# Influence of Content Marketing on Purchase Intention: A Case of Online Registered Electronic Stores in Nairobi County, Kenya

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## ABSTRACT

The aim of the study was to establish the influence of content marketing on consumer purchase intention of electronic products among registered online electronic stores in Nairobi County, Kenya. Guided by the Theory of Planned Behaviour and McLuhan's Media Theory, content marketing was conceptualized through five literature-based dimensions, namely informativeness, relevance, credibility, entertainment value and interactivity, and operationalized through a four-item scale covering informativeness, relevance, credibility and engagement. The respondents were 439 consumers who had purchased electronic products from four registered online electronic stores in Nairobi County, drawn through a multistage sampling procedure in which four stores were selected by systematic random sampling from a frame of 21 registered stores and the sample size of 400 was determined using Yamane's formula from a target population of 500,000 online electronics consumers. Data were collected through a structured online questionnaire and analyzed in SPSS version 26 using descriptive statistics, Pearson correlation, simple linear regression and multiple linear regression. Content marketing recorded a Cronbach's alpha of 0.935 and purchase intention 0.932. Descriptive findings showed that 92% of respondents agreed that authentic and relatable content helps them connect with electronic stores, while 87% valued the quality of content shared across stores' digital channels. Content marketing was positively and significantly associated with purchase intention ($R = .762$, $R2 = .581$, $F = 604.953$, $p < .001$, Cohen's $f2 = 1.39$, 95% CI for B [0.67, 0.79]) and retained the largest unique contribution in a multiple regression model controlling for the other digital marketing strategies ($B = .488$, 95% CI [0.37, 0.61]), accounting for 58.1% of the variation in purchase intention. Because the design was cross-sectional, the findings demonstrate association rather than causation. The study concluded that content marketing is a strong correlate of purchase intention in Kenya's online electronics market and recommended investment in authentic customer reviews, high-quality product videos, mobile-friendly content delivery, and transparent pricing and returns information.

**Keywords:** Content Marketing; Informativeness; Credibility; Purchase Intention; Online Electronic Stores; Nairobi County, Kenya.

## BACKGROUND

The worldwide e-commerce landscape has undergone transformative growth, with digital marketing emerging as a cornerstone of consumer engagement. By 2023, electronics constituted 32% of global online sales, driven largely by digital engagement strategies, yet 67% of consumers cited information complexity as a barrier to purchase (Statista, 2023; Chaffey & Ellis-Chadwick, 2019). As worldwide internet penetration now exceeds 65% (Statista, 2023), businesses across the globe are adopting sophisticated digital marketing tactics to enhance consumer engagement and streamline purchasing decisions. Among these tactics, content marketing has risen to particular prominence: more than 90% of marketers now employ it to engage audiences and drive brand growth, and global spending on content marketing reached $66 billion in 2021 (Dencheva, 2023).

Across Africa, digital adoption is accelerating as 570 million users come online, fueling an e-commerce market valued at approximately $46 billion (GSMA, 2023). Kenya leads East Africa with 47% internet

penetration, significantly surpassing Tanzania's 30% and Uganda's 28% (Communications Authority of Kenya [CAK], 2023). In the electronic products sector, Kenya's electronics market, valued at approximately $1.3 billion, has seen online sales surge by 156% post-2020. Nevertheless, a 75% cart abandonment rate highlights persistent challenges, including cluttered and ineffective digital campaigns that frustrate 63% of shoppers during their research phase (KNBS, 2023; Growthpad Digital, 2023). These figures suggest that the problem is not a lack of digital marketing activity but a deficiency in the quality and usefulness of the content that retailers publish.

Content marketing, defined as the creation and distribution of valuable, relevant and consistent content to attract and retain a clearly defined audience, offers a deliberate answer to this challenge (Chaffey & Ellis-Chadwick, 2019). For electronic products, whose purchase decisions are information-intensive, content in the form of product demonstrations, educational articles, technical specifications, comparison guides and customer reviews can reduce consumer uncertainty and build the trust required before commitment to purchase (Thompson & Kumar, 2023). Despite this potential, the direct influence of content marketing on consumer purchase intention in Kenya's online electronics sector remains insufficiently explored, as existing Kenyan studies have concentrated on telecommunications, automotive and banking contexts (Kimathi & Waithaka, 2019; Nanga, 2022). This study therefore examined the association between content marketing and consumer purchase intention among registered online electronic stores in Nairobi County, Kenya.

