

# Advertising and Youth Purchasing Power for Modern Technology Gadgets in Uganda

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## Abstract

This study explores the role of advertising on the purchasing power of youth for modern technology gadgets such as smartphones, tablets, headsets and trendy laptops in Uganda. Focusing on the three urban districts that largely dominate the purchase and use of modern technology gadgets in the country, Kampala Capital City, Wakiso and Mukono, this study assesses how advertising influences youth's decisions to purchase modern technology gadgets such as smartphones/iphones, laptops, ipads/tablets, earbuds and smart watches. Through a survey of 435 youth, 30 in-depth interviews and 3 focus group discussions, the study highlights the relationship between advertising and youth purchasing power for modern technology gadgets. With the increasing use and influence of digital media erasing traditional advertisement, the role of advertising in significantly shaping the purchasing decisions of youth when it comes to tech gadgets. This has thus, gained significant attention among technology companies globally and specifically in cities and promising urban centers in Uganda. A youth is defined as an individual who is between the age of 18 – 35 who constitute a very large and increasing market for modern and trendy technology gadgets in Uganda. The analysis and findings of the study highlight that much as advertising absolutely significantly influenced the purchasing powers of youth in Uganda, affordability, peer recommendation and social media influence were also crucial moderating factors in shaping their purchasing behaviors towards modern technology gadgets.

**Keyword:** Advertising, youth, purchasing power, modern technology, gadgets

## 1. Introduction

Globally, modern technology gadgets have increasingly become an inseparable part of people's daily life and a trending 'must own' lifestyle more so the youth. In Uganda, as the country is experiencing increasing technological advancement, advertisement has attracted more youth to modern gadgets influenced by advertising (Reena Mehta et al., 2020). The youth comprise a significant population of consumer market for modern technology gadgets and related accessories such as smartphones with powerful processors, tablets, trendy laptops, headsets/wireless earbuds, high resolution cameras, long-lasting batteries and power banks among others. With the rapid evolvement of the global and local advertisement landscape, digital platforms including social media and search engine advertising have become a prominent marketing strategy and center of focus for tech companies strategically targeting

youth. Specifically, such advertising platforms provide a more direct access to different tech brands by youth as a lucrative market population which is regarded to be tech-savvy compared to upper age brackets of 36 and above. These youths are easily attracted and passionate about trendy/latest modern technology in their consumption tastes and preferences. However, the relationship between advertising and the purchasing power of Ugandan youth for modern technology gadgets has not been studied extensively yet it has an increasing importance in both local and global tech contexts.

This paper aimed to examine how advertising with a particular focus on digital advertising affects youth purchasing power for modern technology gadgets in Uganda. Specifically, the study explored the different types of advertising for modern technology gadgets which the youth are exposed to, their responses to these forms of advertisement, and eventually how such advertisements influenced their purchasing decisions regarding modern technology gadgets.

## 2. Literature Review

The influence of advertising on consumer behavior has been well documented (Reena Mehta et al., 2020; Akriti et al., 2024). A study from Pakistan highlighted the significant role digital marketing such as Instagram, You Tube and Facebook plays in shaping the purchasing decisions of customers. In India, technology companies utilize digital marketing ads and social media platforms to create awareness of the different mobile technology brands so as to influence purchasing decisions and draw sales.

A similar trend is observed in Rwanda by Mariko (2018), where youth demographic's response to technology related advertisements has a correlation with the use of digital advertisements that promote tech gadgets. In Uganda, the youth population has increasingly become the main focus and driver of modern technology gadget consumer demand (Masereka, 2024) most especially in the cities and upcoming urban centers (Akello, 2024). According to the recent survey by Uganda Bureau of Statistics (2024), the youthful population accounts to 75% of the country's population that is below 35 years (Uganda Bureau of Statistics, 2024). This population is highly receptive and passionate for latest modern technology including smartphones, laptops among other tech gadgets. Despite the average low incomes of most of the Ugandans, the youthful population remains an attractive and lucrative market for most of the technology companies based on their loose expenditure habits, relatively digital literate, global connectivity and aspirational and impulse buying behaviors (Akriti et al., 2024).

