Effects of Digital Marketing Strategies on Purchase Intention among College Students. A Case of Azam Energy Drink at TIA Mwanza City.

By

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Abstract

Purpose: The purpose of this study was to examine how digital marketing strategies influence purchase intention among college students, using Azam Energy Drink as a case at the Tanzania Institute of Accountancy (TIA) Mwanza campus. Specifically, the study aimed to assess the effects of social media marketing, personalized digital marketing, and content marketing on students' willingness to purchase, and to generate insights that can guide marketers in designing effective digital campaigns for youth audiences.

Research Design / Methodology / Approach: The study used a mixed-methods approach, combining quantitative and qualitative techniques to examine how digital marketing strategies influence purchase intention among college students. A cross-sectional design was applied, with 283 students from the Tanzania Institute of Accountancy (TIA) Mwanza campus selected through random sampling, and Azam marketing officers selected purposively. Quantitative data were collected through structured questionnaires and analysed using descriptive statistics and multiple regression. Qualitative data from interviews underwent thematic analysis.

Findings: All three digital marketing strategies social media marketing, personalized digital marketing, and content marketing significantly and positively influenced purchase intention. Content marketing had the strongest effect ($\beta = 0.413$), followed by personalized marketing ($\beta = 0.347$) and social media marketing ($\beta = 0.138$). Qualitative findings showed that 56% of respondents highlighted the role of social media ads, 22% pointed to the contribution of email marketing, and 33% emphasized storytelling as an influence on willingness to buy. The findings align with the Uses and Gratifications Theory, showing that students engage with digital content to satisfy informational, social, and entertainment needs.

Originality / Value: The study fills a gap in digital marketing research in Tanzania by focusing specifically on college students' responses to digital marketing in the FMCG sector, using Azam Energy Drink as a case. It integrates UGT into the analysis of student consumer behaviour, offering a localized and theory-driven understanding of how digital strategies shape purchase intentions.

Practical Implications: The research emphasizes the need for brands targeting college students to strengthen their social media presence, adopt personalized digital outreach such as email and SMS marketing, and prioritize high-quality, engaging content—particularly storytelling and influencer-based messages. These strategies can boost engagement, enhance brand loyalty, and increase purchase likelihood among young consumers.

Keywords: Social media marketing, personalized marketing, content marketing, purchase intention, college students, digital marketing strategies.

Introduction

Digital marketing has significantly reshaped how businesses communicate with consumers, evolving from traditional advertising to interactive online engagement. This shift began in the late 1990s and early 2000s as internet adoption grew and companies started using websites, email marketing, and display advertising to reach audiences beyond physical boundaries.

Between 2004 and 2010, the rise of platforms such as Facebook (2004), YouTube (2005), Twitter (2006), and Instagram (2010) enabled real-time, two-way interactions that strengthened customer–brand relationships (Kaplan & Haenlein, 2010). From 2010 onward, firms adopted search engine marketing, mobile applications, and data analytics to tailor campaigns to consumer behaviour (Tiago & Veríssimo, 2014), supported by widespread smartphone use and location-based services.

By 2015, global trends shifted toward influencer marketing, social commerce, and programmatic advertising, allowing brands to deliver highly targeted, visually appealing messages. Although digital marketing faces challenges such as digital fatigue, information overload, and privacy concerns, it remains a strong driver of purchase intentions among younger consumers, especially Gen Z and millennials.

Across Africa, digital marketing has accelerated due to expanding mobile connectivity. Over 500 million people in Sub-Saharan Africa subscribed to mobile services and more than 300 million used mobile internet by 2022 (GSMA, 2022). Affordable smartphones and widespread use of platforms like Facebook, WhatsApp, Instagram, and TikTok have made digital channels essential for youth engagement. Leading markets such as Nigeria and South Africa have advanced influencer and content marketing strategies (Adebayo et al., 2025). Young Africans spend an average of three hours per day on social media (GeoPoll, 2023), encouraging brands to adopt influencer partnerships, peer recommendations, and storytelling content. Yet challenges persist, including unreliable electricity, digital illiteracy, and unequal internet access (Modjadji, 2025).

In Tanzania, digital marketing expanded in the early 2010s with SMS and USSD campaigns tied to telecom promotions. As internet access grew reaching more than 31 million users, with over 90% accessing via mobile devices (TCRA, 2023) businesses increasingly embraced social media, email, and mobile app marketing. Brands like Azam have actively used these channels to engage youth in major cities such as Dar es Salaam, Arusha, and Mwanza. Research shows that digital advertising significantly influences purchase intention among Tanzanian students in higher learning institutions (Silayo & Mtallo, 2024). Students' heavy use of platforms such as Instagram, TikTok, and SMS makes digital marketing particularly effective for FMCG products like energy drinks.

Despite progress, Tanzania still faces challenges such as inconsistent internet speed, limited digital literacy in rural areas, and minimal investment in digital analytics. There remains a gap in localized, data-driven research on youth digital behaviour. This study helps fill that gap by examining how social media marketing, personalized digital marketing, and content marketing influence purchase intention for Azam Energy Drink among college students at TIA Mwanza.

The study also considers broader digital components SEO, SEM, social media marketing, email and SMS campaigns, pay-per-click advertising, influencer marketing, online PR, video marketing, and marketing automation reflecting the diverse digital ecosystem in which students access information. Recent global data confirm the scale of digital engagement: as of early 2025, there are 5.35 billion internet users and 4.95 billion active social media users worldwide, with 92% accessing social media via mobile devices (Meltwater, 2025). These trends underscore the growing role of mobile-first digital marketing in shaping youth consumer behaviour in urban Tanzania, including Mwanza.

1.1 Statement of the Problem

Digital marketing has become a central tool for businesses seeking to reach and influence consumers, especially in youth-driven markets across Africa. Research shows that young people including college students are highly digitally literate and active on social media and other online platforms, making digital marketing a major driver of their purchasing behaviour (Eze, 2024). With traditional advertising losing influence, strategies such as social media marketing, personalized digital messaging, and content-based promotion have had a growing impact on students' purchase intentions (Nagvanshi et al., 2025).

Despite this shift, there is still limited understanding of how these digital marketing strategies specifically affect the purchasing decisions of college students in Tanzania. Existing studies in Tanzania and East Africa such as those by Mwakyusa and Nderumaki (2024) and Masikonte and Kitur (2024) have explored digital platforms more broadly, while other research highlights the link between social media engagement and brand loyalty in countries like South Africa and Nigeria (Eze, 2024). Research on soft drink companies in Dar es Salaam also shows the importance of digital promotion in influencing consumer behaviour (Nyange, 2024).

