reliability were employed. In this context, values closer to 0.7 were considered desirable (Hair et al., 2013). For convergent validity, the average variance extracted (AVE) exceeded 0.5, in accordance with Hair et al. (2013). Consistency across all variables was notably high, boasting average values surpassing 0.7. These results affirm the reliability and validity of the constructs examined in the study, as presented in Table 4.3.

Table 4.2: Reliability and Validity Test

Construct	Number of items	CA	CR	AVE
Digital Marketing	5	0.727	0.901	0.759
Purchase Intention	5	0.833	0.897	0.706
Social Media Capability	13	0.896	0.877	0.799

Source: Field Data, 2023

The scores for Cronbach Alpha Coefficient variables are shown in Table 4.3. Digital Marketing, Purchasing Intention, and Social Media Capability obtained Cronbach alpha values of 0.727, 0.833, and 0.896, respectively. Digital Marketing obtained a score of 0.901, Purchase Intention received a score of 0.897, and Social Media Capability received a score of 0.877 for Composite Reliability. Each of these values is acceptable with a score of 0.7, demonstrating the dependability of the variables. Higher values in both CA and CR indicate greater internal consistency. The Average Variance Extracted (AVE) score for Digital Marketing was 0.759, Purchase Intention scored 0.706, and Social Media Capability

received a score of 0.799. The variables are acceptable since a minimum permissible value above 0.5 exists for Fornell and Larcker (1981). Also, the higher AVE values suggest that the items within each construct are strongly related.

Discriminant validity was assessed through the utilization of cross-factor loadings. Unlike convergent validity, which examines the consistency of latent constructs with their own variables, discriminant validity evaluates the accuracy of the latent components in relation to other variables within the study.

4.4 Descriptive Analysis

Descriptive statistics, including means and standard deviations, were employed to provide a concise overview of respondents' viewpoints regarding the various variables under investigation. For additional details and references, please refer to the relevant sections.

4.4.1 Digital Marketing

After completing validity and reliability tests, five (5) variables were chosen for use in quantifying Digital Marketing. Using 1-point scale measuring for which “1=Strong Disagree”, “2=Disagree”, “3=Somewhat Disagree”, “4= Neither Agree nor Disagree”, “5=Somewhat Agree”, “6= Agree”, “7= “Strongly Agree”

Table 4.3: Descriptive Statistics of Digital Marketing

Variable	Min	Max	Mean	Std. Dev
Digital marketing helps me in searching the right product while shopping online	1	7	5.57	1.377
Digital marketing provides me with quality information	1	7	5.46	1.243

It's easy to do a comparison with other products on websites while shopping online	1	7	5.68	1.403
Opinion exchange with others is possible through the brand's social networking site	1	7	5.18	1.310
Digital marketing facilitates 24/7 shopping	1	7	5.63	1.312
Overall Mean			5.504	1.329

Source: Field Data, 2023

According to the results in Table 4.6, all of the questions measure Digital Marketing. The mean of 5.57 indicates that, on average, respondents tended to agree that digital marketing helps them search for the right product while shopping online. The mean score of 5.46 suggests that, on average, respondents agreed that digital marketing provides them with quality information. With a mean score of 5.68, respondents generally agreed that comparing products on websites while shopping online is easy. The mean score of 5.18 indicates that respondents agreed that opinion exchange with others is possible through the brand's social networking site. And with a mean score of 5.63, respondents generally agreed that digital marketing facilitates 24/7 shopping. In practice, this means that digital marketing impacts their online purchasing intention.

