

Influence of Digital Marketing on Consumers' Purchasing Decision in Tailoring Industries in Zanzibar: A Case of Special Department Industrial Development Unit (SDIDU)

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To cite this article:

Hawa Abdalla Omar, Abdalla Ussi Hamad, Salama Yusuf. Influence of Digital Marketing on Consumers' Purchasing Decision in Tailoring Industries in Zanzibar: A Case of Special Department Industrial Development Unit (SDIDU). *International Journal of Economic Behavior and Organization*. Vol. 10, No. 4, 2022, pp. 106-112. doi: 10.11648/j.ijebo.20221004.13

Received: November 25, 2022; **Accepted:** December 12, 2022; **Published:** December 28, 2022

Abstract: The main objective of this research was to examine the Influence of digital marketing on consumers' purchasing decision in Tailoring industry in Zanzibar. Specifically, the study examines the influence of Mobile App Marketing and Social Media Marketing on Consumers' Purchasing Decision in Tailoring Industries in Zanzibar: A Case of Special Department Industrial Development Unit (SDIDU). A nature of this study is quantitative. Furthermore, questionnaires were given to the customer of SDIDU based on a simple sampling technique. About 269 questionnaires were distributed among customers of SDIDU, only 28 questionnaires were not returned, whereas 241 questionnaires were returned. From the descriptive analysis, the results indicate that over 60 percent of the total respondents were agree and strong agree that social media marketing and mobile apps are influencing consumers' purchasing decision. The results from multiple regression revealed that social media marketing and mobile apps have positive and significant relationship with consumers' purchasing decision. The study concluded that through digital marketing were already knows the product and is looking for more information to assess its diverse products and alternatives to complete the purchasing decisions. Finally, according to this result, the study recommended that it is necessary for the firm or company to have a clear strategic plan especial on advertisement of the firm product. This is the world of technology so it impossible for any firm not using a digital marketing tools to advertise their product or/and services especially social media and mobile appl.

Keywords: Social Media Marketing, Mobile Apps, Consumers' Purchasing Decision, Multiple Regression

1. Introduction

Generally, there are many variables/factors which may affect consumer behavior to purchase goods. It is simply to say that the decision of customers to purchase goods and services are determining by various factors. In this world of technology, the following digital tools; social networks, smartphone apps, are getting many users in daily business activities [5]. Customers are becoming more involved in the creation of the product and services they purchase, and that has changed the control from manufacturer to customer. Web users are significantly rising due to better access to mobile devices, which indeed occupies a majority of their time [17].

Apps or material for digital marketing are most often built to communicate with the user at anytime and anywhere, with the intention of informing, engaging, entertaining, or offering feedback for the product [19].

In Zanzibar, the experience shows that many customers are entering in these digital communication and it bring them chance to advertise their product easily and improve their sales volume. Furthermore, digital marketing has been considered a new marketing method and offers new chances for firms to do business [3]. More specifically, Zanzibar tailoring market is one of the wildest rising markets due to the growing number of middle-income users. It is expected to reach millions of users in the coming decades.

Special department industrial development unit (SDIDU) is a garment factory based in Zanzibar-Tanzania. It is wholly owned by the President Office, Regional Administration, Local Government and Special Departments of Zanzibar. SDIDU was established on 10 January 2005 as a company limited by shares through a Company Decree, Cap 153. The primary objective of SDIDU is to produce best quality military uniforms and other related garment needs for the five (5) Special Departments of Zanzibar. Nonetheless, SDIDU uses its excess capacity to offer a wide range of garment services to hotels, private security companies and schools, among others.

Through Zanzibar Development Vision 2050, which states that “to date, the RGoZ has recognized the importance of ICT to the economy by investing in communications infrastructure (National Fibre Backbone) and administrative arrangements. In line with this, the private sector has also invested in both infrastructure and services. Further ICT investment could empower future entrepreneurs to innovate and be discovered, particularly given its lower capital requirements than for labour intensive businesses. Investment in ICT training, education and R&D can catalyze the growth of high-tech services and industry as well as establishing onshore and offshore ICT businesses [22].

Furthermore, today's Zanzibar marketers are facing some new challenges during integration of appropriate and blended digital marketing strategies to reach as much as potential consumers and to create brand loyalty and awareness for successful and effective interacting with the customers through direct feedback. Digital marketing has a capacity to attract mass and wide range of customers and allow the companies to interact with them quickly and sufficiently through different online platforms and media to instruct them during the purchase process [12, 2].