However, none of these studies directly examine the impact of digital marketing on students' purchase intentions for Azam Energy Drink, despite the brand's strong presence among youth. This creates a clear research gap. The present study addresses that gap by focusing specifically on students at the Tanzania Institute of Accountancy (TIA) Mwanza Campus and analysing how social media marketing, personalized digital marketing, and content marketing influence their purchase intentions toward Azam Energy Drink.

1.2 Objectives of the Study

The general objective of this study was to examine the effects of digital marketing strategies on purchase intention Azam Energy Drink among college students: A Case of Tanzania Institute Accountancy, Mwanza city Tanzania. This was guided by three specific objectives

i. To determine the effect of social media marketing on the purchase intentions among college students.
ii. To examine the contribution of personalized digital marketing strategies on shaping purchase intentions among college students.
iii. To determine the effect of content marketing on the purchase intentions among college students.

2.0 THEORETICAL LITERATURE REVIEW

2.1 The Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT), developed by Blumler and Katz (1974), explains why individuals actively choose specific media to satisfy personal needs such as information, entertainment, social interaction, and relaxation. Unlike earlier theories that viewed audiences as passive, UGT emphasizes that media users are intentional, goal-driven, and selective, choosing platforms that best meet their psychological and social needs.

In the context of digital marketing, UGT helps explain how and why college students engage with online promotional content, including social media ads, influencer videos, and interactive or gamified marketing. Because they actively seek media that aligns with their preferences, students respond more strongly to marketing strategies that offer value, relevance, or enjoyment.

Research by Zeqiri et al. (2024) supports this view, noting that social media users are motivated by factors such as connectivity, entertainment, and useful content drivers that influence engagement levels and ultimately shape purchase decisions. Therefore, digital marketing strategies that align with these gratification needs are more likely to enhance student engagement and strengthen purchase intention.

2.1.1 Assumptions of Uses and Gratifications Theory

The Uses and Gratifications Theory is built on several key assumptions about how audiences interact with media. First, it assumes that audiences are active participants rather than passive recipients. Unlike earlier theories such as the Hypodermic Needle Theory, Mass Society Theory, and Cultivation Theory which view media as powerful forces acting on passive individuals, UGT argues that people deliberately choose media based on their personal motivations. These motivations may include seeking companionship, entertainment, knowledge, escape, or reinforcement of personal values.

Second, the theory assumes that media compete with other ways people can satisfy their needs. Individuals may turn to friends, hobbies, social activities, or other non-media options to meet the same needs that media might fulfil. This highlights that people have choices and are not solely dependent on media for gratification.

Finally, UGT assumes that individuals are aware of their needs and make conscious, rational decisions about which media to use. This contrasts with deterministic perspectives that assume media shape behaviour automatically. Instead, UGT emphasizes personal agency, context, and purposeful media selection.

2.1.2 Application of the Uses and Gratifications Theory Linked with Scholars

The Uses and Gratifications Theory (UGT) is highly relevant to this study because it explains why college students actively engage with digital media to satisfy specific needs such as information, entertainment, personal identity, and social interaction. In the context of digital marketing, the theory helps clarify how students interact with social media posts, influencer content, and mobile-based advertisements when forming their purchase intentions toward products like Azam Energy Drink.

UGT also guides the study's choice of independent variables. Students' use of social media reflects their personal preferences for platforms that deliver content aligning with their needs. Individual differences such as age, gender, and personal motivations shape how they perceive and respond to personalized digital marketing. Likewise, their choices of media content, including videos, stories, memes, and testimonials, determine how effectively digital messages satisfy emotional or informational needs.

Through this lens, UGT helps explain the psychological processes behind how digital content captures student attention, builds engagement, and ultimately strengthens purchase intention in today's digital environment.

2.2 Empirical Literature Review

There are several research studies in the past which have tried to explain the effects of digital marketing strategies on purchase intentions. This section describes these studies in line with the study objectives namely social media marketing, personalized digital marketing strategies and content marketing

2.2.1 Social Media marketing and Purchase Intention

Social media marketing (SMM) involves using platforms like Facebook, Instagram, Twitter, and LinkedIn to promote products, build relationships, and attract traffic. Because the content is interactive and easy to share, SMM plays a major role in improving brand visibility, fostering customer loyalty, and generating leads (Kaur, 2016). Many studies point to how social media marketing and peer influence shape consumers' intentions to buy.

Habib, Hamadneh, and Hassan (2022) looked into how digital marketing, customer engagement, and purchase intention interact on OTT platforms in India. They used a quantitative survey and collected data from 417 Indian consumers. Their analysis tested whether engagement and brand image acted as mediators between digital marketing practices and purchase intention. The findings showed that digital marketing didn't directly increase purchase intention, but it did have a strong indirect effect through better engagement and a stronger brand image. In other words, a digital marketing strategy needs to first get people engaged and improve how they see the brand before it can influence what they intend to buy. Still, the study was limited to OTT platforms in India, so it may not reflect all digital channels or consumer groups. The current study goes a bit further by looking not only at promotion but also at how student engagement with a local brand through social media, content marketing, or personalized messages shapes their intention to purchase.

In another study, Chtioui et al. (2023) examined how fashion influencers affect purchase intention and brand attitudes among Moroccan consumers. Using the Theory of Planned Behaviour as a foundation, they focused on what shapes consumers' attitudes toward influencers. The researchers collected data from 610

respondents and analysed it using Partial Least Squares Structural Equation Modelling. They found that consumers' attitudes toward influencers strongly and positively influenced both brand attitudes and purchase intention. Trust, credibility, perceived expertise, behavioural control, and subjective norms emerged as the key factors shaping how consumers evaluate influencer endorsements. The takeaway is that influencer marketing goes beyond simple exposure it depends on building authentic, trustworthy connections that ultimately increase purchase intention. Even so, the study focused on one industry and one country, so the findings can't be broadly generalized.

In Malaysia, Hussain et al. (2023) explored how Instagram sponsored ads affect consumer purchase intention using the Stimulus – Organism - Response (S-O-R) model. They gathered data from 337 Instagram users and used Partial Least Squares Structural Equation Modelling for analysis. The study showed that Instagram ads influence involvement when users find them informative, credible, incentive-driven, or backed by celebrity endorsements. These advertising qualities boost both cognitive and emotional involvement, as well as users' flow experience, which together enhance purchase intention. The results highlight how credibility and celebrity endorsement play key roles in shaping positive attitudes toward a brand or product. But because the study relied on self-reported data from a single country, its generalizability is limited. Still, it offers valuable insight into how localized social media strategies such as promotions and collaborations can be adapted for Tanzanian college students.