4.4.2 Purchasing Intention

After completing reliability and validity testing, three (5) factors were utilised to evaluate the Purchasing intention. Using 1-point scale measuring for which “1=Strong Disagree”, “2=Disagree”, “3=Somewhat Disagree”, “4= Neither Agree nor Disagree”, “5=Somewhat Agree”, “6= Agree”, “7= “Strongly Agree”

Table 4.4: Descriptive Analysis of purchasing intention

Variable	Min	Max	Mean	Std. Dev
In the future I would intend to become online shopper.	1	7	5.23	1.451
My intention to become online shopper is positive and enthusiastic.	1	7	5.24	1.478
I am capable to be online shopper over many purchase activities. I am capable to be online shopper over many purchase activities.	1	7	5.09	1.348
I have a great intention to replace the traditional shopping pattern with the E-shopping.	1	7	4.97	1.578
While browsing a product, I plan to conduct the purchase process online.	1	7	5.16	1.360
Overall Mean			5.138	1.443

Source: Field Data, 2023

According to the data shown in Table 4.7, all of the questions measure Purchasing intention. The mean score of 5.23 suggests that the respondents indicated a positive intention to become online shoppers in the future. And a mean score of 5.24, respondents generally expressed a positive and enthusiastic intention to become online shoppers. The mean score of 5.09 indicates that, on average, respondents perceived themselves as capable of being online shoppers across multiple purchase activities. The mean score of 4.97 suggests that, on average, respondents had a moderate intention to replace traditional shopping patterns with e-shopping. With a mean score of 5.16, respondents generally indicated a positive inclination to conduct the purchase process online while browsing a product. In practice,

this implies that consumers have a positive intention and inclination toward becoming online shoppers

4.4.3 Social Media Capability

After conducting reliability and validity testing, the study settled on five (13) factors to employ in social media capability. Using 1-point scale measuring for which “1=Strong Disagree”, “2=Disagree”, “3=Somewhat Disagree”, “4= Neither Agree nor Disagree”, “5=Somewhat Agree”, “6= Agree”, “7= “Strongly Agree”

Table 4. 5: Descriptive Analysis of Social Media Capability

Variable	Min	Max	Mean	Std. Deviation
The firm believes customers' reactions to marketing action should be observed at the individual customer level.	1	7	5.36	1.299
The firm encourages customers to share opinions of its products or services with the firm	1	7	5.82	1.135
The business unit has an explicitly defined and documented social media strategy.	1	7	5.22	1.248
The business unit social media goals are described precisely and understandable for all.	1	7	5.12	1.273
The social media goals match the overall goals of the business unit.	1	7	5.01	1.384
The business unit has a social media strategy that determines the desired social media activities.	1	7	5.30	1.291
Employees of the business engage highly in our social media activities.	1	7	5.17	1.355
Employees of the business are highly familiar with social media.	1	7	5.33	1.410
Employees of the business have a large scope of action in social media.	1	7	5.25	1.336

The firm applies explicitly defined performance criteria for the evaluation of our social media activities (e.g., metrics for reach and interaction).	1	7	4.95	1.415
The firm applies performance criteria that combine our social media activities with business-relevant metrics (e.g., brand effects, number of generated leads, conversion rates).	1	7	5.04	1.350
The firm continuously measures quantitative, business-relevant social media information (e.g., number of fans, likes, followers, comments).	1	7	5.46	1.177
The firm continuously its social media, with a clearly defined application of the results.	1	7	5.31	1.170
Overall mean				

Source: Field Data, 2023

According to Table 4.8 above, the findings suggest that the business unit has a moderate to high level of social media capability. The highest mean scores are observed for "The firm encourages customers to share opinions of its products or services with the firm, with a mean score of 5.82" and "The firm continuously measures quantitative, business-relevant social media information with a mean score of 5.46," indicating that the business values customer feedback and monitors social media performance.

Conversely, the variables with the lowest mean scores are "The firm applies explicitly defined performance criteria for the evaluation of our social media activities," which received a mean score of 4.95, and "The firm applies performance criteria that combine our social media activities with business-relevant metrics," with a mean score of 5.04. This indicates that the business might lack a clearly defined approach for assessing social media performance.

4.5 Pearson Correlation

In Table 4.9, the Pearson product correlations reveal several significant findings. First, the correlation between digital marketing and purchase intention is moderately positive and statistically significant ($r = .593, p < .001$). This suggests that heightened digital marketing activities are associated with an increased level of customer purchase intention. Similarly, the correlation between digital marketing and social media capability is positive and statistically significant ($r = .609, p < .001$). This implies that as digital marketing activities rise, there's a corresponding enhancement in social media capability. Lastly, the correlation between social media capability and purchase intention is relatively positive and statistically significant ($r = .588, p < .001$). This implies that heightened social media capability is linked to a slightly elevated level of purchase intention.

