

**EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER
BUYING BEHAVIOUR:
A CASE OF MOSHI MUNICIPAL-KILIMANJARO**

**EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER
BUYING BEHAVIOUR:
A CASE OF MOSHI MUNICIPAL-KILIMANJARO**

By

Filomena Faustine Bee

**A Dissertation Submitted to the School of Business in Partial/ Fulfilment of the
Requirements for Award of the Degree of Master of Business Administration in
Corporate Management (MBA-CM) of University**

2019

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by Mzumbe University, a Dissertation/Thesis entitled: *Effectiveness of Advertisement on Consumer Buying Behaviour: A Case of Moshi Municipal-Kilimanjaro*, in partial/fulfilment of the requirements for award of Master's Degree of Business Administration in Corporate Management of Mzumbe University.

Major Supervisor

Internal Examiner

External Examiner

Accepted for the Board of School of Business

DEAN, SCHOOL OF BUSINESS

DECLARATION

I, **Filomena Faustine Bee** do hereby declare that this Thesis/Dissertation is my own original work; it has neither been submitted nor presented for any academic or professional award in any other institution.

Signature.....

Date.....

COPYRIGHT

©

This dissertation is a copyright material protected under the Berne Convention, the Copyright Act 1999 and other international and national enactments, in that behalf, on intellectual property. It may not be reproduced by any means in full or in part, except for short extracts in fair dealings, for research or private study, critical scholarly review or discourse with an acknowledgment, without the written Permission of Mzumbe University, on behalf of the author.

ACKNOWLEDGMENT

My sincere appreciation goes to all who in one way or another helped in one or more of the whole process of study and the subsequent completion of this Dissertation, as well as for the support needed to complete it. I give my heartfelt thanks to the Almighty God who is the source of all knowledge and for giving me an opportunity to pursue my Master of Business Administration in Corporate Management Degree at Mzumbe University and keeping me healthy all the time.

Special gratitude goes to my supervisor **Dr. Hawa Tundui** who from the beginning of this work provided me with solid intellectual guidance, constructive criticism in writing and shaping this study. Her patience and understanding were very important in the realization of this final output for which I am indeed greatly indebted. Sincere appreciations also go to **Miss Nyanjige Mayalla** for her generosity in giving me helpful comments, encouragement, and support; also her positive comments and appreciations inspired me to complete this Dissertation.

Also, I sincerely extend my gratitude to the Management and workers of Bonite Bottlers Ltd for the information and assistance they gave me during my field research. It is through them, that I managed to get data for this study.

Lastly, I would like to convey my appreciation to my family members; my father **Prof. Faustine Bee**, my mother **Mrs. Julieth Bee**, my young brother **Michael Bee** and young sister **Francisca Bee** as well as my daughter **Beninah** for their support, prayers and continuous encouragement in the process.

DEDICATION

To my Lord and Saviour Jesus Christ who strengthens me. To my beautiful parents Prof. Faustine Bee and Mrs. Julieth Bee, you stood up your ground to rescue my life and supported me all the way. Out of all the languages, I have learned so far, never have I found words good enough to thank you. And to my beautiful daughter Beninah this success is equally yours.

ABSTRACT

Advertisement is an imperative in modern business world, the strategy to keep the company profitable and to make maximum customers; the advertisement plays an important role. It has been argued that for the fast moving consumer goods advertisement plays an important role; it helps to develop the brand and positive consumer buying behaviour.

The study adopted cross-sectional research design where the sample of 100 respondents was used to obtain the required information in the study. During data collection process, questionnaires and interviews were used to collect primary data while documentary review was used to collect secondary data. Data were analyzed by using Statistical Social Package for Social Science (SPSS) and presented by using pie charts, frequency tables and percentages.

Findings of the study expose that media is leading the way on customer buying behavior as print advertising, outdoor advertising, broadcast advertising, celebrity advertising and converts advertising are used by Bonite Bottlers in Moshi Municipality but mostly print, outdoor, and broadcast advertising are used more than celebrity advertising and convert advertising in contribute to consumer buying behavior. Furthermore, the study found that advertising has great effect on creating high response market, increase sales volume by creating attraction, creating good will for the product and introduction of a new product.

There are several corrective measures that have been recommended in this study to the potential of manufacturing industries, to the Government is encouraged to increases their follow up to the several matters concerning Bonite Bottlers this including visiting the working place of BBLs in relation to advertising towards consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro, to the Bonite Bottler Limited there should be more teamwork and enough manpower as those present are not enough to carry out such a big work in coordination to Bonite Bottler's activities in the entire country.

TABLE OF CONTENTS

CERTIFICATION	i
DECLARATION	ii
COPYRIGHT	iii
ACKNOWLEDGMENT	iv
DEDICATION	v
ABSTRACT	vi
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER ONE	1
INTRODUCTION AND PROBLEM SETTING	1
1.0 Introduction	1
1.1 Background to the Study	1
1.2 Statement of the Problem	3
1.3 Research Objectives	4
1.3.1 General objective	4
1.3.2 Specific objectives	4
1.4 Research Questions	5
1.5 Significance of the Study	5
1.6 Scope of the study	5
1.7 Limitation of the study	6
CHAPTER TWO	8
LITERATURE REVIEW	8
2.0 Introduction	8
2.1.1 Advertising	8
2.1.2 Effectiveness	8
2.1.3 Measures of effectiveness	9
2.1.4 Behaviour	10
2.1.5 Consumer	10
2.1.6 Consumer behavior	11

2.1.7 Consumer decision-making process.....	12
2.1.8 Effects of 4P's on Consumer Behaviour.....	14
2.1.9 Models on consumer behavior.....	15
2.2 Theoretical Reviews.....	16
2.2.1 Corporate and Comparative Advertising.....	16
2.2.2 Motivation Theory.....	17
2.2.3 Social Marketing Theory.....	19
2.3 Advertisement media used to influence Consumer buying behavior.....	22
2.4 Relationship between Advertising and Consumer buying behavior.....	23
2.5 Advertising Impact on the Purchasing Decision of the Consumer.....	24
2.6 Empirical Review.....	24
2.7 The Conceptual Framework.....	27
CHAPTER THREE	30
RESEARCH METHODOLOGY	30
3.0 Introduction.....	30
3.1 Research Design.....	30
3.2 Description of the Study Area.....	30
3.3 Population, Sample and Sampling Strategies.....	31
3.3.1 Target population.....	31
3.3.2 Sample size.....	31
3.3.3 Sampling techniques.....	32
3.4 Data and Data Collection Methods.....	32
3.4.1 Types of data.....	32
3.4.2 Sources of data.....	32
3.4.3 Data collection methods.....	33
3.4.3.1 Questionnaire.....	33
3.4.3.2 Interviews.....	33
3.4.3.3 Documentary review.....	33
3.5 Data Validity and Reliability.....	33
3.5.1 Data reliability.....	33
3.5.2 Validity.....	34

3.6 Data Analysis	34
CHAPTER FOUR	35
PRESENTATION AND DISCUSSION OF FINDINGS	35
4.0 Overview	35
4.1 Profile of Respondents	35
4.1.1 Age of the respondents.....	35
4.1.2 Sex.....	36
4.1.3 Experience of respondents in the organization	37
4.2 The influence of media on consumer buying behavior.....	38
4.2.1 Print advertising	40
4.2.2 Outdoor advertising.....	43
4.2.3 Broadcast advertising.....	45
4.2.4 Celebrity advertising	47
4.2.5 Convert advertising.....	49
4.3 Relationship between Advertising and Consumer buying behavior.....	50
4.3.1 Relationship between Advertising and Consumer buying behavior.....	50
4.3.2 Effect of advertisement on sales	51
4.4 Effects of Advertising to Consumer Buying Behaviour on Bonite Bottlers Products.....	52
4.5 Effects of advertising on purchasing decision of the consumer.....	54
CHAPTER FIVE	58
CONCLUSION AND RECOMMENDATIONS	58
5.0 Introduction.....	58
5.1 Summary of the Findings	58
5.2 Conclusion.....	58
5.3 Recommendations	59
REFERENCES	61
APPENDICES	65

LIST OF TABLES

Table 4.1: Celebrity advertising.....	47
Table 4.2: Convert advertising.....	49
Table 4.3: Extent at which advertisement has significant effects on sales	52
Table 4.4: Advertisement for future sales	55

LIST OF FIGURES

Figure 2.1 Factors influencing consumer behavior.....	13
Figure 2.2 The Conceptual Framework	29
Figure 4.1 Age of respondent.....	36
Figure 4.2: Sex of the respondents	37
Figure 4.3 Working experience.....	38
Figure 4.4: Extent of the selection of advertising media	39
Figure 4.5: Print advertising.....	41
Figure 4.6 Print advertising image	42
Figure 4.7: Outdoor advertising	43
Figure 4.8: Outdoor advertising image	45
Figure 4.9: Broadcast advertising	46
Figure 4.10: Celebrity advertising image.....	48
Figure 4.11: Relationship between advertising and consumer buying behavior	50
Figure 4.12: Extent at which advertisement has significant effects on sales	53
Figure 4.13: Extent on which advertising affects the purchasing decision of the consumer	54
Figure 4.14: Advertisement towards future sales.....	56

CHAPTER ONE

INTRODUCTION AND PROBLEM SETTING

1.0 Introduction

This chapter presents some concepts and insights about the study including the background information of advertising, statement of the problem, objectives of the study and research questions and significance of the study.

1.1 Background to the Study

The starting place of advertising and marketing dates returned a thousand years in the past, where in sellers in large part used outside to show techniques to demonstrate their services and products. The maximum important dispositions within the global marketing commercial agency were made inside the twentieth century. It is no exaggeration to say that the 20 century has become the “century of advertising”. In view that then, there have been profound adjustments and improvements in the issue of generation and advertising. It’s far inside the twentieth century when advertising and advertising have become so famous on the increased fee of world business production. This becomes the end result of the creation of modern-day methods of making and allotting classified ads, multicolor printing, analogy virtual radio, tv, satellite tv for pc communications, and ultimately, computers and the internet. Advertising and advertising are daily turning into greater professionally prepared and further satisfactory executed (Presbrey, 2009).

Advertising extended dramatically in the USA (U.S.) as industrialization elevated the shipping of manufactured merchandise. On the way to make the most out of this better price of production, business enterprise had to recruit personnel as customers of manufacturing facility products. It did so thru the invention of mass advertising and marketing design to steer the population monetary behavior on a bigger scale (Donald, 2010). In the twentieth century, advertisers in the USA followed the doctrine that human instincts are probably centered and harnessed into the desire to

shop for commodities as a result income of a tremendous product will grow. The tobacco businesses in America have turned out to be vital advertisers so as to promote packaged cigarettes. The tobacco groups pioneered modern advertising techniques once they employed Bernays to create effective associations with tobacco smoking (Donley, 2002).

In Africa, Cadbury Nigeria % a Nigerian organization determined out that advertising and advertising has an extremely good impact on customers' purchase behavior which means that it permits to boom profits turnover (Adeolu et al, 2005). Within the equal view Adekoya, (2011) exhibits that advertising and marketing have helped to powerfully vicinity products or services in the mind of customers to encourage them to repeat shopping the product, the opposition will not have an edge over them. This additionally creates logo loyalty amongst Nigerians and product differentiation amongst specific firms in Nigeria. Akanbi and Adeyeye (2011) decided that there exists a fantastic and huge relationship among advertising and marketing and advertising and marketing and income in which growth of advertising and marketing and advertising and marketing can lead to a boom in profits. Based totally on the give up prevent stop result, it is smooth that industrial enterprise is huge in growing income. That is greater consistent with Adebayo (2012) who determined out that advertising and marketing and advertising is a predictor of income turnover.

With regards to Tanzania, organizations do promote it of their products through distinct strategies to make certain that their turnover is always growing for the excessive profitability of the companies. Some of those groups which depend on their continuity on advertisement are Tanzania Breweries constrained (TBL), Tanzania Cigarette business enterprise (TCC), Twiga Cement, Royal furniture, Samsung, Nokia, Tigo, Zantel Telecommunication corporation in addition to Azam business enterprise with extraordinary products. Their classified ads are completed with; radio, newspaper, magazines, telephones, direct mails, web sites, public assertion or partitions portray (Yahya, 2013).

Advertisements additionally may be seen on the seats of grocery carts, on the airport walls, walkways, on the brink of buses, plane, and taxis. Commercials are usually located anywhere that simply target's the market and often get right of entry to seen and video (Yahya, 2013). The position of advertising and marketing closer to consumer buying behavior of huge enterprise on the level of manufacturing companies has been neglected. Accordingly, this look at has assessed the effectiveness of commercial on purchaser shopping for behavior.

1.2 Statement of the Problem

Items and services are produced to fulfill the changing and growing of shoppers desires. Advertising and marketing has ended up extensively famous or even not unusual advertising weapon in these days' company global of all marketing and promoting weapons, promoting has a most important effect on viewer's thoughts, as its exposure is extra (Katke, 2007). Advertisement can impact on increasing sales of the goods or offerings (Sutherland, 2008). Industrial production of goods and services want advertising and marketing and marketing for numerous critical motives. The primary purpose is that advertising allows publicizing and selling their products to most people thereby helping to enhance earnings (Mccurry, 2009). Counting on the man or woman of the product, advertising and advertising uses the proper media to get the message within the path of to consumers. Secondly, marketing and advertising help to lessen distribution charges because it reaches a mass target audience, therefore, the rate of private promoting and distribution is drastically reduced (Dominick, 2013). thru the numerous media of advertising messages can pass beyond local and countrywide barriers which may moreover have an effect on customers' buying behavior.

Many studies have talked about that advertising campaigns have a positive contribution to the performance of any business assignment in specific approaches. Taylor and Murphy (2010) indicated that small enterprise companies that hire more time constructively on a marketing campaign.

Advertising and marketing marketing campaign consistent with the crucial fulfillment to elements has industrial achievement.

Trehan (2010) indicated that advertising influences purchasers shopping for behavior towards a particular product or service in a small commercial enterprise company. Moreover, Kamber (2002) found a measurable courting amongst advertising and advertising expenditure and income, even after controlling tremendous factors, which includes agency duration and past income boom. Moreover, Akrani (2010) discovered that through suitable advertising small manufactures can eliminate false impression about their products.