Therefore, this article is divided into seven parts. It begins with introduction, which provides an overview of the study, the research background on the influence of mobile app marketing and social media marketing on consumers' purchasing decision in tailoring industries. The next part is the problem statement followed by theoretical and empirical literature review. Also, the methodology part of this paper is covered, it explains how research design, population, sampling, and data analysis procedures were done. Apart from that, research findings, analysis and discussion were discussed in this paper. Finally, the paper ending with conclusion and recommendation.

2. Statement of the Problem

It is well known that digital marketing has been all around considered as a new form of marketing communication and provided new opportunities for companies to do businesses [3] Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location.

Unfortunately, the digital marketing at Special department industrial development unit (SDIDU) is not well considered.

It can be either the company is under the government or most of their customers are from government as well as organizations such as; PBZ, VTA, United Petroleum and others. Meanwhile, one among the company mission is to manufacture and sell a mix of uniform and shoes (garment and leather product) to the government, private sectors and rest of community. So, in order to reach the community, the digital marketing is needed.

By knowing the importance of digital marketing in business growth, the government of Zanzibar has introduced the digital marketing through the digital economy in the Zanzibar Development vision 2050 having strategic direction pursuing the development of the creative and digital economy to diversify and complement the service sector. That means Zanzibar is being to receive benefit from the digital economy (digital marketing) as digitalization picks up pace globally, both as an economic industry by its own merit as well as an enabler for the prosperity of other sectors [22].

However, Special Department Industrial Development Unit has not implemented yet the government strategy of digital economy. This is because till now they are not advertising their products through mobile app and social media. Whereby, in order to reach the community easily, social media and mobile app are the best strategy to accomplish company mission and vision.

Thus, several studies have been conducted in the area of digital marketing and how they influence consumer decisions in telecom industries here in Zanzibar and outside Zanzibar such as Maulani et. al. [13]; Bansal & Garg [6]; Alwan & Alshurideh [4] but not tailoring industries in Zanzibar. Therefore, the aim of this study is to examine the influence of social media marketing and mobile app marketing on consumers' purchasing decisions Special Department Industrial Development Unit (SDIDU).

3. Literature Review

3.1. Theoretical Review

Technology Acceptance Model: This model was developed by David Fred in 1986 [9]. It explains the behavior of the users of new technology; this model is an addition of the Theory of Reasoned Action (TRA) and explains how external variables such as attitude, beliefs and intention of use influence the behavior of users of technology [7]. The theory posits that what determines usage of a new technology system is affected either directly or indirectly by the user's attitude, intentions and the user's perception of the usefulness of the system and its ease of use [10].

This theory is suitable to this study since social media marketing is a fairly new phenomenon worldwide, these strategies are mostly simple and easy to use by those who are technologically savvy [14]. However, TAM asserts that the adoption of a technology, in this case digital marketing, is determined by the perception that the user has on its usefulness and ease of usage [20]. Therefore, the ease of usage of digital marketing strategies and the perceptions that

SMEs have on their usefulness determines their adoption and effectiveness as opposed to the continued usage of traditional marketing strategies [14, 20].

3.2. Empirical Literature Review

According to Alwan & Alshurideh [4] conducted a study which aims to investigate on how customers' purchase intention is affected by digital marketing, social media marketing and electronic word-of-mouth EWOM in moderated by brand equity. A quantitative research approach was used to achieve the research objectives. The online questionnaire was used to collect data from a sample of 254 using a random sampling technique. IBM SPSS version 21 software and Smart PLS3 software were used to test the normality of the data, reliability of the instrument as well as hypothesis testing. The findings confirmed the assumptions which stated the digital marketing had a positive significant effect on purchase intention, and the moderating effect of brand equity revealed a significant effect.

Also, Habib et al., [11] conducted a study in India in order to finding out if there is a relationship between digital media marketing (DMM), consumer engagement, brand image, and OTT platform purchase intention. In addition to that, the researchers investigate the mediating role of consumer engagement and brand image in mediating the relationship between digital marketing practices and OTT platform purchase intention. The data were collected from 417 Indian consumers using survey questionnaire. The study found that there was no direct effect of DMM on the purchase intention of OTT platforms. In addition, there is a strong indirect effect through brand image and consumer engagement, supporting the hypothesis that brand image and consumer engagement mediate the relationship between DMM practices and the purchase intention of OTT platforms. Some of the managerial implications, limitations, and scope of future research are also presented in the study.