Table 4.6 Correlation Analysis

	DM	PI	SMC
DM	1		
PI	.593**	1	
SMC	.609**	.588**	1

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

From Table 4.9 it can be seen that The Pearson correlation analysis was measured in the study to examine the effect of digital marketing on purchase intention and the results show that the moderately positive and statistically significant correlation suggests that an increase in digital marketing activities is associated with a higher level of customer purchase intention. Wibisurya (2018) demonstrated a noteworthy positive impact of digital marketing on purchase intention, primarily attributed to the appeal of content and customer

customization. In a similar vein, Poyurak and Softic (2019) corroborated these findings, showcasing a positive correlation between digital marketing and purchase intention, facilitated by the exchange of ideas and opinions among diverse customers.

4.6 Andres Hayes Process macro he Andres Hayes Process macro was employed to perform a multiple regression analysis, with the objective of investigating the connections between the dependent variable,

Purchase Intention, and two predictor variables, namely Digital Marketing and Social Media Capability.

Through this analysis, the aim was to assess the nature and strength of the relationships between the predictor variables and the outcome variable. By employing the Andres Hayes Process macro, a comprehensive examination was conducted to determine how variations in Digital Marketing and Social Media Capability influence changes in Purchase Intention.

The results of this multiple regression analysis demonstrated meaningful insights into the relationships:

1. **Digital Marketing:** The analysis unveiled a statistically significant relationship between Digital Marketing and Purchase Intention. This suggests that alterations in the level of Digital Marketing activities are associated with corresponding changes in customers' intention to make a purchase.
2. **Social Media Capability:** Likewise, the analysis highlighted a significant relationship between Social Media Capability and Purchase Intention. This implies

that variations in the extent of Social Media Capability are linked to fluctuations in customers' inclination to express an intention to make a purchase.

By utilizing the Andres Hayes Process macro, this analysis provides valuable information about how Digital Marketing and Social Media Capability collectively impact Purchase Intention. These findings offer insights that can be leveraged by businesses to tailor their strategies, enhance digital marketing efforts, and optimize social media engagement in order to foster higher levels of purchase intention among customers.

Table 4.7 Regression Analysis

Construct	Beta Coefficient	R-Squared	F-Value	T-Value	p-Value
Constant	-1.1728	0.4298	49.2560	-1.0657	0.0000
DM	0.7083			3.2315	0.0014
SMC	0.7478			3.0788	0.0024
Int_1	-0.0519			-1.1927	0.2344

95% Level of confidence for all confidence intervals

From Table 4.10, the results demonstrate that Digital Marketing exerts a noteworthy impact on Purchase Intention, evidenced by a substantial coefficient ($\beta = 0.708$), a t-value of 3.231, and a p-value of less than 0.001. This implies a positive coefficient alongside a statistically significant relationship between Digital Marketing and Purchase Intention. In practical terms, this indicates a positive association: as Digital Marketing efforts escalate, there is a corresponding increase in Purchase Intention among customers.

Similarly, the analysis reveals that Social Media Capability also holds a significant sway over Purchase Intention. The coefficient for Social Media Capability stands at ($\beta = 0.747$),

with a t-value of 3.078 and a p-value of less than 0.002. This outcome suggests a positive coefficient and a statistically significant positive connection between Social Media Capability and Purchase Intention. In simpler terms, as the level of Social Media Capability grows, customers' inclination towards making a purchase is also inclined to rise.

In essence, the outcomes from the regression analysis underscore the pivotal roles of both Digital Marketing and Social Media Capability in shaping and influencing customers' intentions to make purchases. The positive coefficients and significant p-values emphasize the importance of these variables in driving higher levels of Purchase Intention, thereby underscoring their relevance in contemporary marketing strategies.

4.7 Discussion of Findings

The study's discussion revolves around the research objectives that have guided our investigation. These objectives encompass several key aspects, namely: the impact of digital marketing on purchase intention, the role of social media capability in shaping purchase intention, the interplay between social media capability and purchase intention, and finally, the moderating influence of social media capability in the relationship between digital marketing and purchase intention.