# LITERATURE REVIEW

### Content Marketing and Consumer Purchase Intention

The ability of online consumers to make informed decisions is crucial for digital marketers to succeed, and content is the primary vehicle through which that capability is built (Jauhari, 2020). Darma and Noviana (2020) examined digital marketing strategies during the "new normal" era and found that well-curated, solution-oriented content effectively addresses consumer needs, builds trust, and positively influences purchase intent. Similarly, Nanga (2022), studying Kenyan commercial banks, established that content strategies such as video marketing and informational posts significantly increase website traffic, customer acquisition and brand loyalty.

In the electronic products sector specifically, Thompson and Kumar (2023) found that product demonstration videos increase purchase intention by 84%, "how-to" guides boost conversion rates by 67%, while technical specifications and product reviews drive 78% of high-value purchases. The Digital Marketing Institute (2023) showed that interactive content increases conversion rates by 92%, while video content generates a 156% higher engagement rate. Hassan and Roberts (2023) noted that frequent updates and expert reviews boost consumer trust and credibility, while visuals such as product images and infographics improve information retention.

Localized and culturally aligned content also holds substantial potential in the Kenyan market. Odhiambo and Mwangi (2023), in a study of 300 electronic retailers, found that localized content improves engagement by 147%, while multilingual content boosts conversions by 86%. The Kenya Digital Marketing Association (2023) confirmed the preference for video demonstrations (84%), detailed specifications (76%) and comparison guides (68%) among Kenyan consumers of electronic products. However, most of this evidence derives from global or sector-specific contexts outside electronics retailing in Kenya, justifying a focused examination of the content marketing and purchase intention link in Nairobi's online electronics market.

Consumer purchase intention, defined as the likelihood of a consumer to purchase an offering based on attitudes and external influences (Chen & Tsai, 2021), is an essential indicator of future purchasing behaviour, reflecting the psychological readiness of a consumer to buy (Manjoga, 2021). Hassan and Kumar (2023) found that brand trust correlates highly (88%) with purchase intent, while the Global Consumer Behavior Report (2024) showed that 78% of consumers with strong purchase intentions follow through with purchases. Understanding purchase intention therefore enables businesses to predict demand, refine marketing tactics and allocate resources effectively (Metha, 2020).

## Dimensions of Content Marketing

The literature identifies recurring dimensions along which the effectiveness of content marketing is assessed, and these dimensions guided the conceptualization and measurement of content marketing in this study:

Informativeness: the capacity of content to supply the product knowledge consumers need for evaluation. Evidence shows that content which helps consumers understand product features before purchase elevates intention (Jauhari, 2020; Thompson & Kumar, 2023).

Relevance: the fit between content and the consumer's needs and context. Localized and multilingual content improves engagement by 147% and conversions by 86% among Kenyan electronic retailers (Odhiambo & Mwangi, 2023).

Credibility: the authenticity and trustworthiness of content and its sources. Expert reviews and frequent updates boost trust (Hassan & Roberts, 2023), and brand trust correlates 88% with purchase intent (Hassan & Kumar, 2023).

Entertainment value: the ability of content, especially video and interactive formats, to engage the audience. Video content generates a 156% higher engagement rate and interactive content lifts conversion by 92% (Digital Marketing Institute, 2023).

Interactivity: two-way engagement through content that consumers can respond to, share and act on, which fosters a sense of connection with the brand (Darma & Noviana, 2020).

These dimensions are consistent with the argument that the value of content marketing lies not merely in publication frequency but in the usefulness, authenticity and resonance of what is published. In this study, the content marketing instrument operationalized four of the five dimensions through four items: informativeness, relevance and quality, credibility and authenticity, and engagement and interactivity. Entertainment value was not separately operationalized in the scale, and this is acknowledged as a limitation of the measurement model.