Research by Ssemambo (2020) indicate that majority of the Ugandan youth purchasing decisions are largely influenced by factors such as peer recommendations, social media engagement and endorsements by popular celebrities. Such forms of advertising are significant in the current digital marketing strategies for tech brands. The study results highlight that the income of youth and the affordability of particular modern technology gadgets remain key factors in determining the purchasing power of youth in Uganda.

### Theory of Reasoned Action (TRA)

This study relied on the Theory of Reasoned Action that was conceptualized by Fishbein and Ajzen in 1975 which was further developed by the same proponents in 1977 (LaCaille, 2020). The theory contends that people's behaviors in some settings are determined by their intentions whether attitudes

or subjective norms. The theory assumes that most of the behaviors of social relevance including purchasing and using a product are under volitional control and the person's intention to perform a behavior is the immediate determinant and a single best predictor of that behavior. The theory encompasses beliefs and behaviour which are major components that are important to study how advertising influences the perceptions, attitudes of youth to influence their purchasing power and decisions related to modern technology gadgets.

A study by Aldhmour and Sarayrah (2016) used the Theory of Reasoned Action while examining perspectives of youth related to online shopping from two higher education institutions. Thus, the current study also based on this to adopt the Theory of Reasoned Action while examining advertising and youth purchasing power for modern technology gadgets in Uganda.

### **Advertising and its Influence on Consumer Behaviour of youth**

Advertising plays a significant role in influencing purchasing decision of tech consumers more especially the youth. Since modern digital advertising has gradually outweighed traditional advertisements (radio, newspaper and TV) resulting from global technology market being capitalist in nature, the tech advertising landscape has thus largely repositioned its direction to be more appealing to the youth. With this change in approach and landscape, several modern technology gadgets have ingrained into the lifestyles of different consumers, youth inclusive and these include smartphones, tablets/ipads, laptop, modern headsets and digital televisions among others (Anooksha, Pandya & Doshi, 2020).

The social media, online tech ads, and influencer marketing have taken shape in informing the purchasing decisions of youth. The effectiveness of such advertising media platforms lies in their ability to engage and persuade youth audience to perceive an urgency and conceive a burning desire to purchase and own the latest tech gadgets. The growing role of digital advertising platforms in influencing youth purchasing behaviors for modern tech gadgets is highlighted in recent studies (Reena Mehta et al., 2024; Olutade 2020). Specifically, social media, YouTube, Instagram, Facebook and Tiktok have been noted as some of the primary spaces used for both organic and paid-up tech advertisement by that technology companies. Similarly, Olutade (2020) observes that social media advertisements and celebrity endorsement have been effective in shaping perceptions towards a particular tech brand as well as motivating purchasing behaviors.

### **Youth Income and Social Media Influence towards Purchase of modern technology Gadgets**

Much as youth are often seen as a very highly promising market for modern technology gadgets, it is important to note that their purchasing power is largely informed by their income levels. From the study done by Ssemambo (2020), it was highlighted that majority of the youth in Uganda have limited income while others are unemployed. This high unemployment rate constrains their inherent abilities to make substantial purchase of modern technology gadgets. However, the promising business is that majority of the youth have engaged in tech credit facilities whereby they purchase and thus own smartphones, tablets/ipads, laptop and earbuds on loan from tech outlets and shops (Banga et al., 2021). They utilize telecommunication companies, mobile money, and banks to access gadgets. This is regarded as an indicator of a significant shift from traditional equipment to ownership of modern technology gadgets propelled by advertising of such tech brands.

A study done in Pakistan by Ali, Komarova, Aslam and Peleckis, (2022) indicated that the youth purchasing decision were influenced by social media advertising at 42.9% to buy a given product since youth preferred well designed and attractive advertisements.