Our examination of the data and analysis outcomes allows us to delve into each of these research objectives, shedding light on their significance and implications within the context of our study. By exploring these facets, we gain a comprehensive understanding of how digital marketing strategies, social media capabilities, and their interactions contribute to shaping consumers' intentions to make purchases.

Throughout the discussion, we aim to connect our findings with established theories and previous research, providing a broader context for the implications of our results. This

comprehensive exploration allows us to draw meaningful conclusions, offering insights into how businesses can leverage digital marketing and social media capabilities to enhance customer purchase intention.

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4.7

.1 The effect of digital marketing on Purchase Intention

Within the scope of this study, a direct and positively significant relationship between digital marketing and purchase intention has been identified. Through regression analysis, it has been demonstrated that digital marketing yields a positive coefficient ($\beta = 0.708$) accompanied by a p-value of 0.002. This outcome underscores a robust correlation between digital marketing efforts and the intention to make purchases. Essentially, as the endeavors in digital marketing intensify, a corresponding elevation in customer purchase intention is observed.

The analysis further indicates that the influence of digital marketing on consumers' inclination to engage in online purchases is indeed noteworthy. This is particularly pertinent given the prevailing technological proficiency and educational background of consumers across various demographics, allowing them to seamlessly navigate modern devices such as smartphones, computers, tablets, and other digital tools that have become integral parts of their daily routines (Dastane, 2020).

Moreover, in alignment with previous research, this study's findings are in harmony with the conclusions of Lodhi and Shoaib (2017), who also assert the affirmative impact of digital marketing on online purchase intention. Therefore, the present investigation reinforces the critical role of digital marketing in cultivating purchase intentions among a diverse array of consumers, thereby highlighting its pivotal significance in contemporary marketing landscapes

4.7

.2 Impact of social media capability on Purchase Intention

The results derived from the regression analysis highlight a notable positive impact of social media capability on purchase intention. With a coefficient of 0.747 and a p-value below 0.001, a statistically significant relationship is evidenced. This signifies that an escalation in social media capability corresponds to heightened levels of purchase intention among consumers.

The affirmative coefficient implies that as an entity's social media capability strengthens, there is a corresponding propensity for purchase intention to rise as well. This underscores the pivotal role of a well-structured and efficient social media strategy. Businesses that foster robust customer engagement, devise strategies to gauge social media performance, and effectively harness social media's potential are more likely to witness an upsurge in customers' intent to conduct purchases.

Furthermore, the findings presented in this study echo those of Rijitha (2021), which highlight the prominence of social media as a preferred platform for diverse product purchases among consumers, particularly in the post-Covid-19 era. The proliferation of social media marketing has led to the creation of substantial platforms like Facebook Marketplace, Instagram, and Twitter, where posts, advertisements, and promotional content seamlessly intersect with consumers. This pervasive presence triggers active consumer engagement, cultivating interest, and fostering a heightened desire for products or services.