The effectiveness of advertising on consumer buying behavior has not been well documented sadly the majority of what has been documented focus a lot on large companies or large business firms. The role of advertising towards consumer buying behavior of the large firm on the level of manufacturing organizations has been ignored. This study aimed to bridge this knowledge gap by assessing the role of advertising towards consumer buying behavior a case of Bonite Bottlers in Moshi–Kilimanjaro.

1.3 Research Objectives

1.3.1 General objective

To assess the effectiveness of advertisement on consumer buying behavior on Bonite Bottlers in Moshi – Kilimanjaro

1.3.2 Specific objectives

- a) To identify the advertising strategies used by Bonite Bottlers Company Limited
- b) To determine the challenges facing advertisement towards influencing consumer buying behavior.
- c) To examine the challenges facing Bonite Bottlers Company through the process of advertisement

1.4 Research Questions

- a. What are the strategies of advertising used by Bonite Bottlers Company Limited?
- b. How does advertising impact the purchasing decision of the Consumer?
- c. What are the challenges facing advertisement towards influencing consumer buying behavior?

1.5 Significance of the Study

The conduct of this research expects to contribute differently to the expectations of different groups of people who were interested in its findings as follows:

- a. The study aims at improving not only the researcher's scope of understanding concerning advertising issues in large firms but also the entire public hence gain exposure to the advertising campaign
- b. To the academicians and other researchers, the findings of this study will build the knowledge base in the discipline by adding on the existing literature on advertising and serve as a basis for further investigations in this area.
- c. To the researcher, the study at is for the partial achievement of the requirement for the award of the Master degree. It has also been an opportunity for the researcher to discover and much understanding of the problem under study.

1.6 Scope of the study

This study focused on the customers buying behaviours as affected by advertisement in Moshi Municipal. The coverage of the study (Moshi Municipal in Kilimanjaro region) was selected because of the presence of Bonite Bottlers company, which is the primarily source of bottle across the county. The study aim was to identify the advertising strategies used by Bonite Bottlers Company Limited, also to analyze the challenges facing advertisement towards influencing consumer buying behavior and

examine the challenges facing Bonite Bottlers Company through the process of advertisement.

Majority of what has been documented focus on contribution of advertisement on consumer buying behavior on large companies or large business firms, while little is known on the contribution of advertisement on the level of manufacturing industries. Thus, in breaching the gap the study focus on the effectiveness of advertisement on consumer buying behavior a case of Bonite Bottlers in Moshi– Kilimanjaro.

1.7 Limitation of the study

Although distinctive hard work has been employed in undertaking this study, there had been some constraints while conducting this research which might have affected the outcome of this dissertation. Initially, this research used small sample of 100 respondents on the single manufacturing industry (Boite Bottlers Limited) which cannot generalize the whole population of Manufacturing Industry in the country.

Moreover, some of respondents began hesitating to fill (answer) the questionnaires that were distributed by believing that they requested touchy questions on their position and may affect their earnings. Because of the mentioned reason some of the respondents may not provide honest answers to the questionnaires. In order to solve this problem, clearly elaboration was given to the respondents together with submitting the data collection letter given from the University so as they can believe that the intention of the study was for educational purposes.

The study was limited by the availability of the organization staffs who were too busy during office hours to fill the questionnaires. Most of them being out on the fields and the once available were few to meet them on such circumstance. To mitigate this problem the researcher took long to collect data, further, the researcher made numerous phone calls to increase the response rate.

Finally, for the reason that respondents have been dispersed in distinct place, a few problems have been faced in offering orientations and collecting the responses as the employees are busy during working hours.

Therefore, the only solution for this limitation was to offer short orientation to each respondent regarding the research conducting so as to simplify data collection and obtain their fully responses.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviewed the relevant literature available that focuses on the contribution of advertising on consumer buying behavior. It also focused on the researches done by others on consumer buying behaviour

2.1.1 Advertising

Longe (2001) defined advertising and marketing as any non-public paid form of non-public communicate it's directed to the clients or aim audiences via several media that allows you to provide and sell a product, services, and plan. Wells (2000) defined the term advertising as “a paid non-non-public conversation from recognized sponsor the use of mass media to impact or persuade target market”. The numerous competencies of marketing and promoting highlighted in this definition, the most critical are the persuasion disadvantage that's the result of the relaxation of the capabilities. A commercial need to have the potential to differentiate one service or products from others in case you need to provide a preferred persuasive result.

2.1.2 Effectiveness

Effectiveness: Commonwealth of Australia (2013) provides a clear definition of effectiveness because the volume to which the objectives set out in software, plan or policy is completed. The targets may be starting from broad or narrow. Accordingly, effectiveness is measured in terms of outputs. This is whether the outputs are in keeping with the goals.

Effectiveness is typically measured relative to each lengthy-time period and brief-term desires of an organization. All companies normally aspire to be the nice in what they do and the manner closer to such high standards is through being effective in terms of the goods or offerings that the respective companies provide.

The degree normally differs relying on the dreams of an enterprise. A few corporations rely totally on the goal that they have got to make income. The earnings on going back capital are the benchmark of ways properly the sources were allotted and spent. But such a trademark does now not measure and replicate what the company is doing presently.

Expertise in the relative context of the feature being measured is the first step in measuring effectiveness. Thus, to measure effectiveness ought to recognize the middle functions of the organization, the contemporary practices and their implications on the future performance of the organization. Moreover, one ought to understand the long-time period and quick-term desires of a business enterprise.

2.1.3 Measures of effectiveness

Effectiveness is measured differently depending on the outputs:

For example, in the health sector, the measures of effectiveness include the following:

Reduced hospitalization time and cost: In this case, the elderly when provided with special care starting from the registration stage, it is expected that it would reduce hospitalization time as well as cost. A study by Mickan (2005) showed that primary care provided to the elderly by a special team helped to reduce hospitalization time as well as cost.

Enhanced patient satisfaction, acceptance of treatment and improved health outcomes: Mickan (2005) in his study points out the actual fact that health services are considered to increase positive results only when it leads to enhanced patient satisfaction, acceptance of treatment and improved outcomes. The report stated that the provision of special treatment to the elderly led to an improvement in the health status of the patients, perceived quality of the services as well as improved patient satisfaction.

Improved accessibility and appropriateness: In this aspect, the Commonwealth Australia (2013) provides that for health services to be considered effective, the outcome of any program, plan or policy should be improved access and appropriateness of the health service.

In this study, the effectiveness of advertisement is in the sense that, continuous advertisements lead to an increase in sales. Thus, to get the best results of the effectiveness of advertisement is through comparing the sales before and after the advertisements.

2.1.4 Behaviour

Defining behavior needs to be each observable and measurable so that everybody can recognize. Within the phrases of Alberto and Troutman (2003), the behaviour is “each movement by way of someone that may be seen or heard.”

In keeping with Minton et al, (2014) behavior is “the version of movements and manners created by using people, organisms, structures, or artificial entities at the facet of themselves or their surroundings, which incorporates the opposite systems or organisms spherical in addition to the (inanimate) bodily surroundings. Its miles the response of the system or organism to various stimuli or inputs, whether outside or inner, conscious or unconscious, seen covert, and voluntary or involuntary.

Walters (1974) argues that “human behavior encompasses each perception, feeling or motion through human beings. This means that each belief, reason, sensation, and desire that created every day, is classified as human behavior”.

2.1.5 Consumer

Walters *et al*, (1974) defines a consumer as an individual who is a buyer of products or services, has the capacity to buy, goods and offerings provided for sale by means of advertising and marketing institutions therefore fulfil private or family needs, wishes, or goals. “as the result of the definition that highlights the necessary fact that a customer is an individual, then one has to draw attention upon human behavior.

2.1.6 Consumer behavior

Consistent with Dowhan, (2013), customer behavior is “the techniques customers undergo and the reactions they want to have toward the goods or services.” This on occasion has to do with the way items or services are used, the techniques through which consumers go through once they move around getting and ingesting goods and services (Szwacka-Morkycka, 2015).

Having diagnosed their wishes, and needs, the purchasers undergo a sure challenge to meet the desires or needs. It's far termed because the strategies that the purchasers undergo when being customers, and it consists of key elements which include quantity spent, the styles of products purchased, the frequency of purchases, and the elements that influence the buyers when making the choices on whether to buy sure products/offering or not.

The factors that have an impact on the selection of shopping for or no longer shopping for sure products consist of internal elements which can be attitudes, choice reasons, options, and perceptual processes. The outside factors embody advertising and marketing spots, social and monetary elements.

Mowen (1993) offers a one-of-a-kind definition of behavior in the terms that “it's far the look at of "... the take a look at of the shopping for devices and the trade techniques worried in obtaining, ingesting, and doing away with gadgets, services, stories, and ideas".

This definition specializes in buying gadgets in trial and encompasses now not handiest the man or woman but moreover businesses that buy services or products.” Schiffman (1997) determined that buyer's behavior is “the behavior that customers show in looking for, buying, using, evaluating, and eliminating products, offerings, and ideas.” Schiffman & Kanuk (1997: 6-7) complex on the definition through explaining that “patron behavior is, consequently, the take a look at of methods human beings decide to spend their time to be had assets (time, money, effort) on consumption-associated gadgets.

It observes what, why, whilst, in which and the frequency they purchase and the manner they use the bought product. Additionally, it includes all of the behaviors that customers display in searching out, shopping, the use of, evaluating and doing away with merchandise and offerings that they expect can fulfill their dreams.”

2.1.7 Consumer decision-making process

In the first place, the purchaser recognizes a want or a need which inside the actual feel has not been happy. The client is then driven via the want to look for the data. While the want is of low involvement, the hunt is usually inner, while they want is of excessive involvement, the hunt becomes more intensive concerning the customer going through several publications, advertisements, reading reviews and at times even asking partners approximately the need or want.

The method then incorporates a step whereby the purchaser attracts an evaluation among alternatives, makes comparisons among prices, pleasant, and thus thinning the line of selections by using deducting the goods till best one product is left. Having gone via this whole process, then the consumer purchases the product (Perner, 2008).

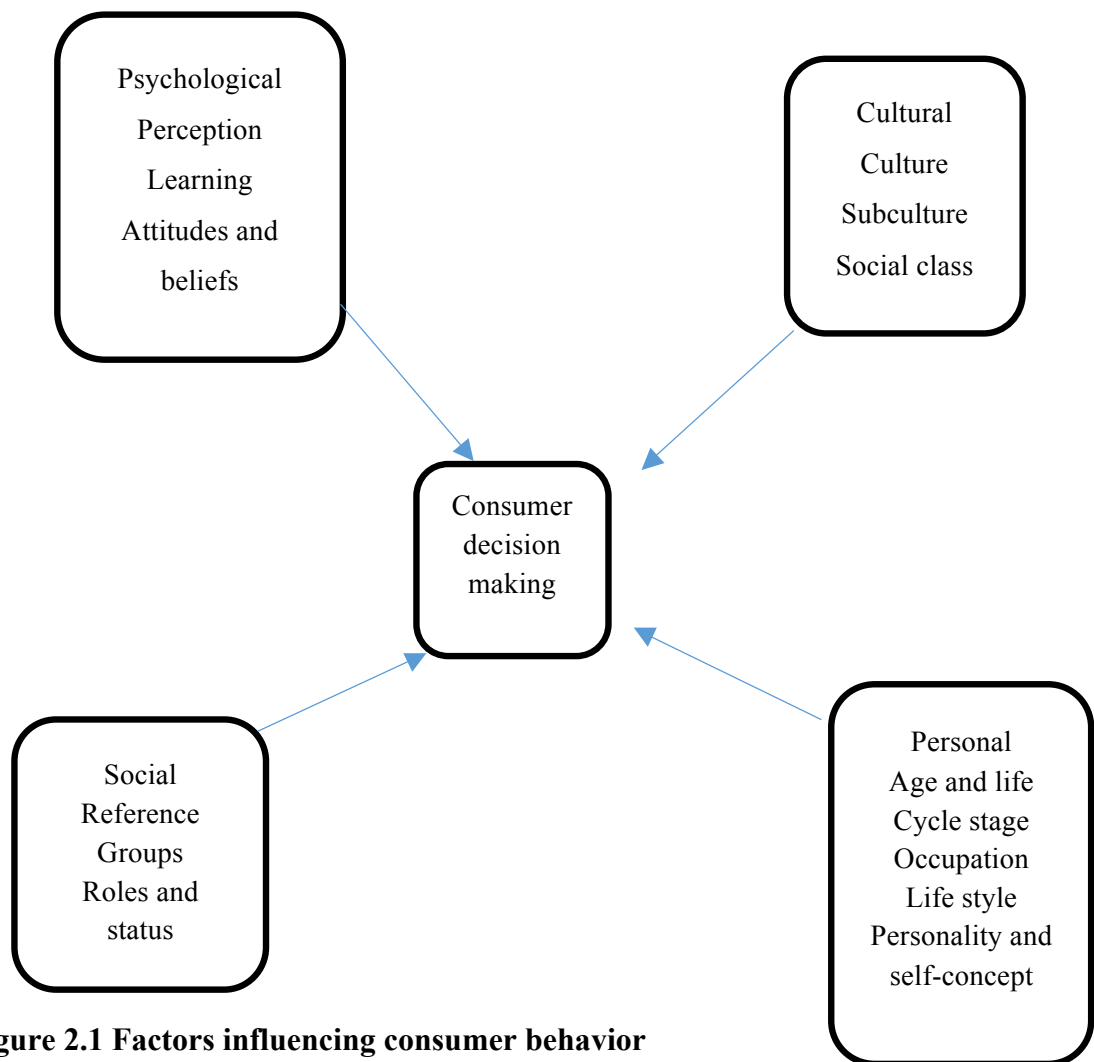


Figure 2.1 Factors influencing consumer behavior

Source: Researcher's own construct (2018)

2.1.8 Effects of 4P's on Consumer Behaviour

The normally regarded 4p's represents price, promotion, and product and place (Clemons, 2008). Clemons (2008) argues that "buyers behavior is affected by using business to consumer advertising, therefore a prominent marketing tool, the four (4) P's would possibly have an impression on purchaser's conduct. The worthiness of a good or carrier is basically determined via the market, as businesses set their price to be the same to that of different enterprise that enables you to be competitive by creating more financial gains.