Although, Addo et al., [1] concentrated on investigating the effect of live-streaming digital marketing on purchase intentions. The data were collected from 1726 datasets and finding suggested that customer engagement is significantly associated with followership and purchase intention in live-streaming digital marketing. While price is a significant moderator, its effects become insignificant on their purchase intentions once consumers become followers. In addition, the findings highlight the positive impacts of social elements, including likes, chats, visits, and exposure time in social commerce towards transactional (purchase) and non-transactional (followership) benefits.

Furthermore, Samsudeen & Kaldeen [18] conducted a study to examine if there is a positive or negative relationship between social media, email marketing, customer engagement and purchase intention at CoderFirst Sri Lanka. It intends to attain a theoretical confirmation about the relationship between the variables and determine the suitable implications to maximize the research findings for long-term use. Online questionnaire survey was used in this study and the data were collected from a sample size of 363 who are

potential customers of CoderFirs. The PLS-SEM method using SmartPLS software was used to determine the effect and correlation of each variable. This research primarily aims to determine the impact of digital marketing specifically social media and email marketing on customer engagement and purchase intention.

Omar & Atteya [16] conducted study in Egyptian market to examined effects of digital marketing channels (E-mail Marketing, Mobile Marketing, and Retargeting) on consumer buying decision process. The online survey questionnaire was distributed to 285 respondents and 213 questionnaires were returned and used for analysis. Findings indicate that e-mail has a profoundly positive influence on consumer buying decisions in two phases (post-purchase) and information research). In the purchase, the decision phase has a negative effect on customer decisions.

Dastane [8] relates or examines the connection between Digital advertising and buy goal with the mediating effect of CRM (Customer Relationship Management) for Malaysian e-commerce industries. Empirical research on the Malaysian e-commerce industry was carried out which suggests that digital marketing has a positive and noteworthy effect on buy expectation. Purchase intention has greatly influenced digital marketing. Digital marketing increases the purchase intention of a customer by 68%. It is true as people in this era are technologically advance and use gadgets such as mobile, computers and Tablets etc. These devices provide a platform to consumer or open new approaches to shop online and experiencing joy and adventure.

3.3. Research Gap

Through empirical literature review the results shows the inconclusive relationship between digital marketing on consumers' purchasing decisions. These studies are conducted in different countries in the world rather than Zanzibar in particular. For examples, Habib et al., [11]; Alwan & Alshurideh [4]; Addo et al., [1]; Samsudeen & Kaldeen [18]; and Odongo [15]. Moreover, a handful of studies were focused on several particular factors which have significant influences on the impact of digital marketing and others on consumers' purchasing decisions: in separate studies. So, Studies in this area can be divided into two categories, namely digital market and consumers' purchasing decision intention. But most of them did not relate the specific effect of digital marketing on consumers' purchasing decisions at tailoring industry. Therefore, this research aims to find out the relationship of the subject matter, on investigating these research gaps by analyzing the impact of digital marketing on consumers' purchasing decisions in Zanzibar quality tailoring limited.

3.4. Conceptual Framework

The conceptual framework of this study shows that, digital marketing such as mobile app marketing and social media marketing are stand as independent variables and consumers' purchasing decision stand as dependent variable. The figure illustrates that these independents variable might cause a

positive or negative impact to consumers' purchasing decision in any organization.

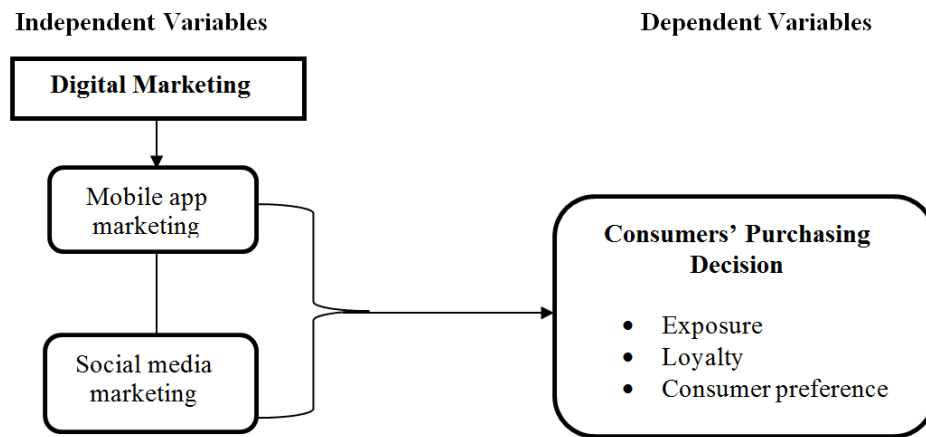


Figure 1. Conceptual Framework.