## Theoretical Framework

The study was guided by the Theory of Planned Behaviour (TPB) and McLuhan's Media Theory. TPB explains behavioural intention through attitudes towards the behaviour, subjective norms and perceived behavioural control (Ajzen, 1991). Applied to this study, useful and credible content may shape consumers' attitudes towards an online store, while reviews and recommendations provide social information that can influence subjective norms. McLuhan's Media Theory, with its dictum that "the medium is the message," adds that the channel through which content is delivered, whether a store's website, social media page or email, shapes how the content is received (McLuhan, 1964). Together, these frameworks provide a behavioural and communication basis for examining the association between content marketing and purchase intention.

## Conceptual Framework

The conceptual framework conceptualized content marketing as the independent variable, measured through the five literature-based dimensions (informativeness, relevance, credibility, entertainment value and interactivity, operationalized through four items), and consumer purchase intention as the dependent variable, reflected in consumer perception, consumer attitudes and brand loyalty. The framework proposed that content which demonstrates products effectively, meets high-quality standards and incorporates credible reviews shapes consumers' perceptions of electronic stores, influences their attitudes towards the stores, and is positively associated with their intention to purchase electronic products online. Respondent characteristics (age, gender, income, education and online shopping frequency) were recognized as contextual variables profiled in the study, as discussed in the limitations.

The framework is presented in Figure 1. Content marketing, measured through five literature-based dimensions and operationalized with four items, is positioned as the independent variable; consumer purchase

intention, reflected in perception, attitudes and brand loyalty, is the dependent variable; and respondent characteristics are shown as contextual variables profiled in the study.