In the case that the prices of the products are high in the market, the consumers are usually left with no other choice other than purchasing less and use purchased goods for longer periods of time. Thus, this means that the products are purchased less often. In the case of when the prices for products found in the market being low, the consumers are likely to purchase more products and more often than before. Clemons (2008) argues that "the means of promotion influence shoppers behavior has been modified over time. In the past, large promotional campaigns and other advertising would convert into sales for a business, but nowadays businesses can succeed on merchandise with small or no advertising."

From such experiences, advertising directly influences consumer behavior. Despite the fact that advertisements are said not to play a big part in the business succeeding or not, it is still recognized as an essential part of business growth. The downplay of advertisements has happened because of the increase in the use of internet, particularly social media. Consumers nowadays rely on the information passed around through word of mouth and the way products trend online. Clemons, (2008) argues in addition that, "promotion by using companies does not essentially cause buyers behavior trending towards the purchase of the products. The way that product impacts clients behavior is through buyers willingness to pay, and consumer choices. This implies that despite the fact that employers were to have an extended record of products inside the market, shoppers will, however, pick a much less high-priced

product over the employer in query's product if it way they will pay a lot much less for something that is terribly comparable.

This is because of client willingness to pay, or their willingness to pay less money they've got. The product also affects buyers to conduct via purchaser decisions. As an instance, take Pepsi vs. Coca-Cola, a Pepsi drinker is less in all likelihood to buy Coca-Cola, despite the fact that it's way cheaper and more convenient. It is because of the choice of the customer, and regardless of how hard the opposing employer attempts they may now not be capable of forcing the consumer to change their thoughts. Product placement in the present day technology has less influence on patron behavior, because of the supply of goods online. If a customer can purchase a product from the comfort of their domestic rather of purchasing in-keep, then the placement of the product is not going to influence their purchasing decision.

2.1.9 Models on consumer behavior

The Marshallian Economic Model

In light of this model, the individual consumers are said to spend their money on goods that are perceived to offer the highest amount of satisfaction relative to their personal taste as well as prices.

The origin of this model is drawn back to Jeremy Bentham and Adam Smith. Adam Smith in his writings concluded that a man is pushed by self-interest in all actions directed towards others or oneself. Bentham in his own works on increasing utility argued that a man calculates pains and pleasures before engaging in certain actions. Bentham argues that a man engages only in actions that increase the marginal utility.

The proposed arguments by Alfred Marshall mainly aimed at realism is based on his method of closely examining the effect of change in a single variable. That is all other variables have to be held constant, in economic terms "ceteris paribus". The methods by Alfred Marshall have been reflected in the modern marginal utility theory.

In his works, Marshall used money as “the usual denominator of other physical needs, where the price of gratifying a specific want can be equated and in comparison with different needs in terms of expenses”. The primary hypothesis drawn from this model is that “the decrease the price of an alternative product, the greater the sales of the artificial product might be.”

Veblenian Model

This model as propounded by Thorsten Veblen is mainly based on his findings. According to Gould (1979), “a person is deemed to be a so-referred to as *social animal* where man conforms to norms of its larger tradition and to more unique requirements of sub-cultures and face-to-face agencies wherein people operate.” This leads to the implication that cutting-edge institution memberships mold human behavior and wishes.

The hypothesis drawn from the version via Veblen is that: “for the so-known as leisure elegance, a super portion of financial intake is influenced and encouraged by prestige in search of and now not on desires or satisfaction.” The proponent of this version placed emphasis on emulative factors that normally have an effect on human beings whilst buying products which are considered conspicuous inclusive of cars or even items with low charges which includes sugar and salt.

Modern theorists perceive the model to be overstated and drawn on mere assumptions which lack application in real life. A final comment on the version is that “despite the fact that Veblen was now not the primary investigator to comment on the have an impact on of social elegance on human behavior, the incisive quality of his observations inspired in addition investigations.”

2.2 Theoretical Reviews

2.2.1 Corporate and Comparative Advertising.

Company advertising goes past relations and product or brand advertising and marketing. It aims at developing and enduring the favorable influence of the

organization and establishing corporate dignity. Gambett (1982) cited by using Adekoya, (2011) defined how businesses use corporate advertising and marketing, why they do and under what conditions it is beneficial. He surveyed in 500 commercial and 250 non-business agencies and from his observations, many groups have been related to corporate marketing which is divided into 3 foremost issues: problems advertising, financial relation advertising, and image building. Difficulty advertising is carried out by corporations in reaction to what they recall to be threatening legislative or social interest. Monetary relation advertising is assumed to stimulate the interest of potential customer and image building to set up identity or get some inaccurate view about the firms. Large companies use it to simplify and make a clean public picture. Comparative advertising then again is the way marketing and advertising and marketing of the organization's product with regards to its competitors.

Buchanan & Goldman (1985) noted with the resource of Aromowole, (2000) said that comparative advertising is hard, sour, interest to rubbing away of the say "we're higher than the competitors". But, this marketing can lead a corporation to prison in form, wherein competition can sue it claiming it distorted the records or even invented them. It was said that one is vulnerable to civil movement if he misrepresents the nature, trends, or geographical beginning on his or her person's, services or business activities. Comparative advertising uses two kinds of information; this is based on objective information or commonly smooth to a firm, whilst those primarily based on subjective purchaser product check are in a form that more humans choose x to y or y is ideal as x but the expenses are much less.

2.2.2 Motivation Theory

The examiner revised Protection Motivation Theory (PMT) model which is based on Rogers' (1983), wherein PMT model began in 1975 and become used to assess behavioral trade in regards to practical social development aspects inclusive of an advertisement on purchaser shopping for behavior. The MPMT version makes use of cognitive techniques: threat appraisal and coping appraisal. Risk appraisal consists of

the severity of social troubles like lack of getting entry to social safety and the perceived probability that trouble would possibly arise with a purpose to result in loss of potential to work. Copying appraisal consists of the perceived capability of a coping behavior to dispose of the opportunity of turning into relatively terrible (response-efficacy) and the individual's perceived capability to perform the coping behavior (self-efficacy, e.g., the actual price of contribution in pension schemes).

In the MPMT version, the end result of the chance and coping appraisal is that the aims to provoke, maintain, or inhibit the applicable adaptive responses. The goal is employed due to the fact intentions successfully are waiting for the behaviour if: intentions are measured on the identical level of specificity and the intentions remain solid (Prentice Dunn & Dogers 1986).

Behavioral intention refers back to the situation' agreement with statements expressing an easy explanation to have interaction in a few behaviors (Sapp, 1991). preceding studies in PMT have desired to encourage people to make the choice to simply accept the economic on client shopping for behavior company entrepreneurs' pointers and that they show that behavioral intentions are an index of the results of persuasion (Rogers & Prentice-Dunn, 1986).

Within the MPMT version, the result of the threat and coping appraisal is the purpose to electrify, preserve, or inhibit the relevant adjustive responses. The intention is employed due to the fact intentions correctly are anticipating conduct if: intentions are measured at the same degree of specificity and the intentions continue to be stable (Prentice Dunn & Rogers 1986). Behavioral purpose refers back to the situation's settlement with statements expressing a clear rationale to engage in some behavior (Sapp, 1991). Previous analysis in PMT have wanted to encourage humans to make the choice to just accept the advertisement on buyers buying behavior provider entrepreneurs' tips and they show that behavioral intentions are an index of the outcomes of persuasion (Rogers & Prentice-Dunn, 1986).

2.2.3 Social Marketing Theory

The origins of social marketing are determined in sociology within the early 1950s via G.D. Wiebe (1951-52) who examined commercial enterprise on consumers buying behavior. Wiebe (1951-52) requested, “why can’t you promote brotherhood together with you sell cleansing cleaning soap?” regarding the effectiveness of promoting commodities (gadgets) and the relative ineffectiveness of promoting social reasons or mind. Social advertising and marketing is “the software program application of commercial advertising and promoting era to the analysis, making plans, execution and assessment of applications designed to persuade the voluntary behaviour of targeted audiences on the way to enhance their private welfare and that of society of which they may be a detail” (Andreasen, 1994) and might be defined as a technique that makes and presents charge to humans so as to influence their behaviour (Kotler, Lee, & Rothschild, 2006 noted in Kotle r& Lee, 2008)

The origins of social advertising and advertising and marketing are determined in sociology in the early 1990s via G.D Wiebe (1951-fifty two) who examined industrial on consumer shopping for behavior. Wiebe (1951-fifty two) requested, “why can’t you promote brotherhood together with you promote cleaning cleansing soap?” concerning the effectiveness of promoting commodities (items) and the relative ineffectiveness of promoting social motives or mind. Social selling is “the software application of commercial enterprise marketing generation to the analysis, planning, execution and analysis of packages designed to influence the voluntary conduct of goal audiences as a handiest manner of strengthen their personal welfare and that of society of which they will be a detail” (Andreasen, 1994) and may be defined as a way that creates and presents rate to human beings in an effort to influence their conduct (Kotler, Lee, & Rothschild, 2006 cited in Kotler & Lee, 2008).

As a result, social advertising is a useful method in influencing people’ well being and their behaviors. The floor roots of social marketing and marketing and marketing and marketing are located in artwork through Kotler and Levy (1969) who suggest that advertising and marketing and advertising may also be a socially useful and

thrilling, increased beyond the marketing of products in the path of the marketing and advertising and advertising and marketing of services, humans, and in the end mind. The idea of social advertising and marketing come to be greater formally described and described with the useful aid of Kotler and Zaltman (1971) due to the fact the design, implementation, and control of applications calculated to steer the acceptability of social mind and regarding troubles of product producing plans, pricing, communication, distribution and advertising and marketing studies.

Basically, this definition refers to the usage of the advertising mix to persuade customers' uptake of mind (and subsequently behavior). There have been many definitions for social advertising, however, what's constant across many definitions is that social advertising and advertising is the software program of commercial advertising and marketing data, for the achievement of individual gain, in addition to societal benefit (Dann, 2008). The achievement of those benefits centers on a few forms of behavior trade or amendment that is on the same time beneficial to the man or woman who performs the same behavior to the society that they live in complete of diverse human beings internal that society. factors of social advertising and promoting that form the social advertising and advertising and marketing theoretical framework for this thesis accommodates of a patron-targeted awareness (Kotler & Lee, 2008), voluntary behavior of people (Kotler et al., 2002), and motivation, possibility, and potential (moa version) (Macinnis, Moorman, & Jaworski, 1991).

Social advertising and marketing advertising and marketing is thought to have been implemented through the governments to influence public opinion or teach most of the people (Kotler& Roberto, 1989) generally inside the past in social problems alongside the HIV or AIDS campaigns in the 1990's or in battle propaganda within the 19940's (Donon & Henley, 2003). The government carries out an important function in making sure that residents act collectively in an excellent manner to benefit community dreams (Ryan, Parker and Brown, 2003). If citizens now not perform the preferred behaviors, the government has the authority to extend techniques in the manner to result in the excessive outstanding behavioral change of its citizens.

Those techniques can both be carried out as policy (regulation), training, or via the implementation of social advertising programs (advertising). Those 3 methods are outlined with the aid of Rothschild (1999) as techniques which are effective in public fitness control. But, there was huge reliance on training and regulation with a purpose to gain community desires and in assessment, a neglect of the usage of social advertising (Rothschild, 1999).some war of words exists amongst students over the region of legislation in social marketing interventions. On the same time as Rothschild perspectives a distinction among regulation and social marketing and promoting, others advise for its appropriateness and use as a part of an included social marketing and promoting intervention effort (Hoek& Jones, 2011).

Schooling is beneficial in improving buyers' capacity and influencing attitudes (Rasmuson, Seidel, Smith, & booth, 1988), people still should provoke motion on their very own. it's miles vital to expand processes to rent of every one of the strategies for you to increase a blanketed strategy to behavior trade and preservation. In a few situations, training campaigns can be visible as insufficient and the use of training in a holistic social advertising and marketing intervention is seemed by way of a few as being greater powerful than education alone (Donovan, 2011).

Social advertising and marketing and promoting is the best theoretical framework to apply all through this observe due to the fact the current use of marketing and advertising and advertising theories is rampant within the enterprise context (Laing, 2003). Whereas advertising and marketing and selling theories are also are employed in mastering public services, the theories are used from business thoughts-set (Caruana, Ramaseshan, & Ewing, 1997; Walsh, 1991). This demonstrates a lack of use of marketing and advertising theories in public services research from a non-industrial, social marketing mindset.

It is very vital to use marketing and its theories from social advertising and promoting attitude to analyze public offerings due to the fact public-area agencies which incorporates public authorities offerings (at the side of public fitness services) are seen as sellers of social exchange in society (Laing, 2003).

Governments play a completely important characteristic in shaping society (Ryan et al., 2003) and within the area of populace fitness; authorities' provision of public health services is one such way to shape society. It's miles been stated that public services like health offerings provide direct advantages to the customers of these offerings, in addition, to deliver wider social advantages to the community (Laing, 2003).

This is an evaluation with personal health services that are a good deal much less involved with societal effects and further involved with the customers who use their services. For example, "for-income" hospitals simplest cater to three segments of the population inclined to pay for delivered services (Poullier, 1986), in place of the complete populace no matter the disposition or capability to buy for.

2.3 Advertisement media used to influence Consumer buying behavior

Newspaper: the ones are divisions of print media owned through either the authorities or person firms. There are main media posted day by day, weekly, or even month-to-month national, kingdom, or nearby foundation. they're bought and have a look at in large part, they're acceptable for advertising and marketing new products or new developments on present-day products. This media is used because they may be extensively examined; bring a number of information and the value of information is comparatively low (Kagotho, 2011).