4. Methodology

The cross-sectional survey design was used in this study. This design was appropriate because it serve with the the nature of this study. The study was conducted in Zanzibar at Special department industrial development unit whereby before it was Zanzibar Quality Tailoring Limited (ZQTL). The targeted population were comprised all regular customers of SDIDU (PBZ, West A Municipal Council, VTA, United Petroleum, Harakati Security, British School of Zanzibar) in order to have diverse views based on their experiences on SDIDU services. Therefore, the total population was 820 from all regular customers. A sample of 241 were selected from a population of 820 using stratified random sampling techniques using Yamane formula; [21].

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

N = Number of study population

n = Sample size

e = Sampling Error (e=0.05)

$$n = \frac{820}{1+820(0.05)^2}$$

$$n = \frac{820}{1+820 \times 0.0025}$$

$$n = 268.85 \approx 269$$

For data collection instrument, a questionnaire survey was used. The questionnaire was in English language as the prospective respondents of this category are educated people. The questionnaire was composed of closed ended questions in order for the respondents to get the opportunity of giving short responses. However, during the data collection, 269 questionnaires were distributed among customers of SDIDU (PBZ, West A Municipal Council, VTA, United Petroleum, Harakati Security, British School of Zanzibar), only 28 questionnaires were not returned, whereas 241 questionnaires were returned which shows that the respond rate is 89.6%.

The respond rate is right to draw conclusion for the study. For data analysis and presentation, a multiple regression analysis techniques were used in order to see the influence of social media and mobile app on Consumers' Purchasing Decisions at special department industrial development unit (SDIDU) through Statistical Package for Social Science (SPSS).

5. Finding of the Study

5.1. Demographic Information of the Respondents

This was range of demographic information, which was sought from respondents through questionnaire. The study opted to present demographic profile of the respondents in order to enable the audience to appreciate the profile of men and women who responded to the questionnaire used to gather information from the field, these included gender and the level of education. The result of this information is presented in the table 1 below.

Table 1. Demographic profile of the respondents.

Variable	Category	Frequency	Percentage
Gender	Male	94	39.0
	Female	147	61.0
Age	20-25	15	6.2
	26-30	38	15.8
	31-35	74	30.7
	36-40	63	26.1
	40 and above	51	21.2
	Diploma	86	35.7
Education	Degree	119	49.4
	Postgraduate/master	36	14.9
Experience in using SDIDU product or services	1-3 years	70	29.0
	4-6 years	86	35.7
	7-9 years	54	22.4
	10 years and above	31	12.9

Source: Researcher, 2022

From the table 1 above indicates that both male and female respondents, men were 94 (39%) and female were 147 (61%). The findings showed that the majority of respondents were

female compared to male. Also the findings revealed that both male and female were involved in the study and therefore avoiding bias based on gender to enrich the findings. Also, it can be seen that on the basis of age results such that majority of all respondents of about 74 (30.7%) were between 31-35 years old, many of the consulted respondents 63 (26.1%) were in the age group of 36-40, whereas 51 (21.2%) of respondents were between 41 and above years old. Few of the respondents of about 38 (15.8%) have age group between 26-30 years old and minority of the consulted respondents was in the age group between 20-25 years' group. These findings show that most of the customers of SDIDU were young people which indicate that, the area of study provides tailoring services for the most to the young people. Moreover, the majority of research respondents were 119 (49.4%) having bachelor degree, followed by 86 (35.7%) have ordinary diploma and lastly were 36 (14.9%) who were having postgraduate. Finally, In the table 1, the findings show that, 86 (35.7%) of the respondents have experience of using SDIDU product or services 4 - 6 years, followed by 70 (29.0%) of the respondents having between 1 - 3 years, whereas 54 (22.4%) have working experience of 7-9 Years and few of them of about 31 (12.9%) have shown to possess

10 and above years of experience in using SDIDU product or services. These results indicate that the majority of the respondents have enough experience on using SDIDU product or services to provide insight of the required information in order to achieve the objectives of the study.

5.2. Standard Multiple Regression Analysis

A standard multiple regression is used to determine a mathematical relationship among several random variables. In other terms, it examines how multiple independent variables are related to one dependent variable. Once each of the independent factors has been determined to predict the dependent variable, the information on the multiple variables can be used to create an accurate prediction on the level of effect they have on the outcome variable. Therefore, a research analysed relationship between the dependent variable (consumer purchasing decision) against social media marketing and mobile apps. The results showed that the adjusted R^2 value was 0.791 hence 79.1% of the variation in consumer purchasing decision was explained by the variations in social media marketing and mobile apps as illustrated in Table 2.

Table 2. Model Summary.