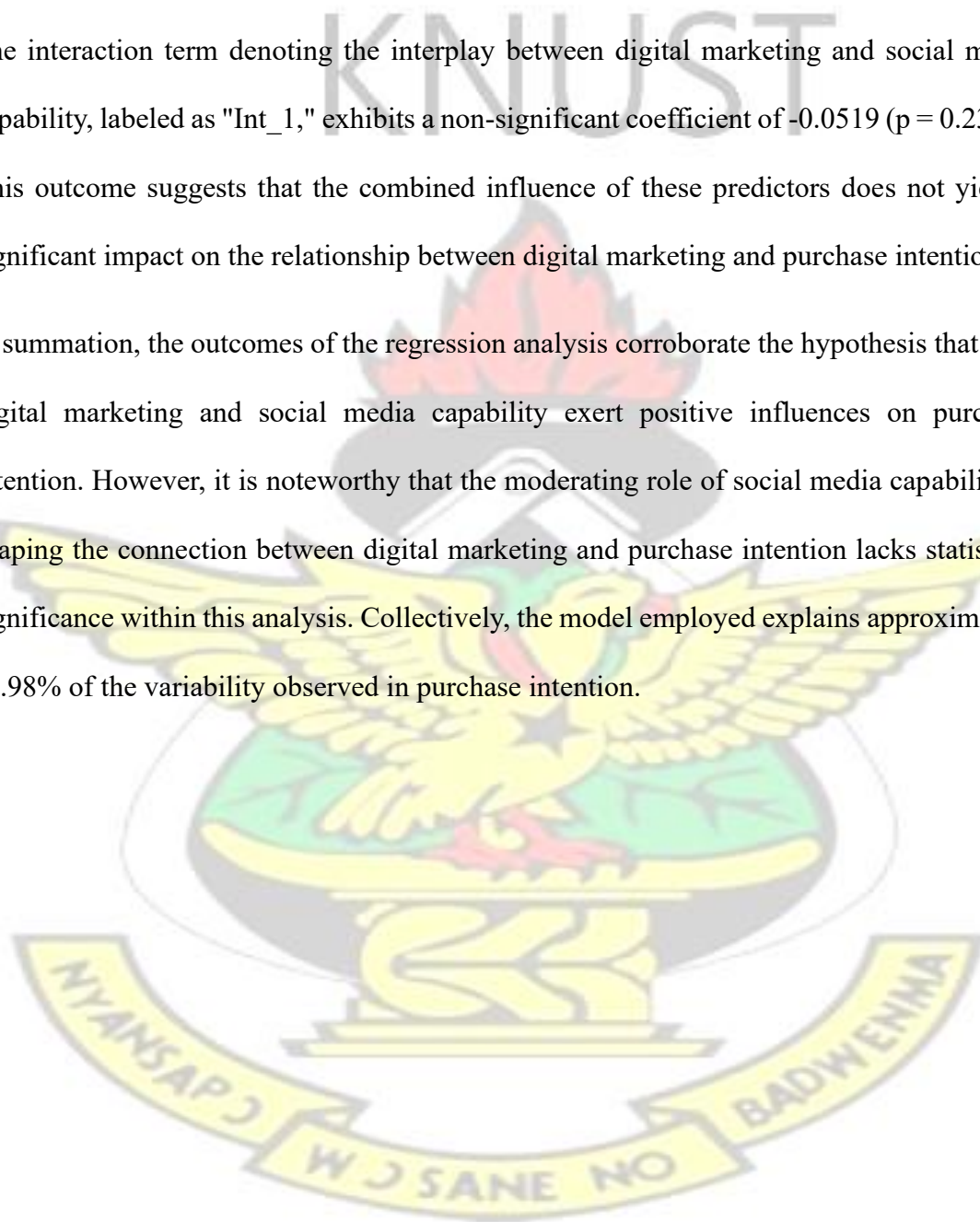
.3 Influence of Social Media Capability on Purchase Intention and the Moderating

4.7

Role of Social Media Capability in the Effect of Digital Marketing on Purchase Intention.

The interaction term denoting the interplay between digital marketing and social media capability, labeled as "Int_1," exhibits a non-significant coefficient of -0.0519 ($p = 0.2344$). This outcome suggests that the combined influence of these predictors does not yield a significant impact on the relationship between digital marketing and purchase intention.

In summation, the outcomes of the regression analysis corroborate the hypothesis that both digital marketing and social media capability exert positive influences on purchase intention. However, it is noteworthy that the moderating role of social media capability in shaping the connection between digital marketing and purchase intention lacks statistical significance within this analysis. Collectively, the model employed explains approximately 42.98% of the variability observed in purchase intention.



CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

5.0 Introduction

This section offers a comprehensive analysis and interpretation of the research findings, shedding light on the implications of the relationship between digital marketing and purchase intention, as well as the potential moderating impact of social media capability. The opening part of this chapter succinctly summarizes and discusses the study's outcomes and conclusions. Following this, the chapter concludes by suggesting potential directions for future research endeavors.