Magazines: it is some other department of print media. There are numerous styles of magazines on the aspect of health magazines, splendor, gossip, enjoyment, sports activities sports, and so forth. Statistics about new and modern-day correct is positioned there to draw a particular segment of the society (Abiodun, 2011).

Radio: Globally, radio stations are critically increasing in variety and types currently, for this reason giving room for much broader coverage. This is some different easy way of passing message throughout to the majority (Okeji, 2008).

Television: This has created a big effect within the place of industrial. Advert via the tv has impacted manners of attaining consumers who've to get right of entry to tv gadgets. Advertisements on television are confirmed on super-stations and additionally on cable or pay television (Adebayo, 2012).

Billboard: A billboard is large outdoor advertising and promoting structure (a billing board), generally discovered in excessive visitors regions together with busy roads. Billboards gift large labeled to the passing pedestrians and drivers, every so often displaying large, ostensibly witty slogans, and special visuals, billboards are exceptionally visible inside the pinnacle unique of the market regions. Stardoms have plenty of this all over the United States of America of and mostly on the highways connecting one-of-a-type states. They regularly select a strategic function to erect their billboard in an effort to get the information throughout to the target market (Kagotho, 2011).

2.4 Relationship between Advertising and Consumer buying behavior.

Advertising for producers has numerous advantages like promoting products due to the fact human beings become aware of the existing services and products and assemble them buy. Earnings increases, however, improving the income showcases higher name for more manufacturing through advertising corporations speaking new product to customers in an effective way and low-cost price. Advertising and marketing simplify the mission of the shop clerk and allows clients to obtain out to new products (Chowdhury, 2011). Similarly, through marketing an organization you can compete with others, similar to the usage of an aggressive fee to its services and products. Manufacturers also can eliminate misconception approximately their products via the best marketing and promoting (Akrani, 2010).

Bamiduro (2001) confirmed that there's a powerful awesome relationship amongst earnings vending dimensions and earnings extent of the beverage commercial organization. Oyedapo, Babatunde and Jeleel (2012) accomplished analysis on the effect of income goods on organization effectiveness in a Nigerian manufacturing organization and their findings placed that the adoption of sales promoting

dimensions drastically influences the effectiveness of beverage organization.

2.5 Advertising Impact on the Purchasing Decision of the Consumer.

Adeolu, Taiwo, and Matthew (2005) sought to require a look at the have an effect on of advertising on clients' purchase of Bournvita, actually one among the goods manufactured by Cadbury Nigeria Public Limited Company (PLC). They found out that selling and advertising has a main effect on clients' choice for Bournvita and it has, in no small degree, contributed to its achievement. Inside the identical view Adekoya, (2011) reveals that advertising and promoting has helped to position products or services strongly in the mind of the buyers so that it will inspire the repeated purchase of the product, just so the competition will now not have a factor over them. This furthermore creates more loyalty and product differentiation

2.6 Empirical Review

Okeji (2008) studied on powerful advertising and promoting as a powerful advertising and marketing tool in Nigeria with proof from the food and liquids industry. He utilized the whole sample of 50 individuals of a team of workers of the Nigerian bottling corporation as respondents to analyze their perception regarding the effectiveness of advertising as advertising and selling tool inside the employer. The examiner ascertained that advertising contributes undoubtedly to the income of the Nigerian bottling organization as depicted through 100% reaction charge.

The study was carried out in Nigeria environment which isn't the same as Tanzania in financial angle and become based totally a whole lot on organizations which do not rely on beneath any population in Moshi Municipal so it is hard to draw generalization.

Akeen (2011) studied on clients' mindset toward internet advertising and online income the usage of MNT Nigeria as a case examines. Within the observation, a clean random chance sampling technique, clean frequency tables, and the chi-rectangular statistical tools have been observed for information analysis.

The finding has proven that there can be courting among the availability of uninterrupted energy supply and powerful internet advertising and online sales. The study was too specific and based mostly on online advertising and ignores alternative advertising medium and failed to justify the effect of online advertising to Population in Moshi Municipality.

Yahya (2013) studied the contribution of advertising on sales improvement with a case study of Zanzibar Bottlers Limited. By using descriptive case study, the findings revealed that advertising contributes much on sales improvement whereby 88 percent of the respondents said informative advertising affect sales of ZBL, 80 percent said remaindering advertising affect sales improvement and 64 percent have replied that persuasive advertising affects sales improvement. The study failed to identify which medium for advertising is more effective on influencing sale performance of Population in Moshi Municipality.

Abiodun (2011) studied the impact of advertising and selling on earnings amount of Starcomms Plc. They have a look at used frequency tables, probabilities and chi-square to set up the relationship between advertising and promoting and sales amount of the employer. Despite the strive made with the useful resource of organizing relationship among advertising and earnings volume of the employer. The examiner failed to surely reveal the impact of marketing at the buyers shopping conduct of population in Moshi Municipal.

Park (2007) research aimed at figuring out the effect of online purchaser critiques on making purchasing choices. the study discovered 3 findings which can be the quality of online critiques has a positive impact on purchasers' buying intention, buying aim increases as the variety of critiques increases and coffee-involvement clients are stricken by the amount instead of the excellent of evaluations, however excessive-involvement purchasers are laid low with overview quantity mainly while the overview quality is high. These findings have implications for online dealers in phrases of how to control online patron evaluations.

Chakraborty, Hossain, Hazad, and Islam (2013) did the study on sales promotion and advertising. It used the data thru questionnaire, surveys, website online visits and walk-through investigations which have been the number one foundation of the study paintings aiming at demonstrating the effect of income merchandising and advertising and marketing concurrently on customer's shopping conduct. The look at discovered that income advertising and marketing is a lot greater powerful in low involvement class merchandise wherein an easy promotional signal can lead the consumers to buy a product.

Adeyanju (2007) rightly located that, "radio is straightforward media in language, easy in producing and transaction in nature. It's much less expensive than TV, we've got community, United States or even non-public radio stations in Nigeria". Because of this truth, buyers of a product usually hear extra benefits. The manufacturer makes use of this media as it's located in all country to immediately speak. The TV and print media are not constantly disregarded inside the race to the widest marketplace, although it's very high-priced to run an ad on a normal fundamental, this producer will haven't any opportunity than to amplify its advertising and selling techniques if you need to bring along all of the buyers due to the competitive nature of the enterprise..

Kidiru (2006) in his study titled; An assessment of the effectiveness of promotion on sales volume a case study of Mbeya Cement Company recommended that organization have to use a room or opportunity for improvement particularly in promoting its services to potential users and also organizations should be reviewing their promotional tools to ensure effective promotion programs.

Emmanuel (2007) in his research study the impact of sales promotion on firms' performance a case study of Tanzania Breweries Limited found that sales promotion is an effective means of increasing firm performance. It was observed that TBL products are the most fast moving in the market and this is a result of good application of promotion.

Ksenia (2013) performed and examined on packaging designs as a marketing device and choice to buy. The reason of purchasing the product depends on customers perception on one in every of a kind layout factors of a milk package deal and to provide vital facts for the corporations approximately the customer appeal and importance of design attributes from the consumer factor of view. The theoretical framework modified into primarily based on the secondary facts (articles and books) and included middle requirements of packaging, packaging layout, client behavior and patron notion and purchaser attraction. The combined approach turns into decided on for obtaining and studying the research outcomes. Quantitative facts became gathered from 30 questionnaire responses and changed into analyzed with the use of Microsoft Excel.

The results of advertising discovered the importance of packaging layout in customer shopping for behavior. With the aid of analyzing the patron perceptions, it was found out that the packaging layout element along with image, coloration and product facts play a key function in choice making and ensure customer's interest. Based totally at the findings, it turned into defined that a hit milk packaging design is probably created with the aid of the use of the cooperation among the client and the agency. Similarly, studies must check out one of a kind product packages' format element. Consistent with Kuvykaite (2009) conducted a study about the impact of a package deal on buyer's buying choices. The consequences show that packaging attracts the client's attention to a particular brand, complements its photo and influences a client notion about a product. It was concluded that the impact of package elements on customer buy selection can be stronger.

2.7 The Conceptual Framework

Conceptual framework is absolutely a model on how one idea makes logical experience of the connection some of the numerous elements that have been diagnosed as vital to the research problem (Sekaran, 2003). This is a description outline presentation of the variables (independent and dependent variables) to be studies and the hypothetical relationships between and among the variables.

The conceptual framework of this study as shown in figure 2.2 below, narrates the factors for the effectiveness of advertisement on consumer buying behaviour on Bonite Bottlers in Moshi – Kilimanjaro. These factors (independent variables) namely; advertising strategies used by Bonite Bottlers Company Limited, challenges facing advertisement towards influencing consumer buying behaviour and challenges facing Bonite Bottlers Company through the process of advertisement. Where measured against the dependent variable which was the customers buying behaviour, to know the contribution of each independent variable.

Following in figure 2.2 below is the conceptual framework which shows relationship between variables of the study.

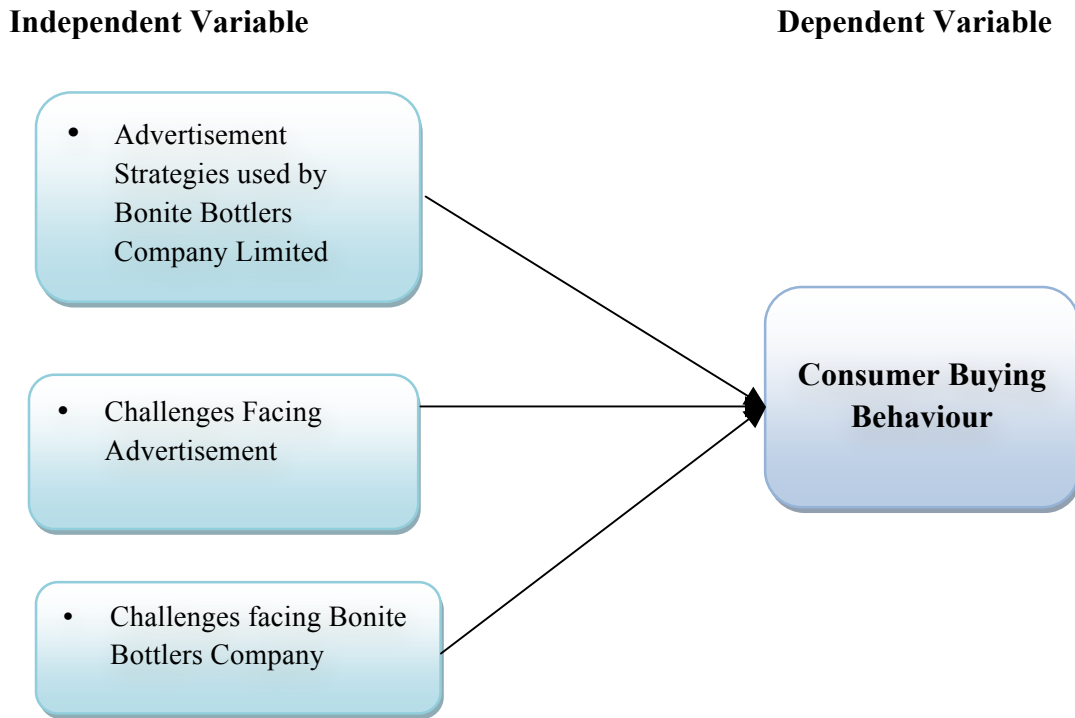


Figure 2.2 The Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

Research methodology can be described as the logical approach used to discover or search solutions regarding research problem (Kothari, 2004). This chapter contains a description of the methods and procedures that were used to carry out the study and answering the research question. It provides an outline summary concerning the methodologies to be adopted and used in this study. It describes the Research Design, Study Area, Sample, and Sample Size, Sampling Procedures and methods, Data Collection Methods, Validity and Reliability, and Data Analysis set up.

3.1 Research Design

According to Mcmillan and Schumaker (2001), the research design is a plan for choosing topics, research sites and records series strategies to answer the research questions. The study adopted a survey studies design under which a cross-sectional research design was used. This is often as a result of cross-sectional design entails the gathering of statistics at a single point in time as a way to gather a frame of quantitative information.

3.2 Description of the Study Area

The study was carried out in Moshi Municipal in Kilimanjaro vicinity. Bonite Bottlers employer restricted offers with the production of gentle drink and imparting them to other regions in Tanzania.

Bonite Bottling restrained (BBL) is Franchise organization operating beneath lances of Coca Cola Company in U.S.A subsidiary of the IPP group of companies, Bonite's primary plant is located in Moshi within the Kilimanjaro location of northern Tanzania. BBL additionally bottles its own logo of bottled water: Kilimanjaro drinking Water. The organisation operates in four foremost areas of Northern Tanzania - Kilimanjaro, Arusha, Manyara and Singida The styles of soda drinks produced via BBL organization include Fanta Orange, Fanta ardor, Spaleta Minute,

Spaleta Citrus, Stoney Tangawizi, Coca-cola, mild Coke, Sprite, sour Lemon, Fanta, Black Currant, Kilimanjaro drinking Water, Crystal, club soda, Ginger ale, Tonic.

The examiner area turned into chosen with the intention to apprehend the function of advertising and marketing toward client shopping for behavior of the big firm on the level of producing organizations.

3.3 Population, Sample and Sampling Strategies

This part of the chapter provides data about the target population, sample size and sampling techniques to be adopted and employed in this study. Primarily, the researcher focuses on the systematic approaches which can be used to acquire the target population and the sample.

3.3.1 Target population

The target population for the study involved consumers of BBL products in Moshi Municipality and employees at BBL. Within these groups, the sample units to be included in the study is drawn for its completion since they are common consumers of the BBL products.

3.3.2 Sample size

According to the National Census (2012), the population in Moshi Municipality is 184,292 people. The sample size was calculated by the following formula:

Sample Size

$$n = \frac{N}{1 + N(e)^2}$$
$$= \frac{184,292}{1 + 184,292(0.1)^2}$$

$$= 99.9$$

$$n = 100$$

So total number of sample size is 100 respondents as consumers and 20 employees of BBL.

The sample size to be used in this study was 120 respondents.