In a related development, a study by Krishna (2013) highlighted that social media such as You Tube and Instagram has played a significant role in shaping the purchasing decisions and perceptions of youth towards modern technology gadgets. Modern tech brands with high media preferences were indicated to have been preferred by peers had viewed and heard about such messages, and consequently buy them. The scholar further notes that youth consumers have tended to trust advertisements featuring celebrity or popular social media influencers over the traditional advertisements. The youth regard these advertisements as relatable and authentic as they tend to appeal more to them.

A technology product that adopts a trend style with digital prowess often shines, takes a larger market share more so if adopts interactive audio-visual social media platforms to better appeal to the youth to influence their buying decisions (Banga et al., 2024). The scholar further contended that such brands displayed the company's thoughtful considerations for its customers' diverse information needs about a particular brand. This establishes the strong connection between the tech brand and its potential customers through digital advertisement.

### **The Role of Perception of Modern Tech Brand in influencing Youth Purchase Behavior**

Among the key factors that influence youth purchasing decisions for modern technology gadgets is the brand perception. The modern technology gadget brands that effectively connect and match with aspirations, needs and tastes of youth have often met a competitive edge in the market. Therefore, advertising of such tech gadgets has played a significant role in shaping how youth perceive such brands and consequently prioritize them while making purchase decisions. The brands that prioritize features appealing to youth, affordability levels, performance taste and status symbols of interest to youth have topped the perception and decision interests of youth (Afroze, Tahmid, & Iftekharul,2023).

The increasing demand for digital technology to meet human basic appliance and information needs as well as matching the modernization trends drive youth to purchase tech gadgets (Akello, 2024). The increased use of these tech gadgets has improved and eased the interaction of people, youth inclusive with the world around them, consequently they have grown strong attachments with them (Olutade, 2020). In addition, the gadgets have made work and basic human life quicker, efficient and practical.

### **3. Methodology**

This study employed a mixed methods approach that combined quantitative and qualitative research techniques. The primary data collection methods included:

**Survey:** With this, a structured questionnaire was developed and used to collect data from a sample of 435 youth in Uganda particularly from Kampala Capital City, Wakiso and Mukono districts. The survey captured data on factors such as income, exposure to advertising related to modern technology gadgets,

purchasing habits, tech gadget brand preferences, and the influence of advertising on their buying behaviors.

**Interviews:** Specifically, in-depth interviews were conducted with 30 youth that recently purchased any modern technology gadget. These were distributed as follows; 12 were from Kampala Capital City, 10 from Wakiso district and 8 from Mukono district. These interviews explored among other the factors which influenced the purchasing decisions of these youth with a particular focus on the role advertising plays in shaping this. The participants in interviews were selected purposively that they had purchased a modern technology gadget recently and currently own and use it.

**Focus Group Discussions:** In total, 3 focus group discussions were conducted whereby one was conducted from each of the following areas; Kampala Capital City, Wakiso and Mukono districts. At least in each of the FGDs, 6-8 members were mobilized and participated in sharing their qualitative insights on their perceptions of advertising and how advertising affects their purchasing decisions related to modern technology gadgets.

#### 4. Analysis and Findings

To generate the data and analysis for the “Advertising and Youth Purchasing Power for Modern Technology Gadgets in Uganda”, the researcher followed a framework based on a total sample size of 435 respondents. These participants were divided across the three districts given the concentration of ownership of modern technology gadgets as follows: Kampala Capital (158), Wakiso (142) and Mukono (135). Among these youth, 225 were female while 210 were male. The detailed descriptive statistics are presented herein below:

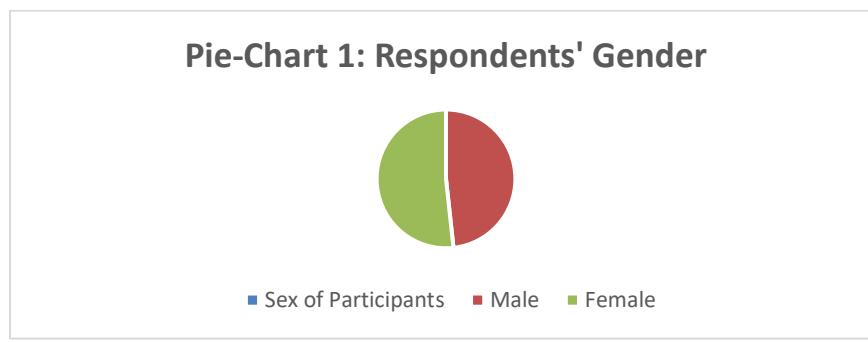


Figure 4: Participants' Gender

Source: Field data from Kampala, Mukono and Wakiso.