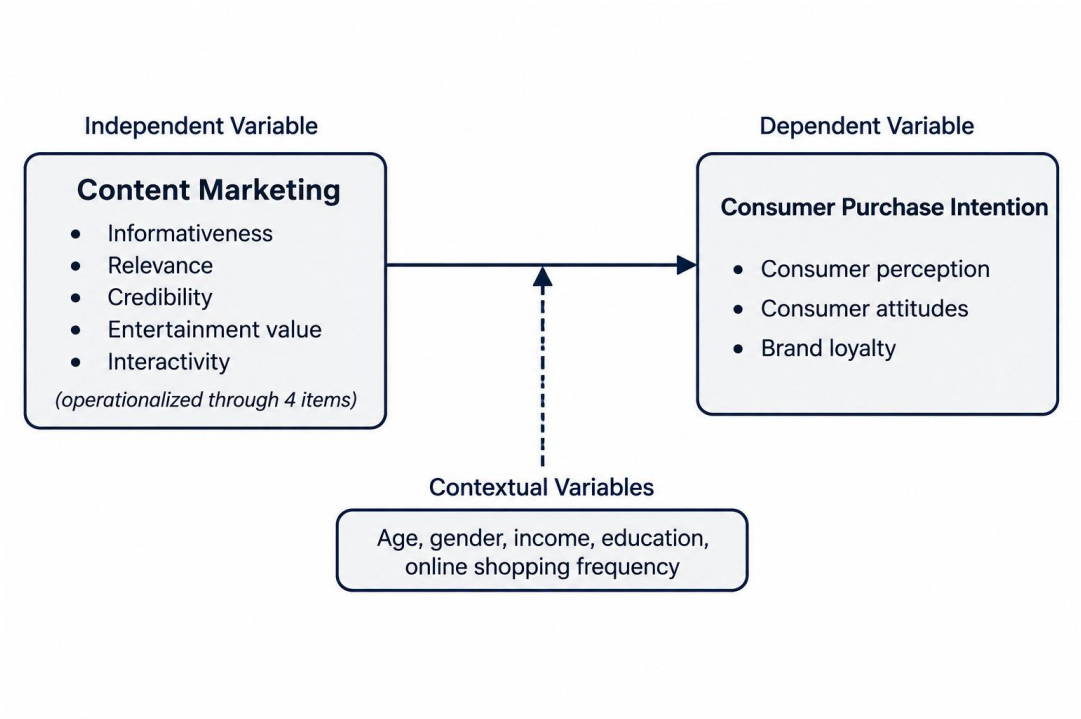


Figure 1: Conceptual framework

# METHODOLOGY

## Research Design

The study adopted a descriptive, cross-sectional survey design. A descriptive design is suited to documenting the prevailing state of digital marketing practice and quantifying the relationships between content marketing and consumer purchase intention as they naturally occur (Kothari, 2010; Cooper & Schindler, 2021). Because data were collected at a single point in time, the design supports the estimation of associations and predictive relationships but not causal inference, and the findings are reported on that basis.

## Study Population, Sampling and Sample Size

The target population comprised 500,000 online electronics consumers who had purchased electronic products from registered online electronic stores in Nairobi County, Kenya. According to the Communications Authority of Kenya (CAK, 2021), active internet users in Nairobi are estimated at 2.5 million, from which the target population was derived. The sampling frame comprised 21 registered online electronic stores listed in the Kenya Business Directory. A multistage sampling procedure was employed: in the first stage, systematic random sampling with a sampling interval of five ($k = 21/4 \approx 5$) was used to select four stores, namely Cellular Kenya Ltd, Phone Place Kenya, Hotpoint and Phonelink. In the second stage, Yamane's formula was applied to compute the minimum sample size: $n = N/1+N(e2) = 500,000/1+500,000(0.05)2 = 400$.

The 400 respondents were allocated proportionately to each store based on customer population size (Cellular Kenya 80; Phone Place Kenya 124; Hotpoint 120; Phonelink 76), and respondents from each store were selected using simple random sampling from the stores' customer channels. The respondents were customers of the selected stores, specifically consumers who had purchased electronic products from the registered online stores within the preceding year. The study measured the demand side of the market, that is, the consumers of electronic products, and not the supply side.

**Respondent Profile**

Of the 455 responses received (113.8% of the 400 target), 439 cases were retained for analysis after screening. Table 1 presents the profile of the 439 respondents across gender, age, education, monthly income and online shopping frequency.

| Characteristic | Respondent distribution |
|---|---|
| Gender | Male 224 (51.0%); female 215 (49.0%) |
| Age | 18–25: 105 (23.9%); 26–35: 163 (37.1%); 36–45: 101 (23.0%); 46–55: 70 (16.0%) |
| Education | Degree 227 (51.7%); diploma 186 (42.4%); secondary 25 (5.7%); primary 1 (0.2%) |
| Monthly income (KSh) | <20,000: 45 (10.2%); 20,001–50,000: 148 (33.7%); 50,001–100,000: 206 (46.9%); >100,001: 40 (9.1%) |
| Online shopping frequency | Very frequently 238 (54.2%); frequently 96 (21.9%); occasionally 51 (11.6%); occasionally (low) 49 (11.2%); rarely/never 5 (1.1%) |

Table 1: Respondent profile (N = 439). Source: Survey Data (2026)

The profile shows a young, educated, middle-income consumer base: the largest age band was 26–35 years (37.1%), just over half held university degrees, and nearly half earned between KSh 50,001 and 100,000 monthly. More than three-quarters of the respondents (76.1%) reported purchasing electronic products online frequently or very frequently, confirming that the sample was drawn from active online electronics shoppers and was well positioned to evaluate the content published by the stores.