Finally, Chikere and Coker (2024) explored how collaborative marketing influences online buying behaviour among consumers in South-South Nigeria. Using a cross-sectional and correlational design, they surveyed 400 active shoppers at Jumia and Konga collection centres. They found that information sharing, content sharing, and personalization all had significant positive effects on online purchase behaviour. Reviews, recommendations, and ratings helped build trust in online retailers, while personalized messages such as tailored product suggestions or appreciation notes increased loyalty and purchase intention. Based on these results, the authors suggest that online retailers should focus on collaborative platforms and localized personalized promotions to boost engagement and encourage repeat purchases. This also aligns with how personalized and interactive promotions can strengthen purchase intention among students.

2.2.2 Personalized Digital Marketing Strategies and Purchase Intention

Personalized digital marketing refers to the data-driven tools and methods used to deliver tailored content, product recommendations, and promotional messages based on a consumer's preferences, behaviour, and demographics. Its goal is to improve the user experience, which can boost engagement and purchase intention because the communication feels more relevant and targeted (Chaffey & Ellis-Chadwick, 2022). Research on how personalized digital marketing affects purchase intention has produced a range of findings.

In India, Vasikar (2023) studied how e-mail marketing influences young consumers' intentions to buy branded apparel in Puducherry. Using convenience sampling, data were collected from 300 youth. The study examined four parts of an email marketing strategy: permission-based marketing, advertising emails, digital newsletters, and standalone brand campaigns. The results showed that e-mail marketing positively affects purchase intention. Digital newsletters in particular played a strong role in motivating online purchases, while advertising emails improved satisfaction and encouraged word-of-mouth recommendations to friends and family. Overall, the study suggested that frequent and meaningful e-mail communication helps brands build long-term relationships with consumers and strengthens purchase intention.

In Bangladesh, Roy (2023) carried out an empirical study on the effect of SMS advertising on young consumers' purchase intentions. Data were collected from undergraduate students in Dhaka using structured questionnaires and convenience sampling. The findings revealed that SMS advertising significantly influences purchase intention both directly and indirectly. This effect is shaped by students' attitudes toward SMS advertising and the value they believe the ads provide, showing that perception plays an important role in how consumers respond to mobile marketing. The study concluded that well-designed SMS campaigns remain effective for engaging young audiences and can meaningfully shape their buying behaviour.

In Jordan, Aljabari et al. (2023) examined how website quality affects online purchase intention, considering eWOM, trust, and consumer satisfaction as mediating factors. Using a quantitative approach, the researchers collected data from 303 respondents in Amman and analysed it with SPSS. Grounded in consumer behaviour theory, the study provided insight into how digital platform quality influences purchasing decisions. For the present study, this suggests that examining how a local brand Azam Energy Drink uses its website and other personalized digital strategies among Tanzanian university students may offer valuable clues. A well-designed digital platform can enhance trust and shape brand perceptions, which may ultimately increase students' purchase intentions.

2.2.3 Content Marketing and Purchase Intention

Content marketing involves creating and sharing online content (such as blogs, videos, and social media posts) that doesn't directly promote a product or brand but aims to spark interest in a company's products or services (American Marketing Association, 1955). With this approach, the focus is not on selling, but on providing valuable information that engages the target audience, builds trust, and enhances brand awareness (Vinerean, 2017). Several studies have examined how content marketing and online reviews influence purchase intention.

In Indonesia, Utomo et al. (2023) used a quantitative approach to explore how social media, customer testimonials, content quality, and user interaction impact purchase intention for skincare products in Bengkulu. They surveyed 115 respondents using a structured questionnaire, and the data were analyzed with multiple

linear regression. The study found that all four variables social media, customer testimonials, content quality, and user interaction positively and significantly influenced purchase intention. The model confirmed that these factors had a combined effect on consumers' intentions to buy. However, the study's small sample size (115 participants) and focus on skincare products limit the generalizability of the findings to other industries.

Chen et al. (2023) carried out a systematic study on how influencer marketing shapes consumer purchase intention on social media platforms. Their research, grounded in Consumer Attitude Theory, involved surveying 654 consumers to assess factors like influencer credibility, professionalism, and consumer satisfaction in live-streaming sales. The results revealed that influencers' credibility and professionalism were key to driving purchase intention. Additionally, satisfaction with the influencer's live-streaming activities increased consumer trust and their willingness to purchase recommended products. However, the study focused on live-streaming in China, meaning the findings may not apply across different markets or industries. From this perspective, a local beverage brand could leverage influencer marketing to positively influence student attitudes and increase purchase likelihood, provided the influencers are seen as credible and authentic.

Sujatmiko et al. (2025) conducted a systematic literature review to explore the role of emotional storytelling in promotional videos and its impact on consumer purchase intention, especially within the skincare services sector. They reviewed 200 peer-reviewed journal articles published between 2000 and 2024, searching for patterns in how emotional narratives affect consumer engagement and behavior. Their review highlighted that emotional storytelling, with its persuasive and relatable narratives, significantly boosts brand credibility and strengthens consumer self-identity, making them more likely to purchase. Moreover, emotional content was found to provoke stronger psychological responses compared to traditional formats, fostering a deeper connection between consumers and brands. However, the study's broad scope across industries limits its direct applicability to specific products, like beverages, which is the focus of this current research.
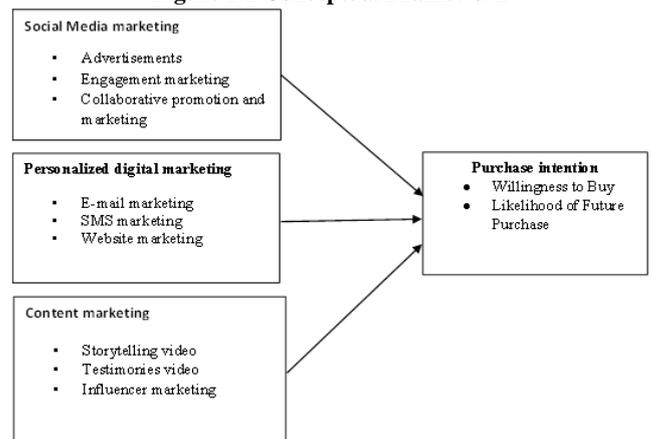
2.3 Conceptual Framework

The conceptual framework outlines how key digital marketing strategies influence purchase intention among college students, using Azam Energy Drink as the focal product. Grounded in the Uses and Gratifications Theory (UGT), the framework views students as active media users who select digital platforms and content that meet their informational, social, and entertainment needs.