Majority of the respondents were females 225 (51.72%) as opposed to 210 (48%) which indicated that a slightly higher female youth population in Kampala Metropolitan buys and possess modern technology gadgets compared to their male counterpart.

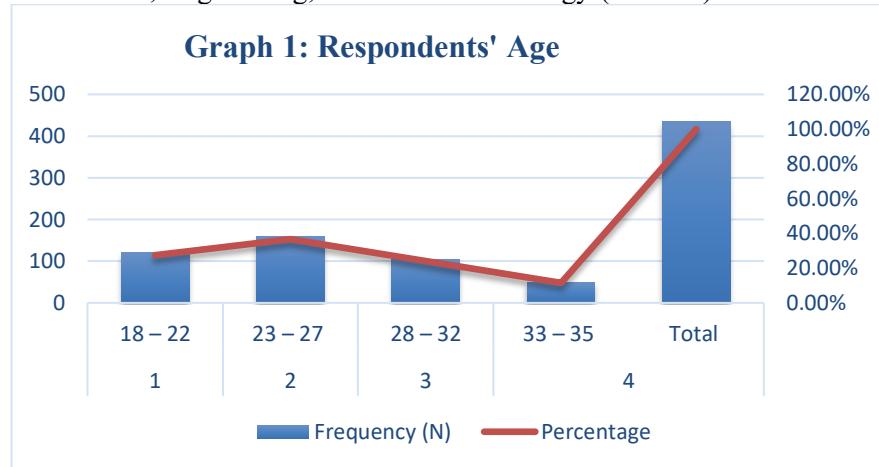


Figure 5: Respondent's Age

Source: Field data from Kampala, Mukono and Wakiso.

Majority of the youth were between the ages 23 – 27 (36.78%) and 18 – 22 (27.59%) combined accounting for 64.37% of the entire youth population that participated in the study. The study further distributed this gender per district where they were surveyed as follows:

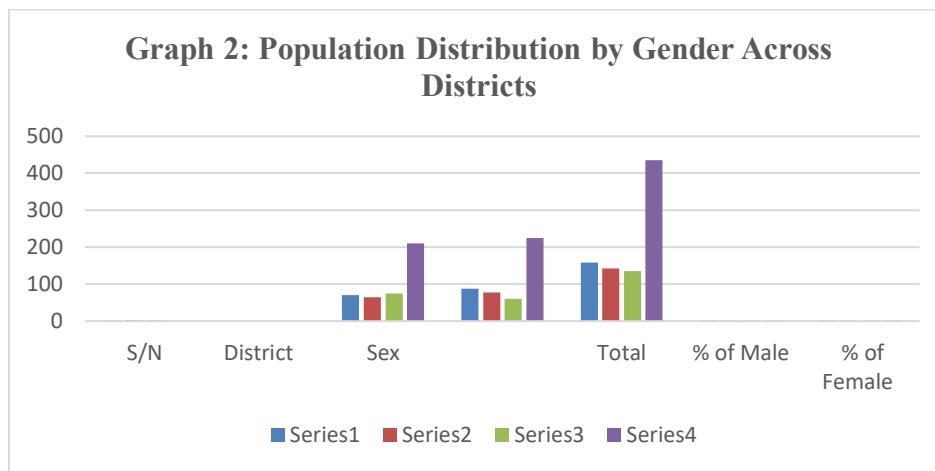


Figure 6: Population distribution by Gender across 3 Districts of Kampala, Wakiso &amp; Mukono

Source: Field data from Kampala, Mukono and Wakiso. Majority of the female study respondents came from Kampala (88) since it is the capital city with the highest population and from the national population, majority is female. On the other hand, Mukono had the highest number of male respondents (75) as it is considered among the traditional district with high population with 932,672 (UBoS, 2024).