**Instrument and Measures**

Primary data were collected using a structured questionnaire with closed-ended Likert-scale and multiple-choice items, administered online through Google Forms and shared via the selected stores' customer channels, targeted social media platforms and email lists. Consumer purchase intention was measured with four items covering perception (trust in digitally engaged stores), attitude (favourable feeling towards communicating stores), repeat-purchase likelihood and willingness to recommend. Content marketing was measured with four items, each derived from the literature-based dimensions presented in the review:

| Item (abbreviated) | Dimension operationalized |
|---|---|
| Content shared by stores helps me understand electronic products' features and benefits before the actual purchase | Informativeness |
| I value the quality of content shared by electronic stores across their digital channels | Relevance and quality |
| Authentic and relatable content helps me connect with the electronic stores | Credibility and authenticity |

| | |
|---|---|
| I am more likely to purchase from an online electronic store that consistently shares content I can engage with | Engagement and interactivity |

Table 2: Content marketing items and the dimensions they operationalize

Entertainment value was not separately operationalized in the instrument, and the scale therefore covers four of the five literature-based dimensions. All items were rated on a five-point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher scores indicating stronger agreement.

### Validity and Reliability

Content validity was ensured by deriving each questionnaire item from the indicators specified in the conceptual framework, and the instrument was pilot-tested on 40 respondents, representing 10% of the sample, after which unclear items and technical issues with the online form were refined. Reliability was assessed using Cronbach's alpha in SPSS version 26 against the 0.70 threshold conventionally regarded as acceptable (Nunnally & Bernstein, 1994). Content marketing recorded an alpha of 0.935 (4 items) and consumer purchase intention 0.932 (4 items), indicating excellent internal consistency. Confirmatory factor analysis of the content marketing dimensions was not undertaken in the present study and is acknowledged as a limitation, with the dimension structure proposed here offered for validation in future research.

## DATA ANALYSIS

Data were analyzed in SPSS version 26. Descriptive statistics (frequencies, percentages, means and standard deviations) summarized the respondent profile and item responses. Pearson correlation and simple linear regression tested the bivariate association between content marketing and purchase intention. A multiple linear regression model was then estimated with purchase intention as the dependent variable and the four digital marketing strategies examined in the wider study (content marketing, search engine optimization, social media marketing and email marketing) as simultaneous predictors, in order to establish content marketing's unique contribution while accounting for overlap among the strategies. Effect size was assessed using Cohen's f2, interpreted as small at 0.02, medium at 0.15 and large at 0.35 and above (Cohen, 1988), and unstandardized coefficients are reported with 95% confidence intervals computed as B ± 1.96 × SE. Respondent characteristics (age, gender, income, education and shopping frequency) were profiled descriptively; they were not entered as statistical controls in the regression models, and this is acknowledged in the limitations.

## RESULTS AND DISCUSSION

### Descriptive Findings on Content Marketing

Respondents rated their agreement with statements on content marketing on a five-point scale from 1 (Strongly Disagree) to 5 (Strongly Agree), with higher means indicating stronger agreement. Table 3 presents the results.

| Content marketing item | Agree | Neutral | Disagree | Mean (SD) |
|---|---|---|---|---|
| Value content quality across digital channels | 87% | 8% | 5% | 4.46 (0.90) |
| Authentic, relatable content connects me with stores | 92% | 4% | 4% | 4.37 (0.77) |

| | | | | |
|---|---|---|---|---|
| Consistent engaging content raises purchase likelihood | 87% | 9% | 4% | 4.46 (0.86) |
| Content explains product features before purchase | 87% | 7% | 6% | 4.46 (0.90) |
| Average | 89% | 7% | 4% | 4.44 (0.86) |

Table 3: Descriptive statistics on content marketing (N = 439). Agree combines strongly agree and agree. Source: Survey Data (2026)

According to Table 3, 92% of the respondents agreed that authentic and relatable content helps them connect with electronic stores, while only 4% disagreed and 4% were indifferent. Additionally, 87% of the respondents agreed that they valued the quality of content shared by electronic stores across their digital channels, that they are more likely to purchase from an online electronic store that consistently shares content they can engage with, and that content shared by electronic stores helps them understand electronic products' features and benefits before the actual purchase. The overall mean of 4.44 on a five-point scale, with an average standard deviation of 0.86, indicates strong and consistent agreement, and the low standard deviations (all below 1.0) demonstrate high consensus among respondents.