In this study, three digital marketing strategies social media marketing, personalized digital marketing (individual differences), and content marketing are presented as the independent variables. These strategies represent the different ways students engage with digital platforms, messages, and content formats. The dependent variable is purchase intention, which captures students' willingness and likelihood to buy Azam Energy Drink.

As Kothari (2004) notes, a conceptual framework connects the major elements of a study into a coherent structure. In this case, the framework illustrates how specific digital marketing activities shape students' attitudes and behaviours. It shows the pathways through which social media engagement, personalized marketing approaches, and appealing content can influence students' motivation to purchase the product.

Figure 2.1 Conceptual Framework

Source: Researcher, 2025

The conceptual framework outlines how three key digital marketing variables influence students' purchase intentions for Azam Energy Drink.

Choosing social media focuses on students' platform preferences and behaviour. This includes how often they use social media, which platforms they choose such as Instagram, TikTok, or Facebook and why they use them, whether for entertainment, peer interaction, or product information. These patterns shape how students encounter marketing content and how it affects their buying decisions.

Personalized digital marketing captures the personal and demographic factors that influence how students interpret marketing messages. It includes elements like storytelling videos, testimonial videos, and influencer promotions. These personalized forms of engagement affect how relatable and persuasive students find digital content, helping marketers identify which student segments respond most positively.

Choices of media content refer to the types of digital content students prefer and interact with. This includes preferences for visual formats such as images and videos, endorsement-based content from influencers, and interactive behaviours like liking, sharing, or commenting. These preferences influence how students perceive Azam Energy Drink and how strongly they develop the intention to purchase.

Intention to buy, the dependent variable, reflects students' willingness or likelihood to purchase the product. It is measured through indicators such as readiness to buy, likelihood of future purchase, and overall attitude toward the brand.

Together, these variables show how students' media choices, personal characteristics, and content preferences combine to shape their purchase intentions at TIA Mwanza Campus.

3.0 MATERIAL AND METHOD

3.1 Research Design and Approach

The study used a cross-sectional descriptive research design, which involves collecting data at a single point in time. This design was chosen because it allows the researcher to efficiently gather information from a large group of students and assess how digital marketing strategies such as social media marketing, mobile marketing, and influencer marketing affect their purchase intentions for soft drinks. As Kothari (2004) explains, a research design provides a systematic plan for collecting, measuring, and analysing data. In this study, the cross-sectional design offered a timely snapshot of students' current digital media exposure and purchasing behaviours without requiring long-term observation.

The study followed a mixed-methods approach, as described by Creswell and Creswell (2018). It adopted a sequential explanatory design, beginning with quantitative data collection through structured questionnaires to measure variables such as social media use, individual differences, and media content preferences. This phase helped identify statistical patterns and relationships influencing purchase intention. The second phase used qualitative methods, specifically interviews with Azam marketing officers, to gain deeper insights into how digital marketing strategies are designed, perceived, and experienced in practice. By combining quantitative findings with qualitative explanations, the mixed-methods approach strengthened the study's validity and provided a richer understanding of how digital marketing affects college students' buying decisions.

3.2 Study Area, Target Population and Sample Size

The study was conducted in Mwanza City, Tanzania, focusing specifically on the Tanzania Institute of Accountancy (TIA) Mwanza Campus and the marketing unit of the Azam Group responsible for Azam Energy Drink. Mwanza is one of Tanzania's fastest-growing urban centres, with a dynamic youth population that is highly active on digital platforms making it an ideal location for examining the influence of digital marketing (Saunders et al., 2019).

The target population consisted of all students enrolled at TIA Mwanza Campus approximately 2,065 individuals according to the institution's 2024 admission records (TIA, 2024). These students were appropriate for the study because they represent a digitally active youth demographic that frequently engages with social media, mobile advertising, and influencer content, and they are regular consumers of fast-moving goods such as energy drinks. The study also included 25 marketing officers from the Azam Group (Bakhresa Group, 2024), who provided industry-based insights into digital marketing practices.

Table 3.1 Population

Category	Frequency	Percent
TIA students	2,065	100
Azam's marketing officers	25	100
Total	2,090	100

Source: TIA Admissions Office, 2024

The sample size was determined using the Krejcie and Morgan (1970) formula, which is suitable for selecting representative samples from finite populations. Given the student population of 2,065, the formula produced a statistically reliable sample size that balances efficiency, accuracy, and validity. As emphasized by Kothari (2016) and Nyaonge (2018), selecting an optimal sample size ensures that the study's results are generalizable and methodologically sound.

Table 3.2 Sample Size Calculation by Morgan

Required Sample Size								
Population Size	**Confidence = 95%**				**Confidence = 99%**			
	Margin of error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	146	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	333	462	554	672
800	260	396	526	739	363	503	615	763
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1,067	427	636	827	1,119
1,500	306	515	759	1,297	460	712	959	1,376
2,000	322	563	869	1,655	498	808	1,141	1,785
2,500	333	597	952	1,984	524	879	1,288	2,173
3,500	346	641	1,068	2,565	558	977	1,510	2,890
5,000	357	678	1,176	3,288	586	1,066	1,734	3,842
7,500	365	710	1,275	4,211	610	1,147	1,960	5,165
10,000	370	727	1,332	4,899	622	1,193	2,098	6,239
25,000	378	760	1,448	6,939	646	1,285	2,399	9,972
50,000	381	772	1,491	8,056	655	1,318	2,520	12,455
75,000	382	776	1,506	8,514	658	1,330	2,563	13,583
100,000	383	778	1,513	8,762	659	1,336	2,585	14,227
250,000	384	782	1,527	9,248	662	1,347	2,626	15,555
500,000	384	783	1,532	9,423	663	1,350	2,640	16,055
1,000,000	384	783	1,534	9,512	663	1,352	2,647	16,317
2,500,000	384	784	1,536	9,567	663	1,353	2,651	16,478
10,000,000	384	784	1,536	9,594	663	1,354	2,653	16,560
100,000,000	384	784	1,537	9,603	663	1,354	2,654	16,584
300,000,000	384	784	1,537	9,603	663	1,354	2,654	16,586

Source: Krejcie & Morgan, 1970

Table 3.3 Sample Distribution by Category

Category	Population	Sample Size
TIA students	2,065	333
Azam's marketing officers	25	25
Total	2,090	358

Source: Krejcie & Morgan, 1970

3.3 Data Collection Instruments

The study used two main data collection instruments: questionnaires and interviews, each selected to capture different types of information relevant to the research objectives.