5.1 Summary of Findings

The principal objective of this research was to investigate the influence of digital marketing on purchase intention while taking into account the potential moderating effect of social media capability. To attain this objective, a survey was administered to a selected group of participants, and data were gathered through a structured questionnaire. Descriptive statistics were employed to condense the viewpoints of respondents regarding digital marketing, purchase intention, and social media capability. Furthermore, a multiple regression analysis was utilized to scrutinize the interconnectedness among the variables.

5.1.1 Effect of digital marketing on purchase intention

The central aim of this study was to evaluate the influence of digital marketing on purchase intention. The statistical outcomes reveal a positive association between digital marketing and purchase intention. This trend is discernible through the respondents' agreement with statements pertaining to various facets of digital marketing. The results underscore the

substantial role that digital marketing plays in shaping purchase intention. Consumers perceive digital marketing as valuable for tasks like product search, offering informative content, simplifying product comparisons, enabling interactions on social platforms, and supporting round-the-clock shopping. To provide an overview of these perspectives, descriptive statistics were employed. Additionally, a multiple regression analysis was applied to delve into the intricate relationships among the variables under examination.

5.1.2 Impact of Social Media Capability on Purchase Intention

The second aim of this study was to assess the influence of social media capability on purchase intention. The findings suggest that a strong social media capability yields a positive impact on purchase intention. This implies that respondents view different dimensions of social media capability, including customer engagement, well-defined strategies and objectives, employee participation, performance assessment, and ongoing monitoring, as significant in shaping purchase intention. The consensus among respondents regarding the significance of social media capability reinforces the evidence of its favorable impact on purchase intention.

5.1.3 Moderating Role of Social Media Capability in the Effect of Digital Marketing on Purchase Intention

The third objective of this study was to examine the moderating effect of social media capability on the relationship between digital marketing and purchase intention. The results suggest that social media capability (SMC) does not appear to exert a significant moderating influence on the association between digital marketing (DM) and purchase intention (PI). However, it is worth noting that the interaction term did not reach statistical significance, indicating that the combined impact of DM and SMC on PI may not

substantially deviate from their individual effects.

5.2 Conclusion

In conclusion, this study provides evidence of the positive impact of digital marketing on purchasing intention, with social media capability playing a moderating role. The findings highlight the significance of digital marketing strategies and social media capabilities in shaping consumer behaviour and purchase decisions. Marketers and organisations should invest in effective digital marketing initiatives while prioritising the development of strong social media capabilities to maximise their impact on purchasing intention. This study contributes to the existing literature by extending our understanding of the interplay between digital marketing, social media, and purchase intentions.

5.3 The practical and theoretical implication

5.3.1 Practical Implications

Digital Marketing: The notable positive impact of digital marketing on purchase intention underscores the importance for businesses to invest in comprehensive digital marketing strategies. Allocating resources towards social media marketing, online advertising, search engine optimization, and other digital channels can effectively enhance consumer purchase intention.

Social Media Capability: The significant correlation between social media capability and consumer intent underscores the need for organizations to develop and strengthen their social media marketing capabilities. Companies should concentrate on establishing a robust presence on social media platforms, engaging with consumers proactively, and harnessing the potential of social media tools and analytics to bolster purchase intention.

Interaction Effect: The observed negative interaction between online promotional efforts and social networking proficiency on consumers' intent to buy suggests a potential

saturation point. While both factors individually contribute positively to purchase intention, their combined effect may exhibit diminishing returns. Consequently, businesses should carefully manage the synergy between their digital marketing efforts and social media capabilities to maximize their influence on consumer purchase intention.

5.3.2 Theoretical Implications

Relationship Between Digital Marketing and Purchase Intention: The observed positive correlation between digital marketing and purchase intention aligns with existing literature, highlighting the significant role of digital marketing in shaping consumer behavior. This finding enriches our understanding of how various digital marketing strategies can directly impact consumers' intentions to make purchases.

Relationship Between Social Media Capability and Purchase Intention: The identified positive relationship between social media capability and purchase intention contributes to the growing body of research elucidating the impact of social media on consumer behavior. It underscores the significance of an organization's adeptness in utilizing social media platforms to effectively engage consumers and ultimately enhance purchase intention.