Due to the unwillingness of respondents, only 80 respondents were responded

3.3.3 Sampling techniques

Purposive sampling method was used in the selection of employees of Bonite Bottlers Company. The rationale for choosing it is due to the high demand for experts in the field of study. This involved the selection of respondents with skills and knowledge on the effectiveness of advertisement on buyer buying behavior. A purposive sampling technique was based mostly on the researcher's own judgment about what element should be used to meet the requirement for the purpose of the study. Thus the researcher purposely targeted employees using the best judgment to meet the right information from respondents for the purpose of the study.

Also in this study convenience sampling was used in the selection of buyer within the study area. Advantages of convenience sampling are that it is easy to obtain, the samples were accidentally chosen and the sample selection is continued until the required sample size of 100 respondents has been reached.

3.4 Data and Data Collection Methods

3.4.1 Types of data

This study used both primary and secondary data which was collected from appropriate sources. The integration of the two approaches resulted in better measurement and analysis of the data.

3.4.2 Sources of data

Primary data was collected from people in Moshi Municipality and employees at BBL and key informants (such as sales manager, production manager at BBL) by using questionnaires and interviews; whereby secondary data was collected from BBL annual reports and various documents that are related to the study objectives.

3.4.3 Data collection methods

This part of the study includes methods that are used to collect information from customers and the expected respondents as a whole. The methods are questionnaire, interviews and documentary review as explained below;

3.4.3.1 Questionnaire

Questionnaire: a set of preset and structured questions was given to the respondents. A researcher obtained data by providing questionnaires which have both closed-ended and Likert scale questions, where customers and employees of BBL participated to answer those questions by looking at the objectives.

3.4.3.2 Interviews

An interview conducted at BBL used to complement the information that was obtained through questionnaires and documentary reviews. The study used the interview guide to seek clarification from the key informants from BBL staff on how advertisement influences consumers' buying behavior.

3.4.3.3 Documentary review

The researcher collected the relevant data from various written documents like market performance report, sales and revenue report and other information concerning the effectiveness of advertisement on consumer buying behavior. This information included documents that are provided and published by the BBL in Moshi Municipal.

3.5 Data Validity and Reliability

3.5.1 Data reliability

The reliability of statistics minimizes mistakes and biases in studies. For you to reap reliability, the method of documenting the studies tactics like a few of the procedures counseled via Magembe (2011). The strategy in trying out the inner consistency of the measuring device (Likert scale), a Cronbach's alpha takes a look at changed into

taking a look at the reliability, whereby; in each parameter become censured through use Cronbach's alpha coefficient.

3.5.2 Validity

The study applied triangulation which is a process of collecting data by using multiple sources whereby the information or facts obtained from each source and validity of data minimized subjectivity during data collection and analysis.

3.6 Data Analysis

The data were analyzed by using Statistical Package for Social Science (SPSS); also data was presented by the chart, percentage, and tables. The qualitative data were analyzed by using content analysis; the content analysis was categorized by opinions, comments, and ideas of respondents. Descriptive statistics, especially correlation was used to test the significant correlation between the roles the effectiveness of advertisement and consumer buying behavior.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.0 Overview

This chapter consists of a presentation of findings on the contribution of advertisements on influencing consumer buying behavior. The analyses of the results were done by using Excel Software and it is presented by the graph, charts, and tables.

Primary were obtained through a questionnaire conducted between the researcher and the Bonite Bottlers Company Limited as well as consumers who were obtained through simple random sampling from records of all people in the Municipality. Data were obtained from questionnaires distributed to different respondents. Also, secondary data were collected through different documents like recorded operations through operations report on advertisements made to influence consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. Questionnaires researcher collected data from different respondents with different age level, education level, and different gender status as follows;-

4.1 Profile of Respondents

4.1.1 Age of the respondents

The study showed that the age of respondents ranges from 18 to 25 were 13 (17%), while many people in organization aged 36-45yrs were 24 equally to (31%) and 20 of them were of age 26-35yrs equally to (25%) and 21 people equally to (27%) were of age 46 and above. This implies that a small group of youths work at BBL compared to the elder once. The finding indicates that group of 36-45years need more income for investment and other expenditures so they are engaged themselves in BBL and so they involve selection of advertising media to enhance consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

The age group of between 18 and 25 are few due to their need for the investment and expenditure for themselves is low so are not mostly involved at BBL.

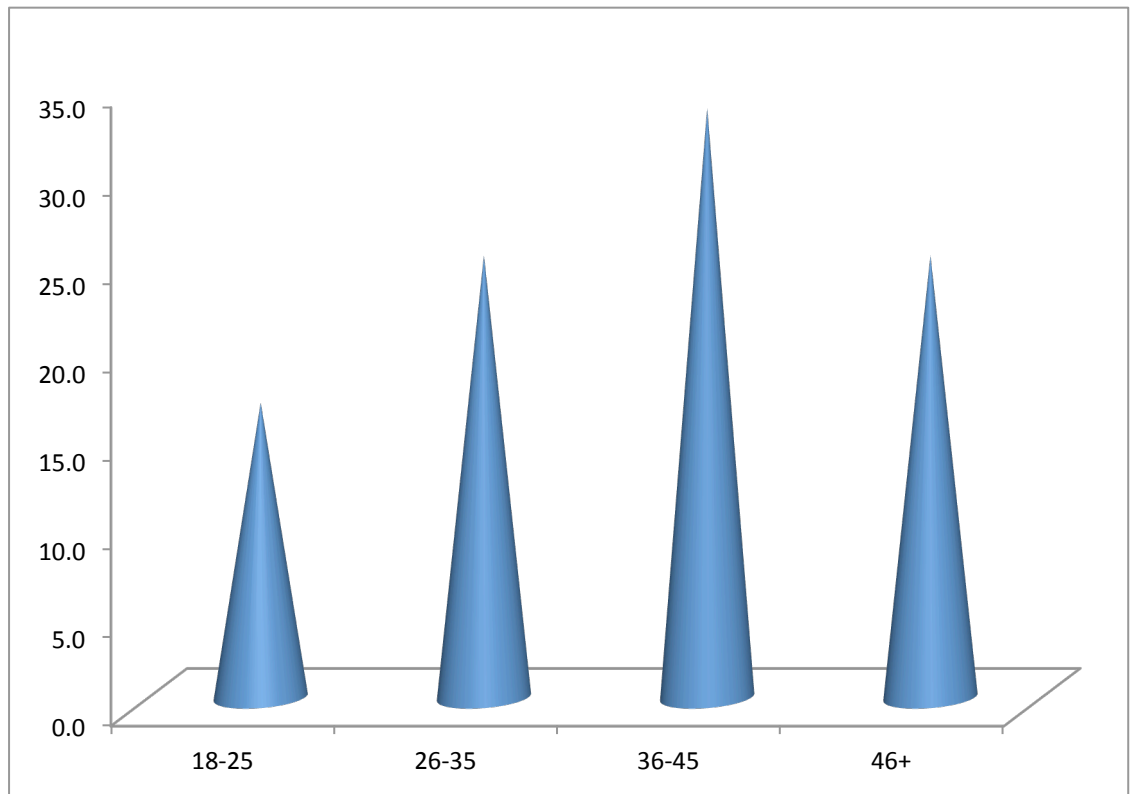


Figure 4.1 Age of respondent

Source: Research Findings (2018)

4.1.2 Sex

Figure 4.2 below shows the sex of the respondents who participated in this study. From the figure below, the results indicated that the majority of the respondents were male, 54 in number (71.8%) while 22 respondents were female (28.2%). This indicates that most of the males are responsible in ensuring the income of their families and so they have engaged themselves in BBL and so it is the reason that most of them are involved in the selection of advertising media to enhance the increase in consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

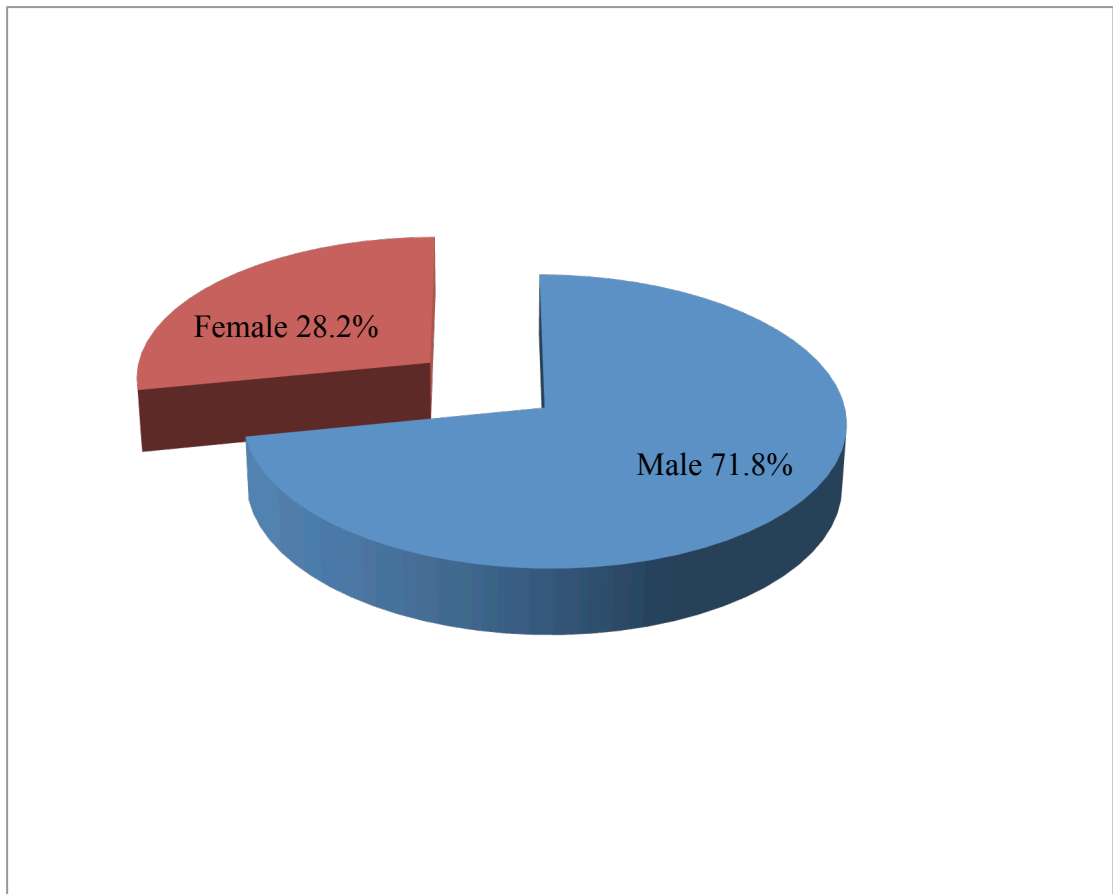


Figure 4.2: Sex of the respondents

Source: Research Findings (2018)

4.1.3 Experience of respondents in the organization

Experience of respondents in BBL is another key determinant of its performance in relation to the proper selection of the right way of advertising to enable the good performance of the organization. The study established the duration of the organization staff at BBL as it is shown below in figure 4.3. So the figure below shows the distribution of respondents, organization workers experience differ at BBL in various works in the organization, the result shows that 9 staff members (48%) have experienced less than 3 year and 8 employees (44%) have experience of below 6 years while 6 employees (6%) have experienced between 7 to 9 years.

This indicates that since most of BBL staff members have an experience so this contributes to establish the right way of advertising by a selection of advertisement media to enhance consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro

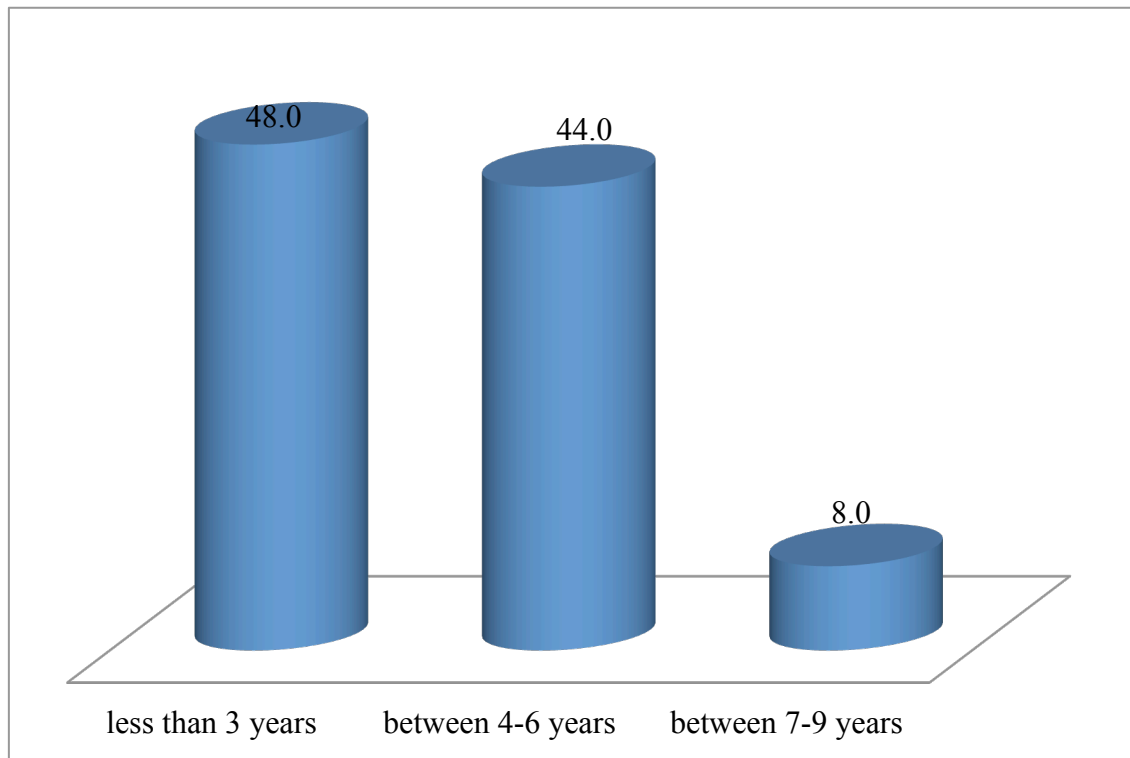


Figure 4.3 Working experience

Source: Research Findings (2018)