3.3.1 Questionnaire

A structured questionnaire was administered to students at TIA Mwanza. As noted by Brace (2018), questionnaires are effective for collecting standardized quantitative data from large samples. The tool consisted of closed-ended questions and Likert-scale items aligned with each research objective. This method reduced

researcher bias, allowed respondents enough time to give accurate answers, and helped increase the response rate due to its simplicity and cost-effectiveness (Kombo & Tromp, 2006).

3.3.2 Interview

Face-to-face semi-structured interviews were conducted with marketing officers from the Azam Group. Interviews, as described by Kumar (2019), enable deeper exploration of opinions, experiences, and motivations. This method allowed the researcher to probe beyond surface responses and capture practical insights into how Azam designs and implements its digital marketing strategies, especially for youth audiences. The flexible structure also helped reveal real-world challenges, strategic choices, and the reasoning behind specific marketing practices, adding depth and context that complemented the quantitative findings.

3.4 Data Analysis

The study used both quantitative and qualitative data analysis techniques to address the research objectives.

3.4.1 Quantitative Data Analysis

Data collected through structured questionnaires were analysed using the Statistical Package for the Social Sciences (SPSS). The analysis began with descriptive statistics, which involved generating frequency tables, charts, and summary measures such as means, medians, variances, and standard deviations (Pallant, 2013). This step allowed the researcher to clean the data, identify outliers, and understand the basic characteristics of the respondents.

The study then applied multiple regression analysis to examine how the three digital marketing strategies social media marketing (X_1), personalized digital marketing (X_2), and content marketing (X_3) influenced purchase intention (Y). Following the assumptions outlined by Kombo and Tromp (2006), the regression model tested the size and direction of the relationship between each independent variable and purchase intention, using the formula: $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$. This technique helped determine the unique contribution of each strategy to students' likelihood of purchasing Azam Energy Drink.

3.4.2 Qualitative Data Analysis

Interview data from Azam's marketing officer were analysed using thematic analysis, a method for identifying and interpreting key patterns within the data. The process involved transcribing the interview, reading the transcript repeatedly, and coding meaningful statements related to marketing strategy, platform selection, student engagement, and campaign effectiveness. These codes were then grouped into broader themes.

Thematic analysis helped provide context for the quantitative findings by revealing the reasoning behind Azam's digital marketing decisions and how these strategies are perceived internally. This qualitative insight added depth to the study by explaining why certain digital marketing approaches influence students, complementing the numerical trends with real-world explanations.

4.0 RESULTS AND DISCUSSION

4.1 Response Rate

A high response rate is crucial for ensuring the reliability and validity of research findings. In this study, 283 out of 333 targeted respondents participated, resulting in a response rate of 85%, which is considered excellent in social science research. Baruch and Holtom (2008) argue that higher response rates improve the credibility of results, as they reflect the views of the target population more accurately. With such strong participation, we can confidently generalize the findings to the broader population.

Table 1.1 Respondents Rate

Targeted Respondents	Successful Respondents	Successful Response Rate (%)
333 for questionnaires	283	85
25 for interviews	18	72

Source: Field Data, 2025

4.2 Demographic Profile of the Respondents

In terms of gender, the respondents were almost evenly split, with 145 males (51.2%) and 138 females (48.8%) participating in the study, making a total of 283 respondents. Looking at age, the majority of participants were between 20 and 24 years old, with 135 respondents (47.7%) in that age range. 71 participants (25.1%) were under 20, while 49 (17.8%) were aged 25 to 29, and 28 (9.9%) were 30 or older. Again, the total number of respondents was 283. For the year of study, the distribution was as follows: 100 respondents (35.3%) were in their first year, 119 respondents (42.0%) were in their second year, and 64 respondents (22.6%) were in their third year. This also adds up to a total of 283 respondents. When it comes to program of study, the most popular choice was Accountancy, with 118 respondents (41.7%). This was followed by Procurement with 77 participants (27.2%), Marketing and Public Relations with 44 respondents (15.5%), Human Resources with 24 (8.4%), and Education with 20 (7.1%).

Figure 4.1: Demographic Profile of the Respondent
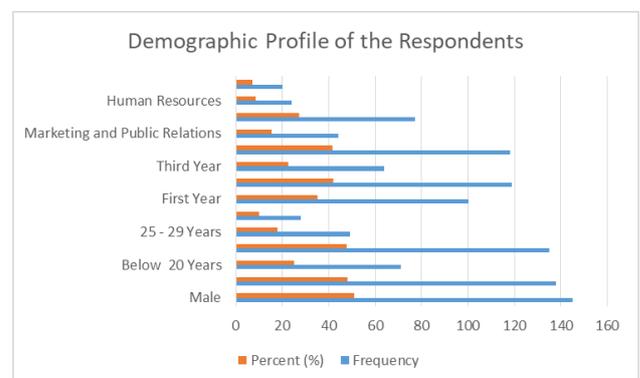
Source: Field Data

4.3 Descriptive and Thematic Analysis results
4.3.1 Social Media Marketing on the Purchase Intentions among College Students

The results, as shown by the mean score of 3.94 with a standard deviation of 1.185, suggest that respondents generally agreed to some extent that video advertisements sparked their interest in the product. However, the variability in the responses indicates that not all students are equally influenced by video ads. While many are drawn to them, some may not feel as engaged by this type of content.

On the other hand, a higher mean score of 4.29 with a standard deviation of 1.10 shows that positive comments on social media had a strong influence on the students' willingness to purchase Azam Energy Drink. This highlights the power of peer opinions and social validation in shaping purchase intentions. Most respondents strongly agreed with this statement, indicating that recommendations from others matter a great deal. With the highest mean of 4.30 and a lower standard deviation of 0.969, this factor appears to have the most significant impact among the three social media marketing variables.

Insights from the qualitative interviews further backed up these findings. Social media advertising emerged as the key factor driving students' interest in Azam Energy Drink, accounting for 56% of the responses. Students pointed out that visually appealing posts, short product videos, lifestyle content, and brand-awareness promotions were the most persuasive. Influencer collaborations made up 27%, while post interactions such as likes, shares, and comments contributed 17%, emphasizing how engagement with the brand can help build loyalty and increase the likelihood of future purchases.