**Descriptive Findings on Consumer Purchase Intention**

| **Purchase intention item** | **Agree** | **Neutral** | **Disagree** | **Mean (SD)** |
|---|---|---|---|---|
| Active digital marketing increases store trust | 91% | 5% | 4% | 4.40 (0.83) |
| Digital communication makes me feel favorable | 89% | 8% | 3% | 4.41 (0.83) |
| Positive digital experience encourages repeat purchase | 88% | 9% | 3% | 4.42 (0.84) |
| I would recommend digitally effective stores | 91% | 6% | 3% | 4.39 (0.81) |
| Average | 90% | 7% | 3% | 4.41 (0.83) |

Table 4: Descriptive statistics on consumer purchase intention (N = 439). Agree combines strongly agree and agree. Source: Survey Data (2026)

Table 4 shows that 91% of the respondents perceived electronic stores that actively engage in digital marketing as more trustworthy and were willing to recommend stores with strong digital marketing strategies to their friends and family. Further, 89% and 88% agreed that they felt more favourable towards electronic stores that

communicated with them through digital platforms, and that positive experiences with an electronic store's digital marketing increased their likelihood of making repeat purchases. The uniformly low disagreement indicates a positive disposition towards digitally engaged electronic stores across the sample.

**Simple Linear Regression: Content Marketing and Purchase Intention**

A simple linear regression was conducted to test the null hypothesis that content marketing has no association with consumer purchase intention of electronic products among registered online electronic stores in Nairobi, Kenya. Results are presented in Table 5.

| R | $R^2$ | Adjusted $R^2$ | F(1, 437) | p |
|---|---|---|---|---|
| .762 | .581 | .580 | 604.953 | <.001 |

Table 5a: Simple regression model summary. Dependent variable: Purchase Intention. Source: Survey Data (2026)

| Predictor | B (SE) | Beta | 95% CI for B | t; p |
|---|---|---|---|---|
| Content marketing | .732 (.030) | .762 | [0.67, 0.79] | 24.596; <.001 |

Table 5b: Simple regression coefficient. Source: Survey Data (2026). Confidence interval calculated as B ± 1.96 × SE.

Results in Table 5 revealed a strong, statistically significant positive association between content marketing and consumer purchase intention (R = .762, R2 = .581, adjusted R2 = .580, $p < .001$). The F-statistic of 604.953 (df = 1, 437; $p < .001$) indicates that the overall model is statistically significant. The unstandardized coefficient for content marketing is 0.732 ($t = 24.596$, $p < .001$) with a 95% confidence interval of [0.67, 0.79], which excludes zero and confirms the precision of the estimate. The effect size is large: Cohen's f2 = R2/(1 − R2) = .581/.419 = 1.39, far above the 0.35 threshold for a large effect (Cohen, 1988). The standardized coefficient of .762 further indicates that a one standard deviation increase in perceived content marketing quality is associated with a 0.762 standard deviation increase in purchase intention. The null hypothesis was therefore rejected. The model shows that content marketing accounts for 58.1% of the variation in consumer purchase intention, with the remaining 41.9% attributed to factors outside the model, and the association should be read as predictive rather than causal, given the cross-sectional design.

**Multiple Regression: Content Marketing Among the Digital Marketing Strategies**

To establish content marketing's unique contribution while accounting for overlap among the digital marketing strategies, a multiple linear regression was estimated with purchase intention as the dependent variable and the four strategies (content marketing, search engine optimization, social media marketing and email marketing) entered simultaneously. Results are presented in Table 6.

| R | $R^2$ | Adjusted $R^2$ | F(4, 434) | p |
|---|---|---|---|---|
| .779 | .607 | .603 | 167.586 | <.001 |

Table 6a: Multiple regression model summary. Source: Survey Data (2026)

| Predictor | B (SE) | Beta | 95% CI for B | t; p |
|---|---|---|---|---|
| Content marketing | .488 (.060) | .509 | [0.37, 0.61] | 8.114; <.001 |

| | | | | |
|---|---|---|---|---|
| Social media marketing | .165 (.050) | .171 | [0.07, 0.26] | 3.314; .001 |
| Search engine optimization | .077 (.067) | .079 | [−0.05, 0.21] | 1.155; .249 |
| Email marketing | .070 (.064) | .075 | [−0.06, 0.20] | 1.095; .274 |

Table 6b: Multiple regression coefficients. Source: Survey Data (2026). Confidence intervals calculated as B ± 1.96 × SE.