4.2 The influence of media on consumer buying behavior.

The first objective of this study was to identify the influence of media used by Bonite Bottlers Limited in Moshi Municipal to the consumer buying behavior of the products. In the effort to address this, the researcher asked the first question concerning the extent of the selection of advertising media through a questionnaire. Respondent was asked on the extent of the selection of advertising media towards consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro, so study identified that media used by the population in Moshi Municipality do

influence Consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro because 64 (84%) of respondents agreed that at a high extent the media used by Bonite Bottlers Limited in Moshi Municipality do influences the consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro and 8 respondents (11%) responded the influence of media on consumer buying behavior was moderate while only 4 respondents (5%) responded that at low extent the media used by BBL in Moshi Municipality do influences of consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

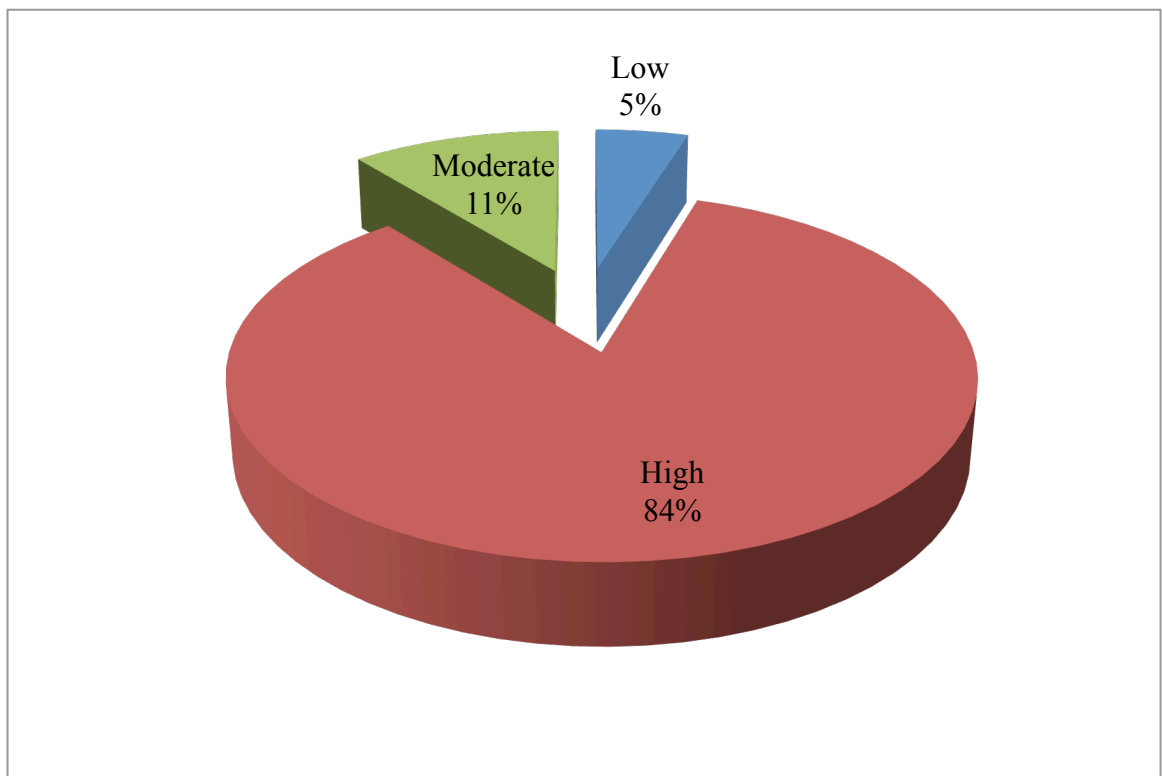


Figure 4.4: Extent of the selection of advertising media

Source: Research Findings (2018)

From the illustration above, it is revealed that the selection of advertising media influence consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro, it is therefore important to know the extent at which selection of advertising influence consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. From the findings 79 employees (84%) has responded on it

positively, this indicates that advertising media selection towards enhancing consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro is more important so that to enhance consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro

The implication of the study is, media can influence the customer to purchase repeatedly, and most consumers in some products rely on the information passed through word of mouth and the way products trend. In relation to Clemons, (2008) who argues promoting products by using companies does no longer necessarily bring about customer behavior trending towards purchasing products. In the case of Bonite Bottlers products, the choice of advert media has given consumer options being brought about by the advertisements they come across with, by which the company has accepted to experience an increase in sales.

Also, the second question under this objective was asked on media of advertising and different arguments were given by respondents in relation to print advertising, outdoor advertising, broadcast advertising, celebrity advertising and convert advertising.

4.2.1 Print advertising

On the aspect of print advertising as a media of advertising, the study wanted respondents to indicate their levels of agreement on the statement that print advertisements are among the media that influence consumer buying behavior. Findings are shown in the figure below;

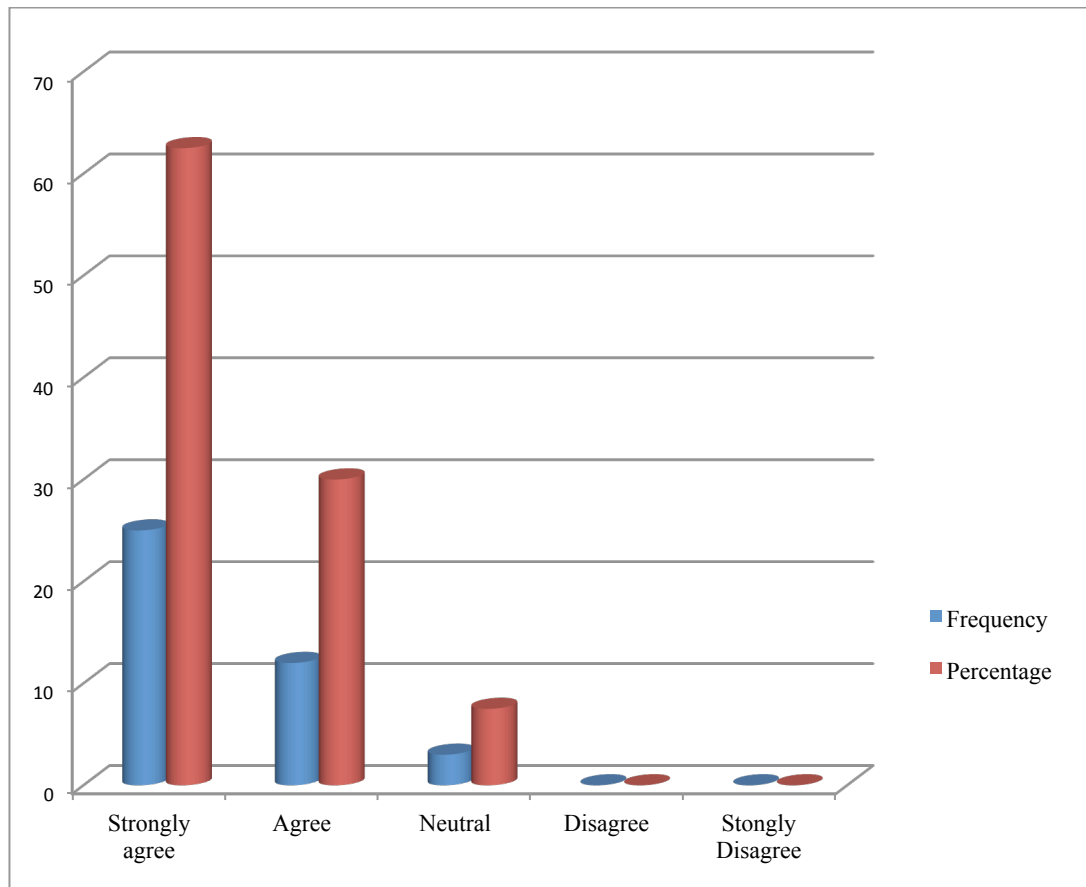


Figure 4.5: Print advertising

Source: Research findings (2018)

From the figure above 49 of the customers (61.5%) strongly agreed that print advertising is mostly applied as the way of ensuring an increase in consumer buying behavior, 21 (27%) respondents agreed to print advertising, 4 (6%) of them were neutral and 3 respondents (4%) disagreed and 2 customers strongly disagreed (2.5%) on print advertising. This indicates that print advertising is mostly used by Population in Moshi Municipality on advertising. Therefore the level of achieving consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro through print advertising as a media is high.

The findings are contrary to the findings presented by Clemons (2008) who argued that the increased use of the internet led to less dependence on print advertising. The ordering of products through internet in Europe has led to a decline in the use of print advertising in attracting customers. The case is different in Tanzania whereby the results have shown that Bonite Bottlers make use of print advertising to attract customers.



Figure 4.6 Print advertising image

4.2.2 Outdoor advertising

On the aspect of outdoor advertising as a media of advertising, it includes billboards, bus benches, and other outside posts that reach customers when they are outside their homes. The study wanted respondents to indicate their levels of agreement on the statement that outdoor advertising is a media of advertising. Findings are shown in the figure below;

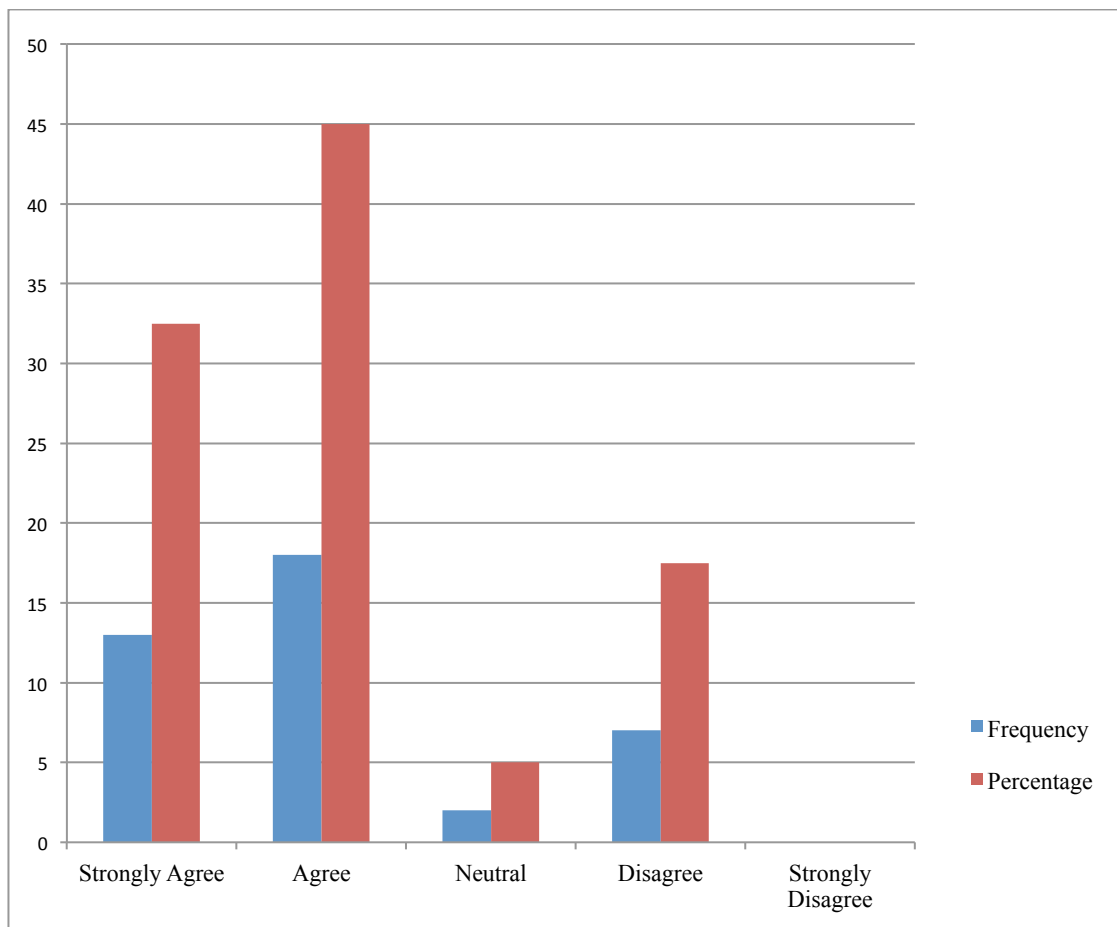


Figure 4.7: Outdoor advertising

Source: research findings (2018)

As the figure above elaborates on outdoor printing as the media that influence customers to purchase more. Table 4.7 shows 26 customers strongly agreed (32.5%), and 36 of them agreed (45%) and 4 (6%) respondents were neutral also 13 (17%) disagreed on outdoor printing as media that influences consumer buying behavior.

This indicates that outdoor advertising is mostly applied as the way of ensuring of advertising so that to enhance consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. Therefore consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro is achieved at a high level through outdoor advertising as a media used. This indicates that outdoor advertising also used by BBL in Moshi Municipality in advertising their product.

The indication is that outdoor advertisings such as billboards and others also have an influence on increasing customer buying behavior. Relating to the study of Kagotho (2011) who explained outside advertising which is mostly discovered in excessive traffic regions together with busy roads tend to grasp customers attention. Therefore the level of consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro through outdoor advertising as a media is high.