Table 4.2: Descriptive Statistics for Social Media Marketing

Statement	N	Min	Max	Mean	Std. Dev
The video post (e.g You Tube) advertisements I watched on Azam social media platform made me interested in Azam energy drink.	283	1	5	3.94	1.185
Positive comments I saw on social media platforms (Instagram, Facebook, TikTok) related to Azam energy drink aroused my willingness to purchase Azam energy drink.	283	2	5	4.29	1.10
Reviews from fellow youth groups that I follow on (Instagram, Facebook, TikTok) influenced my interest in Azam energy drink.	283	2	5	4.30	0.969

Source: Field Data, 2025

4.3.2 Personalized Digital Marketing Strategies in Shaping the students' Purchase Intentions

Table 4.3 highlights that personalized digital marketing strategies have a strong influence on college students' intentions to purchase Azam Energy Drink. The statement "Personalized emails from Azam that cater to individual tastes and preferences motivate me to buy their products" had a mean score of 3.78 (SD = 1.01), suggesting that most respondents agreed that customized email communications help boost their interest in Azam's products. Similarly, the statement "Personalized SMS from Azam offering special deals on their products motivates me to purchase their energy drink" received a mean score of 3.89 (SD = 1.04), indicating that direct and timely mobile messages are particularly effective at encouraging purchase intention. The statement "Special offers on Azam's website targeting youth motivate me to purchase their energy drink" yielded a mean of 3.86 (SD = 0.933), showing that online promotions aimed at young consumers also play a significant role in driving their buying decisions.

These quantitative findings were supported by the qualitative interview responses. Personalized digital marketing was less prominent overall, but SMS promotions led the way, making up 44% of the responses. Website content followed at 34%, and email marketing contributed 22%. Interviews revealed that students prefer real-time communication channels like SMS and social media because they find them faster and more engaging.

Table 4.3: Descriptive Statistics for Personalized digital Marketing strategies

Statement	N	Min	Max	Mean	Std. Dev.
The email from Azam that are personalized and cater to individual preference and interests motivates to want to buy their products such as Azam energy drink	283	1	5	3.78	1.01
The personalized SMS from Azam to me for special offer(s) on their products including energy motivates me to want to purchase their energy drink	283	1	5	3.89	1.04
The special offers made on Azam website that targets my peers(youth) motivates me to wants to purchase their energy drink	283	1	5	3.86	0.933

Source: Field Data, 2025

4.3.3 Content Marketing on the Purchase Intention among College Students

The results in Table 4 reveal that content marketing plays a significant role in influencing college students' purchase intentions toward Azam Energy Drink. For the statement "Video posts that provide education or lengthy explanations about Azam products matching consumer nutritional and health requirements inspired

me to want to purchase," the majority of respondents (65.7%) agreed, while 19.4% strongly agreed, giving a mean score of 3.94 (SD = 1.309). This suggests that students are mostly motivated by information highlighting the health and nutritional benefits of the product.

On the other hand, the statement "Video posts that engage customers like me about health and nutritional values through storytelling encourage me to desire the energy drink" received 56.5% agreement and 17% strong agreement, with a mean of 3.92 (SD = 1.202). This indicates that interactive and relatable storytelling formats resonate well with students, helping to build a stronger emotional connection with the brand and increase their purchase intention.

Regarding the statement "Video posts with testimonies from various consumers that led to their choice of Azam energy drink sparked my willingness to purchase," the responses showed 60.4% agreement and 19.4% strong agreement, yielding a mean of 3.90 (SD = 1.291). This indicates that testimonial-based videos help create trust and authenticity, which are crucial factors for young consumers when making purchasing decisions.

The qualitative insights further supported these findings, showing that content marketing was key in influencing students. Influencer endorsements were the most impactful content type, accounting for 39% of responses, followed by storytelling (33%) and testimonials (28%). Influencers, particularly athletes, celebrities, and local personalities, played a significant role in building credibility, shaping attitudes, and creating an aspirational connection to the brand. Storytelling videos helped connect the brand to students' lifestyles, while testimonials from peers built trust through authentic, relatable experiences.

Table 4.4: Descriptive Statistics for Content Marketing

Statement	N	Min	Max	Mean	Std. Dev
The video posts (e.g YouTube and Instagram) that provides education or lengthy explanation about Azam products that matches consumer nutritional and health requirements inspired me to want to purchase Azam energy drink	283	1	5	3.94	1.309
The video posts that engage customers like me about health and nutritional values of soft drinks like Azam energy drink through story telling encourages to desire the energy drink	283	1	5	3.92	1.202
Video posts with testimonies from various consumers of soft drinks that lead to their choice of Azam energy drink has sparked my willingness to purchase Azam energy drink.	283	1	5	3.90	1.291

Source: Field Data, 2025

4.4 Inferential Analysis Results
4.4.1 Correlation Analysis

The results show that all three digital marketing strategies social media marketing, personalized digital marketing, and content marketing positively influence college students' purchase intentions toward Azam Energy Drink. Social media marketing (r = 0.575) and personalized digital marketing (r = 0.584) both show moderate positive correlations, indicating that engagement with social media ads, peer reviews, and personalized offers can drive purchase intentions. However, content marketing (r = 0.657) demonstrates the strongest positive correlation, suggesting that educational, testimonial, and storytelling videos are most effective in motivating students to purchase. The strategies also show strong inter-correlations, such as the link between social media and content marketing (r = 0.693), indicating that these methods work well together to enhance overall marketing effectiveness. The findings emphasize the importance of combining social media presence, personalized strategies, and compelling content to influence college students' buying decisions.

Table 4.5: Correlation Analysis

		Social Media Marketing	Personalized Digital Marketing	Content Marketing	Purchase Intention
Social Media Marketing	Pearson Correlation	1	.435**	.693**	.575**
	Sig. (2-tailed)		.000	.000	.000
	N	283	283	283	283
Personalized Digital Marketing	Pearson Correlation	.435**	1	.428**	.584**
	Sig. (2-tailed)	.000		.000	.000
	N	283	283	283	283
Content Marketing	Pearson Correlation	.693**	.428**	1	.657**
	Sig. (2-tailed)	.000	.000		.000
	N	283	283	283	283
Purchase Intention	Pearson Correlation	.575**	.584**	.657**	1

	Sig. (2-tailed)	.000	.000	.000	
	N	283	283	283	283

Source: Field Data, 2025

4.4.2 Multiple Linear Regression

The regression model aimed to assess how three key digital marketing strategies social media marketing (X_1), personalized digital marketing (X_2), and content marketing (X_3) influence students' purchase intention toward Azam Energy Drink.