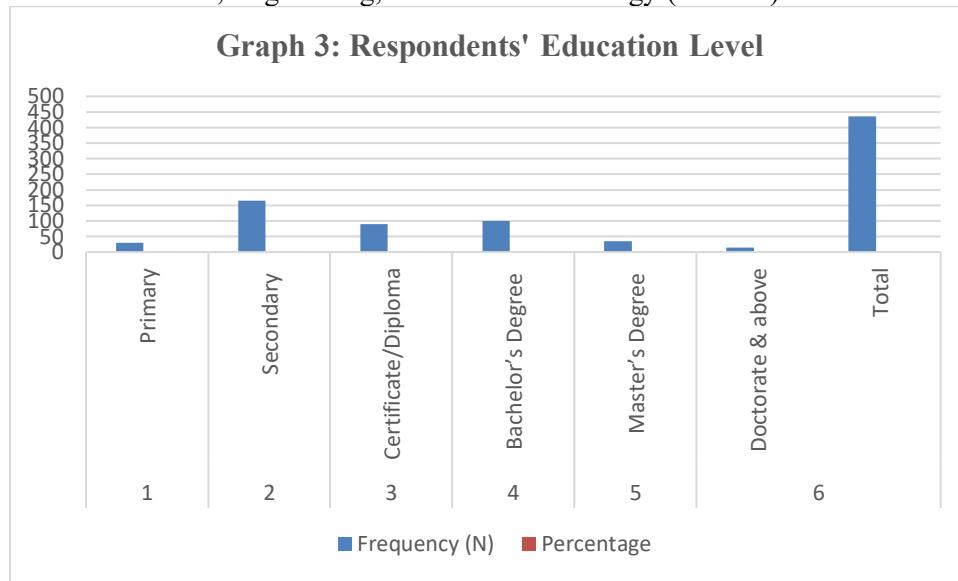


Figure 7: Educational Distribution of the Survey Respondents

**Source:** Field data from Kampala, Mukono and Wakiso.

The results indicate that majority of the youth had qualifications from Certificate/Diploma and below represented by 65.52% while their counterpart holding at least a Bachelor's degree above were 34.49%. This is a true representation of the education at the national level population where majority complete secondary school levels which are O' and A' levels (UBoS, 2024).

#### Correlation Between Age, Education, Social Media Usage, and Youth Consumer Behavior Related to Modern Technology Gadgets

Table 1: Correlation Results

S/N	Factor	Age	Education Level	Social Media Usage	Purchasing Behavior
1	Age	1	0.65	0.60	0.50
2	Education Level	0.65	1	0.70	0.75
3	Social Media Usage	0.60	0.70	1	0.85
4	Purchasing Behavior	0.50	0.75	0.85	1

Source: Field data from Kampala, Mukono and Wakiso.

Results indicate that correlations that are above 0.7 are considered strong and therefore, all variables strongly influence the purchasing behavior of youth for modern technology gadgets most especially the social media usage. These results are also in agreement with the qualitative findings from Kampala and Wakiso. “We usually search for and see advertisements on Instagram and Facebook, and it is these ones that make us want to buy the latest iphone, earbuds and even laptops. In the advert, they make it look so cool, like everyone has it”, (Female, 23, FGD Kampala Capital City).

“For me the ads I see on TikTok with influencers like these celebrities possessing and holding iphone 15 Series are really appealing and convince me to also buy one, why not? They make it seem like I need the gadget to be part of the trend”, (Male, 27, FGD Wakiso district). Besides, in-depth narratives are also in agreement this finding:

“Now days, we are connected to the hyper digital information system, so I am more relaxed with this social media platform which is friendly with utmost convenience. I am not worried of missing any advert about modern technology gadgets that is run as it used to be with programmed and time-specific TV adverts. I can easily pick, watch and listen to the ad and take a decision to buy or postpone purchase. Like when I wanted to replace my smartphone with a modern one, I just went to Instagram and in no minute, I had pressed my order, with all contacts and address of the supplier provided in there. In two days, I had the phone, exactly that I ordered for and is performing well”, (Female Youth, 22, Mukono district).