One of the respondents stated it clear, *“as we all pass by the roads and see big board’s alongside the road it captures our attention to look at them to see what is advertised, and through that, we are able to know of new trends”*



Figure 4.8: Outdoor advertising image

4.2.3 Broadcast advertising

On the aspect of broadcast advertising as a media of advertising, the study wanted respondents to indicate their levels of agreement on the statement that broadcast advertising is a media of advertisement used by BBL to influence consumer's frequent purchase. Findings are shown in figure 4.9 below;

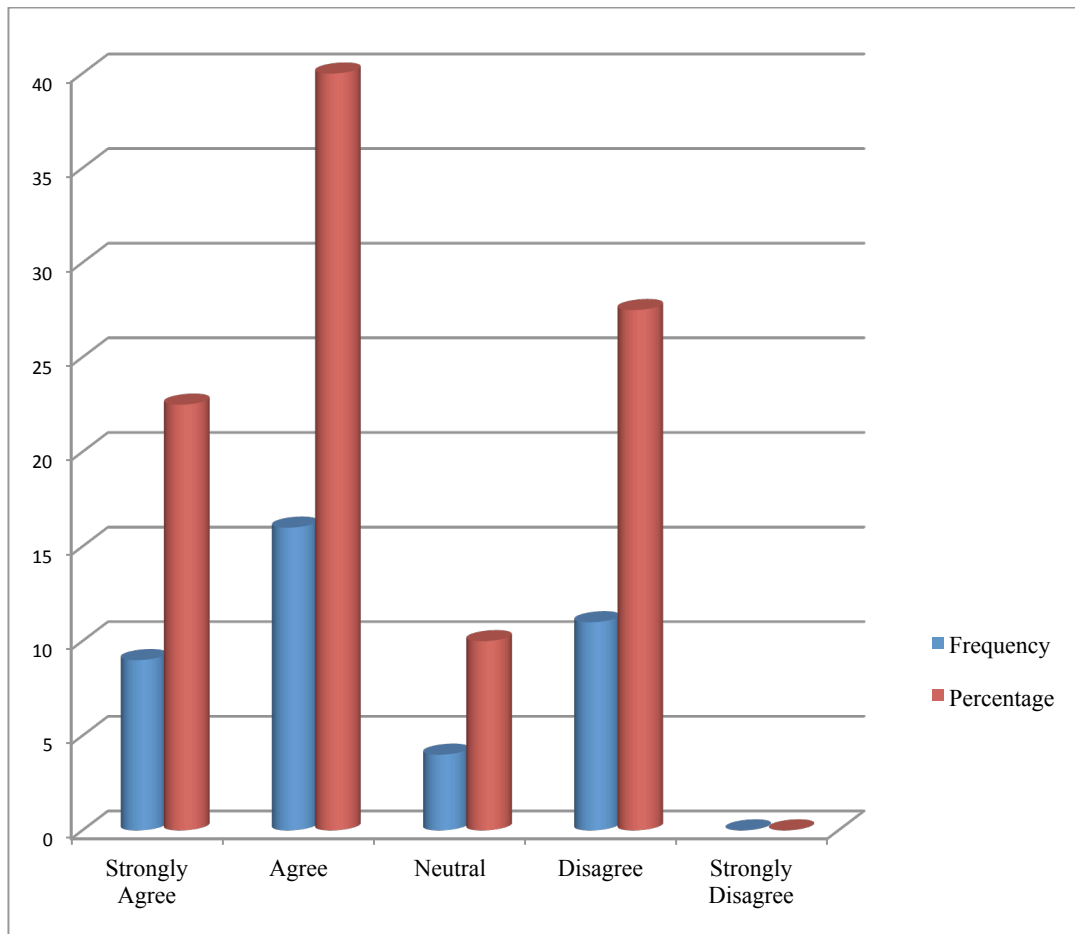


Figure 4.9: Broadcast advertising

Source: Research findings, (2018)

From the figure above, it shows that 18 customers (22.5%) strongly agreed on the use of media and 32 respondents (40%) agreed to the question of broadcast advertising while 8 customers (10%) were neutral and 22 customers (27.5%) disagreed on broadcast advertising. Therefore level of consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro through broadcast advertising may be high through using broadcast advertising as a media but also may be low to some BBL staff since some of the respondents disagree on it which may be due to nature of the business itself.

From the results above the implication is broadcast advertising is also a useful media for advertisement. Relating with the study of Okeji (2008) who agreed the use of radio critically increase the range of brands currently, while giving room for much more insurance. It is seen to be the easy way to pass a message across to most of the customers.

Furthermore, from the study performed by Adebayo (2012) who agreed TV have made good-sized impact in the area of commercial. Were the adverts reaching purchasers who've to get entry to TV units Commercials on television are proven on extraordinary stations have proven to be of customer interests? This indicates that different broadcast advertising is sometimes used by Population in Moshi Municipality in advertising depending on what people can afford. Therefore the level of consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro through broadcast advertising as a media may be high.

4.2.4 Celebrity advertising

On the aspect of celebrity advertising as a media of advertising, the study wanted respondents to indicate their levels of agreement on the statement that celebrity advertising is a media of advertising. Findings are shown in the table below;

Table 4.1: Celebrity advertising

Attribute	Frequency	Percentage (%)
Strongly Agree	0	0
Agree	0	0
Neutral	4	8
Disagree	34	42.5
Strongly Disagree	42	52.5
Total	80	100%

Source: Field Data (2018)

Findings about the influence of celebrity advertising as a media to influence on customer purchasing is shown in the table above, (52.5%) 42 customers strongly disagreed customers, 32 of them disagreed (42.5%) which indicates that celebrity advertising is not mostly applied as the way of ensuring of advertising so that to enhance consumer buying behavior on Bonite Bottlers products in Moshi –

Kilimanjaro. Therefore level of consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro through celebrity advertising as a media is low BBL's as it is shown below. This indicates that celebrity advertising is not mostly used by BBL in Moshi Municipality in advertising. Therefore the level of consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro through print advertising as a media is low.

From the data observation, the study implies that consumers mostly rely on the information passed around through word of mouth and the way products trend. In relation to the study done by Yahya (2013), it has proven that most of the Tanzanian company's advertisements are done through radio, newspaper, magazines, telephones, direct mails, websites, public announcement and events where celebrities of famous people are used to reach out new trends to the customers.



Figure 4.10: Celebrity advertising image

4.2.5 Convert advertising

On the aspect of convert advertising as a media of advertising, the study wanted respondents to indicate their levels of agreement on the statement that convert advertising is a media of advertisement used to influence consumer buying behavior. Findings are shown in the table below;

Table 4.2: Convert advertising

Attribute	Frequency	Percentage (%)
Strongly Agree	0	0
Agree	0	0
Neutral	4	5
Disagree	34	42.5
Strongly Disagree	42	52.5
Total	80	100%

Source: Field Data (2018)

In table 4.2 above; 42 customers strongly disagreed (52.5%), 34 customers disagreed (42.5%) which indicates that convert advertising is not mostly applied as the way of ensuring of advertising so that to enhance consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. Therefore the level of consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro through convert advertising as a media as it is shown below is high. This indicates that convert advertising is mostly used by BBL in Moshi Municipality in advertising. Therefore the level of consumer buying behaviour on Bonite Bottlers products in Moshi – Kilimanjaro through convert advertising as a media is high.

There are also major media revealed day after day, weekly, or maybe monthly on a countrywide, state, or location basis. They may be offered largely for their data cost and applicable for announcing new merchandise or new traits on current products. This media is employed because they may be widely examined; convey a variety of information and the value of information is relatively low, these are some other division of the distinctive media additionally cautioned through

4.3 Relationship between Advertising and Consumer buying behavior

The second objective which intended to know the relationship between advertising and consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

4.3.1 Relationship between Advertising and Consumer buying behavior

The first question was asked on an agreement to the statement asking on either there is a relationship between advertising and consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro or not. Figure 4.11 showed that 9 customers (12%) they respond as strongly disagree, 13 of the customers (17%) they agreed and 31 customers (52%) strongly agree and 15 customers (19%) disagree.

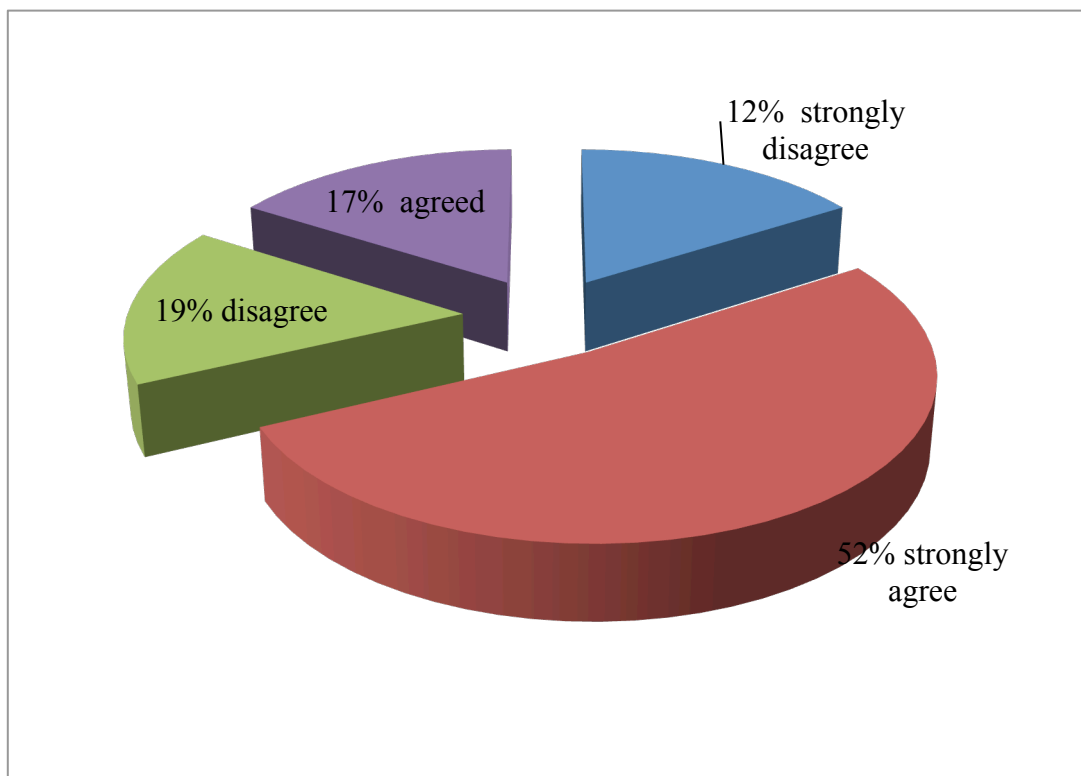


Figure 4.11: Relationship between advertising and consumer buying behavior

Source: Research findings (2018)

From the figure above the study elaborated on the relationship between advertising and consumer buying behavior. From the data respondents that strongly agreed were 41 customers (52%) which is more than 40 customers, 15 (19%) of the respondents

disagreed, 13 (17%) agreed and 17 (22%) strongly disagreed. This indicates that there is a relationship between advertising and consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro and that most advertisements do influence consumer buying behavior.

The results are similar to the study performed by Oyedapo, Babatunde and Jeleel (2012) on the impact of financial gain merchandising on organization effectiveness in Nigerian producing enterprise and their findings discovered that the utilization of sales promoting techniques significantly impacts the effectiveness of beverage drink enterprise.

Also in the connected study done by Akanbi and Adeyeye (2011) who determined that there is a relationship between advertising and marketing and sales that leads to the growth of company profits.

4.3.2 Effect of advertisement on sales

Under this objective, the second question was asked on what extent advertisement has significant effects on sales or not. The response on extent at which advertisement has significant effects, 68 customers which make (85%) of respondents had that at high extent, only 4 customers (6%) said that at low extent advertisement has significant effects on sales and 7 customers (9%) said moderate extent as it is shown in table below.

The results of the study imply the influence of advertisement on consumer purchasing habit is tremendous and that customers purchase the products due to frequent reminds on the products through advertisement. It is relevant to the study performed by Oyedapo, Babatunde and Jeleel (2012) which discovered that the adoption of sales promoting dimensions impacts the effectiveness of beverage drink enterprise.

But again from the study done by Chowdhury (2011) that communicating new products to customers in an effective and cost-effective manner simplifies consumers reach out to new products.

Table 4.3: Extent at which advertisement has significant effects on sales

Extent	Frequency (n=80)	Percent
High extent	68	85
Moderate extent	7	9
Low extent	5	6
Total	80	100.0

Source: Researcher, 2018

From the illustration above, it is revealed that advertisement has significant effects on sales as because 68 customers (85%) have responded on it positively. This indicates that advertisement is enhancing sales.

4.4 Effects of Advertising to Consumer Buying Behaviour on Bonite Bottlers Products

The last question in this objective was asked the effects of advertising to consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro was asked, the figure below represent the effects of advertising to consumer buying behaviour on Bonite Bottlers products in Moshi – Kilimanjaro whereby 25 customers (32%) argued that It creates a highly responsive market, 20 customers (25%) responded that it increases sales volume by creating attraction, 20 customers (25%) responded that it creates a good will for the product and 16 customers (20%) responded that it enables the introduction of a new product.

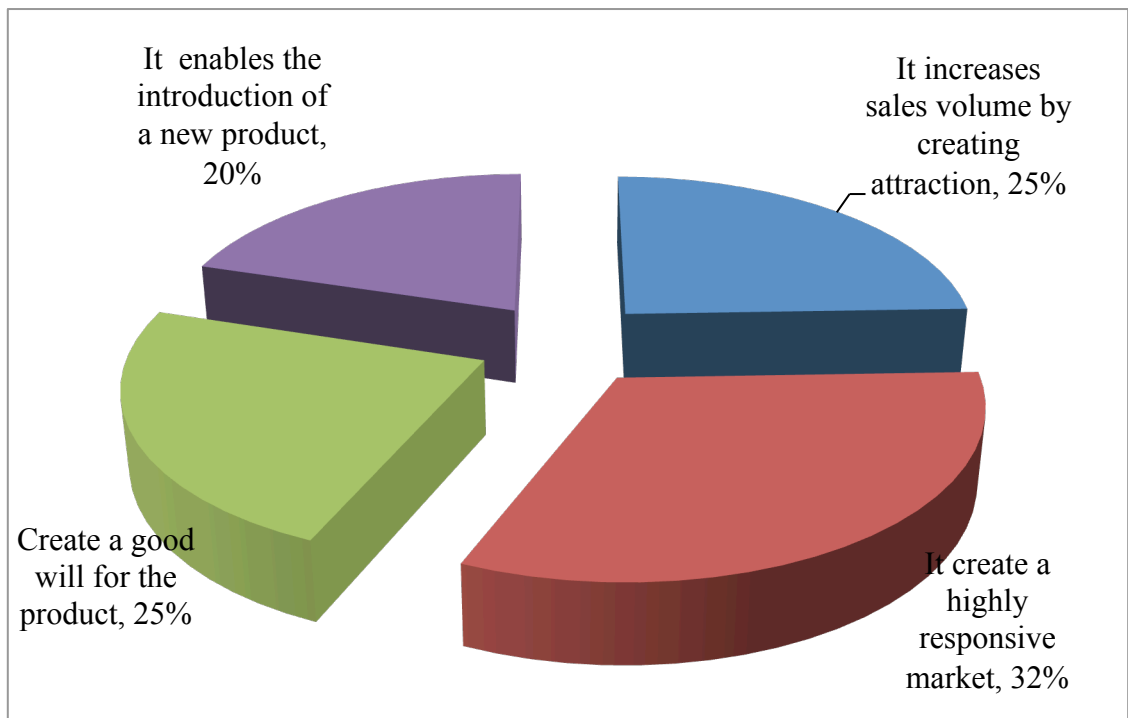


Figure 4.12: Extent at which advertisement has significant effects on sales

Source: Research findings (2018)

Since the figure above shows different effects of advertising on consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. This indicates that there are different effects of advertising to consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro such as to create a goodwill for the product, it enables the introduction of a new product, it create a highly responsive market and it increases sales volume by creating attraction.