The regression equation used is as follows: $Y = 0.444 + 0.136X_1 + 0.326X_2 + 0.423X_3 + 0.159$

4.4.2.1 Model Summary

As shown in Table 4.6, the correlation coefficient (R = 0.744) indicates a strong positive relationship between the combined digital marketing strategies social media marketing, personalized digital marketing, and content marketing and students' purchase intention. This means that as the effectiveness of these strategies increases, so does the likelihood that students will intend to purchase Azam Energy Drink. The R^2 value of 0.553 suggests that about 55.3% of the variation in students' purchase intentions can be explained by these three strategies. In other words, they are significant factors in influencing students' buying behavior. However, the remaining 44.7% of the variation is due to other factors not accounted for in this model, such as personal preferences, price sensitivity, and peer influence beyond social media.

Table 4.6: Model Summary

Model	R	R Square	Adjusted R Square	RStd. Error of the Estimate
1	.744ᵃ	.553	.548	.75438

a. Predictors: (Constant), Social Media Marketing, Personalized Digital Marketing, and Content Marketing

4.4.2.2 Regression Coefficients

Table 4.7 reveals that social media marketing positively affects purchase intention, with a one-unit increase in social media engagement leading to a 0.136 unit increase in purchase intention. While this effect is statistically significant ($p < 0.05$), it is smaller compared to the other factors. Personalized marketing, on the other hand, has a more significant impact, with a one-unit increase resulting in a 0.326 unit increase in purchase intention. The standardized Beta of 0.347 indicates that personalized marketing is a moderately strong predictor of purchase intention. Finally, content marketing has the strongest positive effect, with a one-unit increase in content marketing engagement associated with a 0.423 unit increase in purchase intention. The standardized Beta of 0.413 shows that content marketing is the most influential predictor among the three strategies.

Table 4.7: Regression Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.444	.159		2.782	.006
	Social Media Marketing	.136	.056	.138	2.427	.016
	Personalized Digital Marketing	.326	.043	.347	7.660	.000
	Content Marketing	.423	.058	.413	7.292	.000

Source: Field Data, 2025

4.4.2.3 Analysis of Variance

The regression analysis results, with an F value of 115.144 (p = 0.000), confirm that the overall model is statistically significant. This shows that social media marketing, personalized digital marketing, and content marketing collectively have a significant impact on predicting students' purchase intention for Azam Energy Drink. The Regression Sum of Squares (196.579) is larger than the Residual Sum of Squares (158.774), indicating that the model explains a substantial portion of the variation in purchase intention. These findings, supported by ANOVA, confirm the predictive power of the model and highlight that an integrated approach using these three digital marketing strategies is highly effective in influencing college students' buying behavior.

Table 4.8: ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	196.579	3	65.526	115.144	.000ᵇ
	Residual	158.774	279	.569		
	Total	355.353	282			

Source: Field Data, 2025

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Social Media Marketing, Personalized Digital Marketing, and Content Marketing

4.5 Discussion of Findings

4.5.1 Effect of Social Media Marketing on the Purchase Intentions among College Students.

The study found that social media marketing has a meaningful influence on college students' purchase intentions for Azam Energy Drink. Students reported high levels of engagement with video ads and peer interactions on social platforms. Video advertisements on YouTube and similar platforms attracted strong attention (M = 3.94, SD = 1.185), while positive comments and reviews on Instagram, Facebook, and TikTok exerted even stronger influence (M = 4.29–4.30). These results show that both exposure to visual content and peer-driven social influence shape students' willingness to buy the product.

Correlation analysis indicated a moderate positive relationship between social media marketing and purchase intention (r = 0.575, p < 0.01). Regression analysis confirmed a statistically significant effect, though smaller compared to other marketing strategies (B = 0.136, β = 0.138, p = 0.016). These findings support earlier studies. Duffett (2017) noted that social media enhances young consumers' engagement and influences purchase decisions, particularly through video content and peer-generated messages. Chetioui et al. (2020) similarly emphasized that reviews, comments, and peer endorsements strengthen trust and motivate purchase intentions among youth.

The findings are consistent with the Uses and Gratifications Theory (Katz et al., 1973), which suggests that students actively seek media that fulfills informational, social, and entertainment needs. Social media allows students to gain product information, read peer opinions, and enjoy entertaining content all of which contribute to shaping their purchase intention.

Qualitative interview insights further reinforced these results. Social media advertising emerged as the leading driver of students' interest in Azam Energy Drink, accounting for 56% of all thematic responses. Students highlighted visually appealing posts, short product videos, lifestyle content, and brand-awareness promotions as the most persuasive elements. Influencer collaborations contributed 27% and post interactions such as likes, shares, and comments accounted for 17%, showing that engagement behaviour plays a role in strengthening brand loyalty and future purchase likelihood.

These findings align with current literature, which argues that visual and interactive social media content enhances both emotional and cognitive engagement, leading to stronger brand recall (Hussain et al., 2023; Habib, Hamadneh & Hassan, 2022). The association of Azam Energy Drink with youth-oriented activities such as sports events, music shows, and campus functions further strengthened students' positive attitudes, echoing the work of Chikere and Coker (2024) who found that personalized and collaborative digital marketing boosts consumer trust and involvement.

4.5.2 Contribution of Personalized Digital Marketing Strategies in Shaping the Purchase Intentions of College Students

The study found that personalized digital marketing strategies play a meaningful but comparatively moderate role in shaping college students' purchase intentions for Azam Energy Drink. Students responded favorably to tailored digital communication, with personalized emails (M = 3.78, SD = 1.01), SMS promotions (M = 3.89, SD = 1.04), and youth-focused website offers (M = 3.86, SD = 0.933) all showing positive influence on their interest in purchasing the product.

Correlation analysis revealed a moderate positive relationship with purchase intention (r = 0.584, p < 0.01), and regression results confirmed a significant moderate effect (B = 0.326, β = 0.347, p < 0.001). These findings show that personalization does contribute to purchase intention, though its impact is weaker than content marketing and social media marketing. One likely explanation is that college students prefer interactive and socially engaging content over direct promotional messages.

These findings align with existing literature. Watson et al. (2018) argue that young consumers are less responsive to email marketing, viewing it as outdated or intrusive, while Shankar & Balasubramanian (2009) show that SMS can influence behaviour when well-timed and relevant. Luo et al. (2019) found that personalization enhances trust, but only when it avoids intrusion and remains engaging. This study's results therefore indicate that while personalization can support purchase intention, students respond far more strongly to dynamic, socially driven content.

From a theoretical perspective, Uses and Gratifications Theory helps explain the lower influence of personalized marketing: emails and SMS satisfy informational needs but fall short on social and entertainment gratifications that are more important to college students (Katz et al., 1973). As a result, personalized messages have limited impact unless integrated with more interactive digital strategies.