R	R Square	Adjusted R Square	RSquare Change	F Change	Sig. F Change
.832 ^a	.768	.791	.768	139.690	.000

Source: Researcher Computation, 2022

- Predictors: (Constant), social media marketing and mobile apps.
 - Dependent Variable: Consumer purchasing decision.
- Furthermore, the outputs of regression coefficients for

the variables are given in table 3 There is a strong positive relationship between the variables as expected and highly significant at $\alpha = 0.05$ since their p-values were below 5%.

Table 3. Coefficients of Consumer purchasing decision.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.240	.258		.930	.004**
	Social media	.502	.059	.629	8.492	.000**
	Mobile apps marketing	.294	.077	.297	3.798	.000**

Source: Researcher Computation, 2022

Note: * $p < 0.05$ level (2-tailed)

The regression equation illustrated in Table 3 has established that taking all factors into account social media marketing and mobile apps all other factors held constant consumer purchasing decision experiences a positive increase of 0.24. The findings presented also showed that with all variables were positive and were significant ($p < 0.05$).

1) To examine the influence of mobile app marketing on consumers' purchasing decisions at Special Department Industrial Development Unit (SDIDU)

The finding from table 3 shows that mobile apps marketing has positive and significant relationship with consumers' purchasing decision, having coefficient of 0.294 with its p-value of 0.000 which is less than 5% (level of significance). This finding implies that mobile apps have a positive impact

on consumers' purchasing decision such that a unit increase in mobile apps in the marketing strategies leads to an increase in consumers' purchasing decision by 29.4% for the Special Department Industrial Development Unit.

The finding was in line with the results found in the study done by Habib *et al.*, [11] who conducted a study in India in order to finding out if there is a relationship between digital media marketing (DMM), consumer engagement, brand image, and OTT platform purchase intention. The result showed that there is a strong indirect effect through brand image and consumer engagement, supporting the hypothesis that brand image and consumer engagement mediate the relationship between DMM practices and the purchase intention of OTT platforms. Some of the managerial

implications, limitations, and scope of future research are also presented in the study.

The current study findings revealed that rapid popularity of mobile apps marketing makes customers of Special Department Industrial Development Unit lives more convenient, but it also makes it easier for customers to change providers from local to the digital marketing. This helps in the use of marketing stimulus to influence customers purchasing decisions to become an urgent concern for Special Department Industrial Development Unit.

2) *To examine the influence of social media marketing on consumers' purchasing decision at Special Department Industrial Development Unit (SDIDU)*

As show in the table 3 the social media found to be having huge impact on consumers' purchasing decision at Special Department Industrial Development Unit under the current study. This is because the social media has a high positive coefficient value of 0.502 as compared with the mobile apps marketing and website marketing having 0.294 and 0.408 respectively. Also, social media like other independent is significant due to its p-value was 0.000 (5% level of significance).

These findings mean an increase in social media marketing will lead to increase in consumers' purchasing intention by 50.2%. This showing that more customers were in using social media as a marketing tool in looking for the products at Special Department Industrial Development Unit. The results show that trust and social media influence significantly affect consumers' purchase intentions. Data analysis reveals that social media marketing has a greater influence than trust in purchase intentions through social networking sites. Therefore, improving websites' quality enhances customers' trust at Special Department Industrial Development Unit.

The result is concurring with the study done by Alwan & Alshurideh [4] conducted a study which aims to investigate on how customers' purchase intention is affected by digital marketing, social media marketing and electronic word-of-mouth EWOM in moderated by brand equity. The findings confirmed the assumptions which stated the digital marketing had a positive significant effect on purchase decisions.

6. Conclusion

The study concludes that the strongest impact on consumer purchasing decisions is in the social media, and this can be caused by many customers of the textile business Special Department Industrial Development Unit market are young people which are mainly using social media, however other digital forms of marketing strategies were also have significant impact on consumer purchasing decisions at the resorted channel directed to users who have searched for the products of Special Department Industrial Development Unit. The use of social media page helps customers interact and influence their shopping experience, Facebook and Twitter pages proved customers with information that is in line with company's brand, customers are able to get sufficient information via social media hence, making customers

engage and participate on the site.

7. Study Recommendations

Marketing managers have to perceive the buyer profile of digital customers and the way their behavior has changed. Those customers have numerous sets of attributes, and their customer behavior has changed to include digital. The post-purchase decision will change the business to transform a client into a devoted client and turn to be loyal to the brand. Customer service here plays a crucial role. Marketing managers have to be compelled to initiate methods to retain clients by resolve customer complaints.

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