The combined model was statistically significant, $F(4, 434) = 167.586$, $p < .001$, with the four strategies jointly accounting for 60.7% of the variance in purchase intention ($R2 = .607$, adjusted $R2 = .603$; Cohen's $f2 = 1.54$, a large effect). Content marketing retained the largest unique contribution ($B = .488$, $\beta = .509$, $t = 8.114$, $p < .001$, 95% CI [0.37, 0.61], an interval that excludes zero by a wide margin), followed by social media marketing ($B = .165$, $p = .001$, 95% CI [0.07, 0.26]). Search engine optimization ($B = .077$, $p = .249$) and email marketing ($B = .070$, $p = .274$) did not retain unique significance, their bivariate contributions being largely shared with the other channels. The decision to report both models responds directly to the methodological guidance to move beyond bivariate analysis: the simple model establishes the strength of the content marketing–purchase intention association, while the multiple model demonstrates that this association survives when the overlapping strategies are held statistically constant, with content marketing explaining roughly three times the unique contribution of the next strongest strategy.

### Comparing Content Types and Platforms

Although the present study measured content marketing as a composite construct and did not separately model each content format, the secondary evidence assembled in the review allows a comparative reading that future primary research can test. On content types, Kenyan consumers of electronic products prefer video demonstrations (84%), detailed specifications (76%) and comparison guides (68%) (Kenya Digital Marketing Association, 2023), formats that correspond directly to the informativeness and credibility dimensions that carried the strongest agreement in this study's descriptives. Video content generates a 156% higher engagement rate and interactive content lifts conversion by 92% (Digital Marketing Institute, 2023), pointing to the entertainment value and interactivity dimensions as the likely drivers of these preferences. On platforms, 84% of Nairobi residents research electronic products on social media, with WhatsApp and Facebook recording engagement rates of 76% and 68% respectively and Instagram recording the highest engagement for electronic product content (Kenya Digital Marketing Association, 2023). This suggests that the same content performs differently across platforms, consistent with McLuhan's proposition that the medium shapes the message. Because these platform figures derive from industry sources rather than this study's primary data, they are offered as context, and a primary comparison of content types and platforms is recommended as an extension of this research.

## DISCUSSION OF FINDINGS

The descriptive findings demonstrate that consumers of electronic products place a premium on the quality, authenticity and usefulness of the content published by online stores. The 92% agreement that authentic and relatable content helps consumers connect with electronic stores indicates that connection, not merely persuasion, is what content marketing achieves in this market. The 87% who valued content quality across digital channels, and the same proportion who agreed that content helps them understand product features and benefits before purchase, confirm that content performs an informational function: it reduces the uncertainty inherent in buying high-value electronic products that cannot be physically inspected before purchase. In the language of the theoretical framework, content is perceived as useful (TAM), it shapes favourable attitudes towards the store (TPB), and it moves the consumer along the attention–interest–desire–action path (AIDA).

These findings concur with Thompson and Kumar (2023), who established that product demonstration videos, "how-to" guides and technical specifications with reviews exert a marked influence on purchase decisions in the electronics sector, and with Jauhari (2020), who demonstrated that usability and content relevance play vital roles in shaping consumer behaviour in e-commerce. Darma and Noviana (2020) similarly found that well-curated, solution-oriented content addresses consumer needs, builds trust and positively influences purchase intent. The regression results strengthen these conclusions: with content marketing alone accounting for 58.1% of the variation in purchase intention ($f2 = 1.39$, a large effect) and retaining the largest unique contribution in the multiple model ($B = .488$, 95% CI [0.37, 0.61]), the association is not only statistically significant but substantively large, and it is not absorbed by the overlapping digital marketing strategies. This pattern is consistent with the Kenya Digital Marketing Association (2023) findings on Kenyan consumers' content preferences and with Odhiambo and Mwangi (2023), who found that localized content improves engagement by 147% among 300 Kenyan electronic retailers.