Qualitative findings echoed the quantitative trends. Personalized digital marketing contributed less prominently: email marketing accounted for 22% of thematic responses, SMS promotions for 44%, and website content for 34%. Interview insights revealed that students prefer real-time communication channels like SMS and social media, which they perceive as faster and more engaging. While email still supports brand credibility and provides detailed information, it does not capture immediate attention among youth (Vasikar, 2023).

Mobile-based SMS marketing emerged as more influential, consistent with Roy (2023) and earlier evidence showing high open rates and immediacy among younger audiences. Time-sensitive offers like "buy two, get one free" were shown to motivate repeat purchases, particularly when linked with in-store tracking (Shankar & Balasubramanian, 2009; Varnali & Toker, 2010).

Website content contributed mainly to building brand trust rather than driving daily engagement. Interview results indicated that

accurate information, professional presentation, and clear promotional details enhance credibility. This aligns with Aljabari et al. (2023), who found that website quality and information accuracy strengthen consumer trust and satisfaction.

4.5.3 Effect of Content Marketing on the Purchase Intentions among College Students

The study found that content marketing has the strongest influence on college students' purchase intentions for Azam Energy Drink compared to all other digital marketing strategies. Students showed high agreement with the effectiveness of various content forms educational videos, storytelling, and consumer testimonials with mean scores between 3.90 and 3.94 and standard deviations between 1.202 and 1.309, indicating consistent positive responses.

Correlation results confirmed content marketing as the strongest predictor of purchase intention ($r = 0.657$, $p < 0.01$). Regression analysis further supported this, with the highest effect size among all strategies ($B = 0.423$, $\beta = 0.413$, $p < 0.001$). These findings support the arguments of Utomo et al. (2023), who state that storytelling, testimonials, and value-oriented content significantly strengthen brand engagement and purchase intention among youth.

From the perspective of Uses and Gratifications Theory (UGT), content marketing is especially effective because it satisfies multiple audience needs simultaneously. Educational videos meet informational needs; storytelling and testimonials offer emotional gratification; and peer-driven content fosters social belonging. This combination of cognitive and emotional satisfaction makes content marketing the most persuasive strategy for influencing student behaviour.

Integrated analysis of all strategies indicates that while social media and personalized digital marketing have positive effects, content marketing consistently outperforms them. Students were particularly responsive to storytelling and testimonial videos, which provided relatable narratives and reinforced trust factors crucial for youth decision-making. This aligns with Kumar & Gupta (2016) and Boateng & Okoe (2015), who observed that narrative-based and informational content builds stronger emotional connections and brand knowledge among young consumers.

Qualitative results also reinforced content marketing's leading role. Influencer endorsements emerged as the most impactful content type (39%), followed by storytelling (33%) and testimonials (28%). Influencers especially athletes, celebrities, and local personalities boosted credibility, shaped attitudes, and created aspirational value. Storytelling videos connected the brand to students' lifestyles, while testimonial videos enhanced trust through authentic peer experiences.

These results are consistent with studies by Sujatmiko et al. (2025) and Utomo et al. (2023), which found that emotional storylines and interactive content deepen consumer-brand relationships and increase purchase likelihood. Testimonial videos, in particular, were shown to reduce perceived risk and encourage repeat purchases echoing the idea that social proof is essential among young consumers.

Influencer endorsements were found to significantly strengthen brand attitude, consistent with Jin & Phua (2014), who reported that credible and relatable endorsers boost brand perception, purchase intention, and long-term loyalty. Among college students, who are easily influenced by role models and peer culture, endorsements serve as powerful cues that enhance both first-time and repeat purchases.

5.0 CONCLUSION

The study concludes that all three digital marketing strategies; social media marketing, personalized digital marketing, and content marketing positively influence college students' purchase intentions toward Azam Energy Drink, though their levels of impact differ. Social media marketing plays a meaningful role, particularly through engaging video ads, peer reviews, and interactive features such as likes, shares, and comments. These elements create a sense of belonging and strengthen brand loyalty, while influencer partnerships and youth-centered events reinforce Azam's energetic brand image. Personalized digital marketing also contributes positively, especially through SMS promotions and targeted online offers, which provide immediate value and motivate purchase interest. However, email marketing and website content, although helpful for building trust and providing information, have a relatively smaller effect due to students' preference for fast, interactive communication channels.

Content marketing stands out as the most influential strategy affecting purchase intention. Storytelling videos, testimonials, and influencer endorsements resonate strongly with students by connecting the brand to lifestyle, aspirations, and relatable peer experiences. These content formats not only build emotional engagement but also enhance credibility and perceived value, making them highly effective in motivating both trial and repeat purchases. The findings clearly show that informative, engaging, and high-quality content exerts the strongest positive effect on students' buying behaviour, surpassing social media and personalized marketing. Overall, the study highlights that while multiple digital strategies contribute to purchase intention, content marketing is the most powerful driver among college students.

5.1 Recommendation

The positive and significant impact of social media marketing on purchase intentions highlights the importance for brands targeting college students to boost their presence on popular platforms like Instagram, TikTok, and Facebook. By creating eye-catching, creative posts, interactive stories, and engaging campaigns, brands can capture students' attention and drive purchase decisions. Regular posting and quick responses to student inquiries will not only increase interaction but also help drive sales.

Given that personalized digital marketing also plays a strong role in influencing purchase intentions, Azam Energy Drink marketers should focus on data-driven strategies that allow for personalized promotions, offers, and messages tailored to each student's

preferences and online behavior. Personalization can be achieved through targeted email offers, SMS and app notifications, or customized ads, all of which increase relevance and encourage purchases. By responsibly collecting and analyzing consumer data, marketers can refine their personalization efforts and maximize their impact.

Finally, since content marketing has the most significant influence on students' purchase intentions, creating high-quality, engaging content should be a priority. Examples include tutorials, product demonstrations, behind-the-scenes videos, blogs, and storytelling that highlight the brand's value and benefits. Not only does effective content marketing encourage students to make purchases, but it also builds brand loyalty and trust, making students more likely to return.

5.2 Suggestions for Further Studies

First, researchers could focus on actual purchase decisions rather than purchase intentions to see how digital marketing translates into real buying behaviour. Second, the study could be expanded to a larger sample, including students from other higher learning institutions across Tanzania, to increase generalizability. Furthermore, a third comparative study could be conducted between different energy drink brands to examine how various marketing strategies influence consumer behavior differently across brands.

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