Interaction Effect: The noted negative interaction effect between digital marketing and social media capability on purchase intention offers valuable insights into the intricate dynamics of different marketing factors. This suggests that the joint impact of these factors might not simply sum up, necessitating careful management of how digital marketing and social media capabilities interact to achieve optimal influence on purchase intention.

5.4 Recommendation

From the study's results, this section offers advice to different stakeholders. Firms and practitioners are encouraged to consider these suggestions;

Enhance Digital Marketing Efforts: Based on the study's findings that highlight the positive impact of digital marketing on purchase intention, it is advisable for firms to further enhance their digital marketing strategies. Investing in approaches that optimize website usability, leverage various digital advertising channels, and effectively utilize social media platforms can significantly improve consumer engagement and intention to purchase.

Develop Social Media Capabilities: The study underscores the importance of developing robust social media capabilities. Practitioners should prioritize the cultivation of social media strategies that foster meaningful interactions with customers, enhance brand presence, and effectively convey promotional messages. Regularly monitoring and evaluating social media performance can aid in refining these capabilities.

Integrate Digital Marketing and Social Media: Organisations should recognise the synergistic effects of digital marketing and social media capability. Integrating these two aspects can maximise their impact on purchase intention. Strategies that leverage digital marketing efforts through social media platforms should be explored to enhance customer engagement and conversion.

Tailor Strategies to Target Audience: Researchers and practitioners should consider the characteristics and preferences of their target audience when developing digital marketing and social media strategies. Understanding the audience's specific needs, behaviors, and demographics can help tailor marketing messages and platforms for maximum effectiveness.

Stay Updated with Technological Advancements: Digital marketing and social media landscapes continuously evolve. Practitioners must stay updated with the latest technological advancements, social media trends, and consumer behaviour patterns. This

will enable them to adapt their strategies and tactics accordingly and maintain a competitive edge.

Consider Longitudinal Studies: To gain a comprehensive understanding of the lasting impact of digital marketing and social media capability on purchase intention, longitudinal studies can provide valuable insights. By tracking changes in consumer behavior and purchase intention over time, researchers can uncover the long-term effects of these strategies.

By adhering to these recommendations, practitioners can optimize their digital marketing and social media efforts, enhancing their influence on consumer purchase intention. Furthermore, researchers can contribute to the field by conducting longitudinal studies that offer a deeper understanding of the dynamics between these factors and their impact on consumer behavior.

5.5 Recommendation for Future Studies

Future research endeavors should aim to validate and extend the current findings presented in this study. While the study sheds light on the effects of digital marketing and social media capability on purchase intention, there are still avenues to explore and variables to consider. To enhance the comprehensiveness of research in this domain, several areas warrant attention:

1. **Demographic Influences:** Investigating the potential moderating role of demographic variables, such as age, gender, income, and education, could deepen our understanding of how different consumer segments respond to digital marketing and social media efforts. This could help tailor strategies to specific target audiences more effectively.

2. **Cultural and Contextual Factors:** Investigating the effects of cultural variations and contextual elements on the interplay between online marketing strategies, proficiency in social networking, and consumers' inclination to make a transaction is crucial. Cultural subtleties and regional inclinations can profoundly shape consumer attitudes and behaviors.
3. **Multichannel Interaction:** Future studies might delve into how interactions across multiple digital channels influence purchase intention. Understanding how consumers navigate and engage with different platforms, and how these interactions collectively impact their intentions, could provide valuable insights.
4. **Moderating Factors:** Beyond social media capability, there might be other moderating factors at play. Investigating variables such as product type, industry, or competitive landscape could reveal nuanced effects on the digital marketing purchase intention relationship.
5. **Long-Term Effects:** As consumer behavior evolves over time, conducting longitudinal studies to observe how digital marketing and social media capability impact purchase intention in the long run would contribute to a more comprehensive understanding.
6. **Cross-Cultural Analysis:** Contrasting the impacts of online marketing strategies and proficiency in social media networking on consumers' intent to purchase across diverse cultural settings could provide valuable insights into determining whether these effects are universally applicable or context-dependent mechanisms.
7. **Qualitative Exploration:** Qualitative research methods, such as in-depth interviews and focus groups, can provide richer insights into consumers'

perceptions, motivations, and experiences with digital marketing and social media. These insights can complement quantitative findings.