### **ANOVA Results for Regression Model Exploring Youth Purchasing Decisions Related to Modern Technology Gadgets**

Table 2: ANOVA Results from Regression Model

Source of Variation	Sum of Squares	Df	Mean Square	F	p-value
Between Groups	225.85	3	75.28	5.12	0.001
Within Groups	1202.34	431	2.79		
Total	1428.19	434			

Source: Field data from Kampala, Mukono and Wakiso.

The results from ANOVA indicate that the region or geographical location in Uganda plays a significant role in moderating the purchasing power of youth for the modern technology gadgets. This is because, the significant p-vale (0.001) provides clarity that youth from Kampala Capital City, Wakiso, and Mukono exhibited different purchasing behaviors.

This is attributed to different factors such as exposure to different advertisements for modern technology gadgets, differences in income levels, and level of urbanization. Specifically, youth from Kampala Capital City are more likely to have higher exposure to global and local advertisements since these city youths have greater opportunities to access modern tech shops/outlets, online tech shopping, and better tech infrastructure and facilities that support purchasing of modern tech gadgets as opposed to their counterparts in Wakiso and Mukono districts. Besides, advertising for modern tech gadgets in Kampala is observed to be more aggressive due to its central location in the country’s business center and its role in the country’s economy, media and communication.

However, it is observed that since the three study districts are all in central region, it may introduce regional and socio-cultural cofounder with urban youth prioritizing modern tech gadgets as opposed to their rural counterparts whose priority is on basic needs such as food, shelter and clothes. This has some potential of reducing the influence of advertising on purchasing power for modern tech gadgets.

For Wakiso district, since it is surrounding Kampala, some similarities in the purchasing behaviors are being observed though with variations arising from the fact that it has suburban centers with moderately developing tech infrastructure and facilities. More to that, the state of advertising for modern technology gadgets in Wakiso district is moderate and less persuasive yet the youth there are still influenced by regional marketing efforts and socio-economic status.

On the other hand, for Mukono, the district is largely more rural and urbanizing at a slow pace (with one municipality) so youth there are less exposed to high-tech advertisements and demonstrated lower purchasing power compared to their counterparts in Kampala and Wakiso. Therefore, the limited access to modern technology infrastructures and facilities as well as the less exposure to global marketing trends could justify and explain the differences in the purchasing power of youth residing in Mukono which consequently affect their purchasing power and decisions. Therefore, the geographical differences (urban versus rural settings) influence the purchasing power of youth in relation to the modern technology gadgets. Advertisements, socio-economic factors, and access to technology play an important role in shaping youth purchasing behavior. Whence, it is very essential for tech and advertising companies for modern technology gadgets to carefully consider these differences when designing and selecting advertising strategies that target 18 – 35 aged youth if they are to have meaningful impact.

### **Coefficients for Regression Model Exploring Youth Consumer Behavior Related to Modern Technology Gadgets**

Table 3: Coefficients for Regression Model

Variable	Coefficient	Standard Error	t-value	p-value
Constant	0.85	0.23	3.70	0.000
Age	0.02	0.01	2.53	0.011
Education Level	0.18	0.05	3.60	0.000
Social Media Usage	0.26	0.07	3.71	0.000
Advertising Exposure	0.22	0.06	3.67	0.000

Source: Field data from Kampala, Mukono and Wakiso.