It must be emphasized that, consistent with the cross-sectional design, these results demonstrate a strong statistical association and predictive relationship between content marketing and purchase intention; they do not establish that content marketing causes purchase intention. Unmeasured characteristics of consumers or stores could account for part of the observed association. Within that constraint, the practical reading stands: consumers are drawn to online electronic stores that publish authentic, relatable and consistently engaging content that helps them understand product features and benefits before purchase, and stores that neglect content quality or publish sparse, promotional-only material are likely to be disfavoured by buyers seeking to reduce their uncertainty.

## LIMITATIONS OF THE STUDY

Several limitations qualify the findings of this study. First, the cross-sectional design captures perceptions at a single point in time, so the results demonstrate association and statistical prediction rather than causation, and the term "influence" in this article is used in that predictive sense. Second, the dependent variable is purchase intention rather than actual purchase; no sales or conversion records from the stores were incorporated, so the link between stated intention and completed transactions is not established here. Third, the content marketing scale comprised four items operationalizing four of the five literature-based dimensions; entertainment value was not separately operationalized, and no exploratory or confirmatory factor analysis was performed to validate the dimension structure, so the scale's internal structure rests on reliability evidence and theoretical alignment rather than on formal psychometric validation. Fourth, the regression models did not include statistical controls for price sensitivity, brand trust, perceived risk or respondent demographics, which are plausible alternative explanations for purchase intention; the multiple regression controlled only for the other digital marketing strategies. Fifth, because the questionnaire was administered online without a response cap, participation was self-selected, which may limit generalizability. Finally, the study was confined to consumers of four registered online electronic stores in Nairobi County, and the findings should not be generalized to other regions or product categories without further research.

## CONCLUSION AND RECOMMENDATIONS

The study concluded that content marketing is positively and significantly associated with consumer purchase intention of electronic products among registered online electronic stores in Nairobi County, Kenya, with a large effect size ($R2 = .581$, $f2 = 1.39$) and the largest unique contribution among the digital marketing strategies examined ($B = .488$ in the multiple model). Content that is authentic, relatable, informative and consistently engaging is strongly connected with consumers' intention to purchase electronic products online.

For practice, the study recommends that online electronic stores: (1) prioritize authentic customer reviews and ratings, since credibility was among the dimensions to which respondents responded most strongly; (2) invest in high-quality product demonstration videos and "how-to" guides, the formats Kenyan consumers of electronics most prefer; (3) deliver content in mobile-friendly formats, since the majority of Kenyan online traffic is mobile; (4) publish transparent pricing, shipping and returns information alongside product content, since uncertainty about transaction terms compounds the information complexity that frustrates shoppers; and

(5) treat content not as an ancillary activity but as the anchor of the digital marketing mix, given that content marketing retained the largest unique contribution even when the other strategies were statistically controlled. Content should also be localized and, where appropriate, multilingual, given the evidence that localized content deepens engagement in the Kenyan market.

## AREAS OF FURTHER RESEARCH

Several extensions follow directly from this study's limitations. First, future research should validate the content marketing dimension structure through exploratory and confirmatory factor analysis, and operationalize the entertainment value dimension that was not separately measured here. Second, studies should employ structural equation modelling with statistical controls for price sensitivity, brand trust, perceived risk and respondent demographics, to test whether the content marketing–purchase intention association holds net of these factors and to model the attitudinal pathways proposed by the Theory of Planned Behaviour. Third, qualitative interviews with marketers and consumers are recommended to explain which specific content types build trust and why, providing the mechanism behind the quantitative association. Fourth, research should link stated purchase intention to actual conversion or sales data from the stores, to establish how much of measured intention translates into completed transactions. Fifth, longitudinal designs are recommended to track how content exposure translates into purchase behaviour over time, and replication in other counties and product categories is needed to establish whether the findings hold beyond Nairobi's electronics market.

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