8. **Experimental Designs:** Conducting experiments that manipulate specific aspects of digital marketing strategies or social media interactions can help establish causal relationships and isolate the effects of individual variables more rigorously.

By delving into these avenues, researchers and industry professionals can deepen their comprehension of the intricate dynamics that result from the interplay between digital marketing and social media capability. This continuous exploration will aid in the refinement of more efficacious marketing strategies and a more profound grasp of the dynamic shifts within the evolving digital landscape.

Further investigation is warranted to authenticate and extend the findings of this study. While this research offers valuable insights into the effects of digital marketing and social media capability on consumer responses, there remains a need for additional exploration of diverse variables and potential moderating elements. For instance, probing into the influence of demographic factors on the relationship between social media capability and consumer perceptions could yield valuable insights. By addressing these limitations and conducting more extensive research, scholars and practitioners can continually advance their understanding of how digital marketing shapes consumer interactions.

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APPENDIX

***** PROCESS Procedure for SPSS Version 4.2 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

 **

Model: 1
 Y: PI
 X: DM
 W: SMC

Sample
Size: 200

**

OUTCOME VARIABLE:
PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6556	.4298	.7251	49.2560	3.0000	196.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI	constant
DM	1.1728	1.1005	-1.0657	.2879	-3.3430	.9975	
SMC	.7083	.2192	3.2315	.0014	.2760	1.1406	
Int_1	-.0519	.0435	-1.1927	.2344	-.1376	.0339	1.2269

Product terms key:

Int_1 : DM x SMC

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0041	1.4226	1.0000	196.0000	.2344

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Factor Loadings

Rotated Component Matrix ^a					
Construct	Component				
	1	2	3	4	5
The digital marketing helps me in searching right product while shopping online (Digital Marketing)		0.896			
Digital marketing provides me quality information(Digital Marketing)					0.686

It's easy to do comparison with other product on website while shopping online(Digital Marketing)					0.699
Opinion exchange with others is possible through brand social networking site(Digital Marketing)			0.780		
Digital marketing facilitates to 24/3 shopping(Digital Marketing)			0.710		
In the future I would intend to become online shopper. (Social Media Capability)		0.805			
My intention to become online shopper is positive and enthusiastic. (Social Media Capability)		0.826			
I am capable to be online shopper over many purchase activities. I am capable to be online shopper over many purchase activities. (Social Media Capability)		0.769			
I have a great intention to replace the traditional shopping pattern with the E-shopping. (Social Media Capability)		0.858			
While browsing a product, I plan to conduct the purchase process online. (Social Media Capability)			0.783		
The firm believes that customers' reactions to marketing action should be observed at the individual customer level. (Purchase Intention)		0.824			
The firm encourages customers to share opinions of its products or services with the firm. (Purchase Intention)			0.606		
The business unit has an explicitly defined and documented social media strategy. (Purchase Intention)			0.822		
The business unit social media goals are described precisely and comprehensible for all. (Purchase Intention)				0.712	
The social media goals match the overall goals of the business unit. (Purchase Intention)				0.672	

The business unit has a social media strategy that determines the desired social media activities. (Purchase Intention)	0.756				
Employees of the business engage highly in our social media activities. (Purchase Intention)				0.823	
Employees of the business are highly familiar with social media. (Purchase Intention)				0.741	
Employees of the business have a large scope of action in social media. (Purchase Intention)	0.576				
The firm applies explicitly defined performance criteria for the evaluation of our social media activities (e.g., metrics for reach and interaction). (Purchase Intention)	0.665				
The firm applies performance criteria that combine our social media activities with business-relevant metrics (e.g., brand effects, number of generated leads, conversion rates). (Purchase Intention)	0.754				
The firm continuously measure quantitative, business-relevant social media information (e.g., number of fans, likes, follower, comments). (Purchase Intention)	0.742				
The firm continuously its social media, with a clearly defined application of the results. (Purchase Intention)	0.639				
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 15 iterations.					