The results from regression analysis indicate the relationship between various key variables and youth consumer behavior related to purchase of modern technology gadgets in Uganda. The constant (0.85) is statistically significant with a p-value = 0.000 indicating that the model has a baseline influence on consumer behavior even in absence of other factors. On the other hand, the age (with a positive coefficient = 0.002, p-value = 0.011) indicates that as the age of youth increases, their likelihood to purchase modern technology gadgets also increases though by a small margin. Specifically, for each one-year of increase in age, the results indicate that the probability of purchasing modern technology gadgets increases by 0.2 units. Moreover, the p-value of 0.011 is less than the significance threshold of 0.05 implying that age is statistically a significant predictor of purchasing behavior. In the Ugandan context, this is true because older youth (27 – 35-year-old) are more likely to have a stable income/job compared to their younger counterparts (18 – 22-year-old). On the other hand, the older youth could be more accustomed to modern tech gadgets' advertisement than their younger counterparts, which influence their purchasing power.

The education has quite a substantial coefficient = 0.18, p-value = 0.000. These results suggest that as educational level of youth increase, their purchasing behavior for modern technology gadgets also increases. Specifically, a one-unit increase in education level results in an increase of 0.18 in the purchasing behavior. Thus, this finding is highly significant (p=0.000) implying that education plays a very important role in shaping youth consumer decisions. This implies that the higher the education level the easier it is to use modern technology gadgets and the lower the education, the harder it is. From the national context, Ugandan higher education often times correlated with greater exposure to modern technology, digital literacy, and higher income levels which all intern explains and justifies the relationship that has been established. Therefore, educated youth are more aware of the benefits of owning and utilizing modern technology gadgets and are more capable of making right informed decisions of purchasing the same as opposed to their illiterate or less education counterparts.

On the other hand, social media usage had a coefficient = 0.26, p-value = 0.000. The social media coefficient of 0.26 indicates that the youth who spend more time on social media platforms are more likely to purchase modern technology gadgets. Specifically, for every unit increase in social media usage, the likelihood of purchasing increases by 0.26 units. The p-value of 0.000 confirms that statistical significance of this value. In Uganda, where social media platforms such as WhatsApp, Instagram, Twitter and Facebook are increasingly being used for advertising tech brands, the youth are increasingly exposed to advertising and peer influence which significantly affects their purchasing decisions. Currently, social media platforms serve as a tool that tech companies have embraced for advertising their tech gadget brands thus making it a powerful factor in shaping the purchasing behavior of youth.

The advertisement exposure has a coefficient = 0.22, p-value = 0.000 which indicates that greater exposure to advertisements correlates with higher purchasing power for modern technology gadgets. Each unit increase in advertising exposure results in an increase of 0.22 in purchasing behavior. The p-value of 0.000 indicates strong significance implying that advertising plays a very important role in shaping youth consumer behavior. In Uganda, the proliferation of digital advertising platforms has made it easier for the youth to access relevant information on new modern digital technology as well as engagement with tech supplier's/customer relations persons for interactive real-time feedback that consequently influence youth purchasing power. Social media among other digital advertising platforms for modern technology gadgets have a direct impact on the purchasing decisions of youth as they reinforce the importance of buying and owning a tech gadget.

The quantitative results are strengthened with the qualitative findings as follows:

"I often buy gadgets after seeing them on social media, especially when influencers talk about them. It feels like it's a cool trend, and I want to be part of it", In-depth Interview Participant, Kampala Capital City. The youth's intention to be seen and considered as trendy compels them to follow and actually buy what is observed in the advertisement, which is contended in the Theory of Reasoned Action (TRA).

Besides, the A Wakiso based youth also attested that "the ads that show how trendy technology improves our lifestyle are what get to me. Like I purchased my smartwatch (*shows the Researcher a Galaxy Watch Ultra*) after seeing it advertised as a 'must-have' for a better fitness routine. Guess what, even two of my friends, on admiring mine they also went and bought from Kampala Road tech shops". A Mukono

24-year-old participant in an in-depth interview conquered that "Truthfully, most of my decisions are influenced by what I see on Facebook. It's not just the gadgets, but also the promotions and contests I see from brands".

## 5. Discussion of Findings

Results suggest that 18 – 35-year-old youth in Uganda are highly influenced by digital advertising including social media ads and influencer endorsements to buy modern technology gadgets. Among the dominant and commonly mentioned social media platforms by youth that they are exposed to while accessing advertising for gadgets are; Instagram, You Tube, TikTok, Facebook and Whatsapp. The youth are willing to invest money in modern technology gadgets if they perceive that such products offer good value and align with their convenience, lifestyles aspirations and taste despite affordability remaining a concern.

This choice and influence align with the assumption of the Theory of Reasoned Action that most of the behaviors of social relevance are largely under volitional control and the youth's intention to perform a behavior (purchase and own tech-gadget). It was common to find that some youth owned modern technology gadgets that double their monthly salary/income and beyond. This was attributed to influence of advertising, peer influence, family support, desire and personal aspiration to match and live up to the trending lifestyle on the digital technology landscape.

## 6. Conclusion

This study has revealed a growing influence of advertising of modern technology gadgets on the purchasing behaviors of youth in Uganda. In an increasingly global connected developing economy like Uganda, where smartphones and digital watches among others have become a “must own” among young people, digital marketing has become a key approach and strategy for consumer engagement. Particularly, the tech companies' digital advertising that embraced social media with celebrities as tech gadget brand ambassadors and their mentions on a particular tech gadget brand, plays an important role in shaping gadget brand perceptions of young people and motivates them to purchase. The Ugandan dynamic and tech-savvy youth are not passive receipts of marketing information but active participants and users in reshaping the modern tech brand narratives through constructive comments, likes, shares and memes among others.

The study's findings indicate emotional connections, peer validation brand ambassador and influencer culture significantly. Modern tech companies should be quick to identify, embrace and utilize digital and social media platforms that are appealing to youth, be it Tik-Tok drama or dance challenge or WhatsApp statuses ads to promote new modern tech gadgets. This is regarded to transform what youth buy and also explain why they buy it. In Uganda, where over 75% of the population is below 30 years, this influence should be taken with taken seriously with critical advertising and sales lenses by current and potential digital tech companies. In order to win and sustain the youth's digital tech brand loyalty, companies must consistently shift from traditional advertisement platforms such as radio and TV, print newspapers to social media and relate d online advertisement in real-time yet with authenticity. However, the influence is not without complexity in that as advertising opens new doors for awareness

and eventual purchase of modern technology gadgets, consumer awareness, digital literacy and ethical challenges are presented in a country where advertising regulatory frameworks are still in their infancy.

In some instances, the financial capacity of the youth remains a limiting factor to actually buy the modern digital technology gadgets. This condition, made technology companies, financial institutions and mobile telecommunication operators (such as MTN, Airtel among others) to devise innovative financing options including credit facilities to make technology gadgets more accessible to youth. Although advertising for modern technology gadgets has numerous benefits and opportunities, tech companies and business operators in tech-gadget landscape should keep alert to potential risks and ethical violations that at times arise. Some youth may share some personal information along with the ads which may be biased or misinformation that can adversely propagate at a fast speed and affect a given gadget brand in terms of reputation and market share.

The study underscores a very clear paradigm shift where digital marketing is not just influencing purchasing behavior of youth in the urban areas of Kampala – it is redefining the consumer culture and trends among youth. The future competitive market of modern tech gadgets in Uganda is in the hands of those companies that can effectively navigate and carefully understand with innovation and creativity the spirit, perceptions, motives and tastes of youth in relation to modern tech with demonstrated ability to instantly respond.

## 7. Recommendations

Technology companies should carefully customize modern technology gadgets' advertisements that are put on social media and related digital advertisement platforms to make them more appealing to youth since they have proved and demonstrated potentials to increase purchasing power of youth.

Innovative ways of featuring ads of modern technology gadgets on social media platforms should be adopted for widespread ads coverage and dissemination. This is because youth have a practice of resharing the ads as an unpaid marketing strategy that they term as "continue sharing". This practice has potential of increasing awareness of modern technology gadget brands at no cost from the technology company.

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