It may show that advertising influence customers buying behavior towards a selected product or service in a large organization, the measurable relationship between advertising expenditure and sales, even after controlling other factors, such as, company size and past sales growth has to be recognized. That advertising has a major influence on consumers' preference contributes to its success.

Within the same view Adekoya, (2011) reveals that advertising has helped to position product or service strongly in the mind of the consumer in order to encourage them to repeat purchases of the merchandise so that the competitors will not have an edge over them.

4.5 Effects of advertising on purchasing decision of the consumer

The third objective, the question was asked on the effects of advertising on purchasing decision of the consumer; the first question concerning this objective was asked on to what extent advertising affects the purchasing decision of the consumer. This figure below shows the extent to which advertising affects the purchasing decision of the consumer. 59 (74%) said high, 80 (12%) said low, and 11 (14%) said moderate.

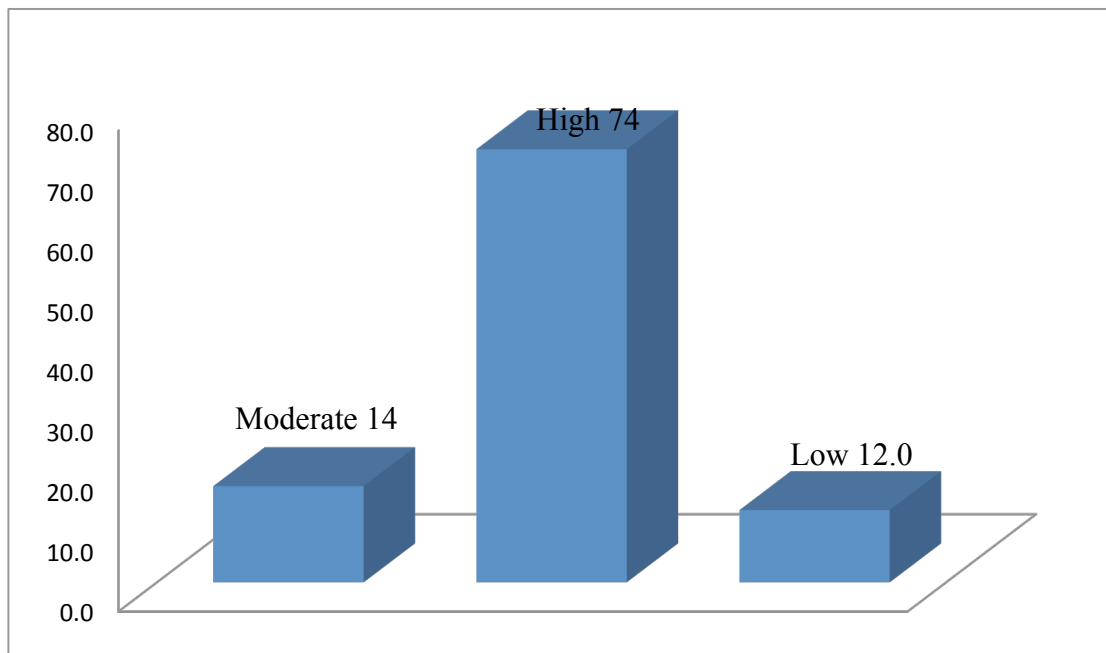


Figure 4.13: Extent on which advertising affects the purchasing decision of the consumer

Source: Research findings (2018)

From the illustration above, the response from 59 customers (74%). This indicates that at high extent advertising affects the purchasing decision of the consumer as because most of the respondents have indicated that at high extent advertising affects the purchasing decision of the consumer.

The findings imply that majority of the respondents consider the fact that advertising has a tremendous effect on the buying decision of the consumer. In line with the findings is that the study by Bamiduro (2001) who in his study showed that there was a relationship between sales marketing and sales volume of the beverage business. The identical case was also observed by Oyedapo, Jeleel, and Babatunde who observed that in the Nigerian manufacturing enterprise, the adoption of sales promoting dimensions impacted the sales of the beverage drinks companies. It explains more advertisements leads to frequent and more buying and increases in sales.

The second question was asked on an agreement with the statement asking on whether current advertisement causes future sales or not. Figure 4.13 showed that 20 customers strongly agreed (25%), 40 of them agreed (50%), 4 customers were neutron (12%), 4 customers disagreed (5%) and 6 customers strongly disagreed (8%) as it is shown in a table below

Table 4.4: Advertisement for future sales

Attribute	Frequency	Percentage (%)
Strongly Agree	20	25
Agree	40	50
Neutral	10	12
Disagree	4	5
Strongly Disagree	6	8
Total	80	100%

Source: Field Data (2018)

In the table 4.4 above, since 20 customers strongly agreed (25%) and 40 customers agreed (50%) this indicates that Advertisement is mostly applied as the way of ensuring future sales.

The last question was asking on how advertising affects purchasing decision of the consumer findings shows advertising on purchasing decision of the consumer because 32 customers (40%) create awareness of the product, 25 customers (32%) enable consumer product selection, 25 customers (16%) it simplifies consumer market research and 9 customers (12%) agreed on increase customer satisfaction. Therefore there are different effects of advertising on purchasing decision of the consumer.

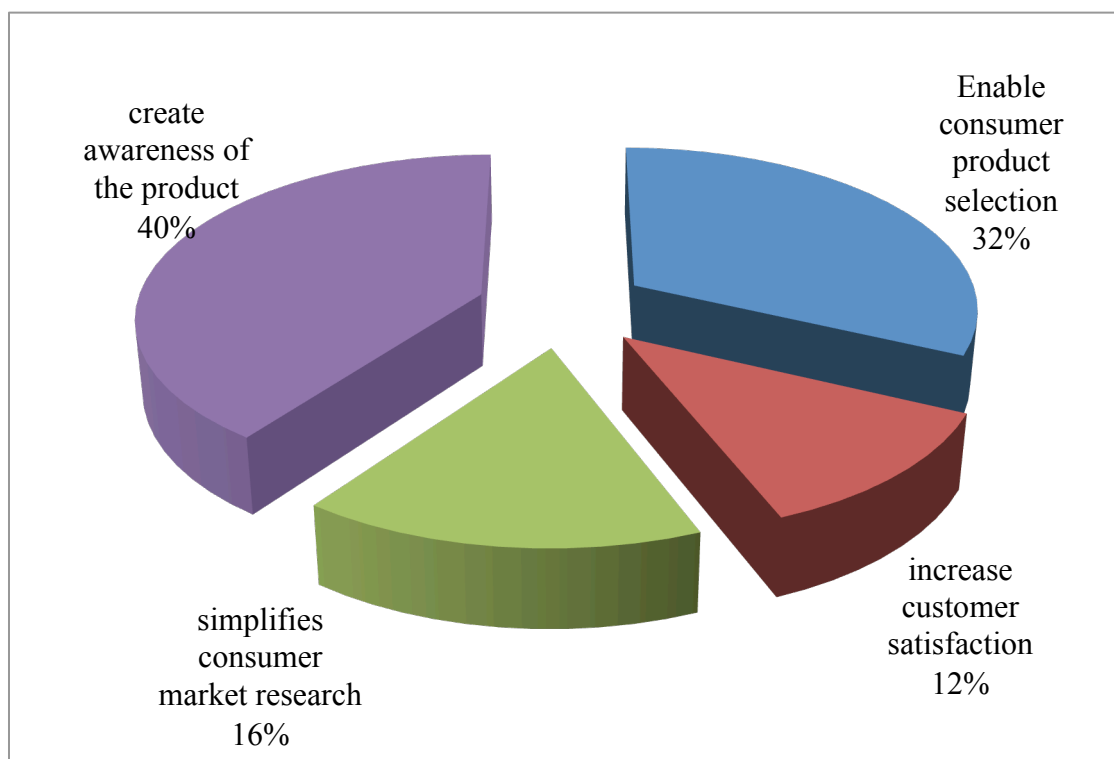


Figure 4.14: Advertisement towards future sales

Source: Research findings (2018)

This shows that there are different effects of advertising on purchasing decision of the consumer which may involves simplify consumer market research, increase customer satisfaction, enable consumer product selection and create awareness of the product as were responded positively. This indicates that advertisement has to be improver because it enables the purchasing decision of the consumer. Also, it

indicated that business firms that employ more time constructively on advertising campaign according to the vital success factors have a better chance of becoming commercially successful.

The implication is also seen from the identical view by Adekoya, (2011) reveals that advertising and promoting has helped to put services or products powerful in the thoughts of the buyer to be able to encourage the repeated purchase of the product, just so the opposition will now not have a component over them. Through creating brand loyalty and product differentiation by the adverts customers will continue to purchase the products, thus brings about future assurance

Furthermore in the same as Akrani (2010) who revealed that through appropriate advertising manufactures can remove misunderstanding about their products.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter is divided into two main parts, conclusion and recommendation concerning findings and analysis as well as discussion made in chapter five on the contribution of advertising on consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro

5.1 Summary of the Findings

The main objective of this study was to assess the effectiveness of advertisement on consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro;

The study findings show that advertisements made are mostly manual to influence consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro; in maintaining the advertisements there is a need for more advancement. Consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro work is still measured manually due to lack of equipment and expertise in performing the tasks.

5.2 Conclusion

Based on the findings on the contribution of advertising on consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro conclusion has been made in three parts as following,

Findings indicated that there are different media of advertising towards consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro which included print advertising, outdoor advertising, broadcast advertising, celebrity advertising and converts advertising are used by Bonite Bottlers in Moshi Municipality but mostly print advertising, outdoor advertising, and broadcast advertising are used more than celebrity advertising and convert advertising

It has observed that there is a relationship between advertising and consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. Since the question was asked to the respondents that there is a relationship between advertising and consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. The response from the study has shown that there is a relationship between advertising and consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. It is concluded that advertising affects consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro. Effects of advertising to consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro were presented in the study as well. These findings indicate that advertising has a positive effect on consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

Also, the findings also show that advertising has the impacts on purchasing decision of the consumer in increasing customer satisfaction. Therefore there are different effects of advertising on purchasing decision of the consumer.

5.3 Recommendations

From the study above it was noted out that the economy of the country depends on Bonite Bottlers as it the major source of employment, poverty reduction contribute much in the gross domestic product (GDP), a major source of revenue and so on. Moreover both government and private sector in general play as key actors to ensure the development of the sector and future sustainability of the country in a sense that it has a long journey to go before growth which involves advertising. Advertising has a positive effect on consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro, theretofore for more succession of the sector it is recommended that.

There should be more teamwork in place at Bonite Bottlers also there should be enough manpower as those present are not enough to carry out such a big work in coordination to Bonite Bottler's activities in the entire country.

The government should train more its staff responsible with Bonite Bottlers so as to increase the number of experts in relation to advertising towards consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

The government is encouraged to increase their follow up to the several matters concerning Bonite Bottlers this including visiting the working place of BBLs in relation to advertising towards consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

It is encouraged for Bonite Bottlers operators to join in the group (the garment group lending methodology) in order to secure the loan since searching of loan individual prove difficulty since one needed to have a collateral of its own so that to advance advertisement towards consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

All the organization empowering the Bonite Bottlers should increase their effort to the sector mainly in the area of financing since it is the major requirement of successful enterprises in relation to advertising towards consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro.

The government of uniting the republic of Tanzania should empower the minister of industry trade and marketing by giving it more resources and initiatives especially its section concerning with Bonite Bottlers development in the concerning with BBL development which able to fulfill its objectives.

Then all institution such as SIDO and organization concerning with Bonite Bottlers development in the country should cooperate with each other this would ensure a very competitive business environment to BBL in relation to advertising towards consumer buying behavior on Bonite Bottlers products in Moshi – Kilimanjaro since there would be a proper coordination between them particularly on those activities related or a common to them hence avoiding overlapping.

In this area of globalization and the free market, the enterers with those should cope with rapidly changing the business environment where the goods are bought not for favors instead the only quality would determine its marketable to meet the needs of the customer to satisfy their demand.

REFERENCES

- Abiodun, A.O. (2011). *The Impact of advertising on sales volume of a product. A case study of Starcomms Plc, Nigeria*. Thesis for the award of Bachelor degree at HAMK University, Finland 32 pp.
- Adebayo, S.A. (2012). Comparative analysis of the impact of advertising on sales in selected breweries in Lagos State Nigeria. Unpublished master dissertation, Lautech University.
- Adekoya, O.A. (2011). *The impact of advertising on sales volume of a product*. Thesis for the award of Bachelor degree at HAMK University, Finland 32 pp.
- Adeolu, B., Taiwo, A and Matthew, A. (2005). The influence of advertising on consumer brand preference. *Journal of Social Sciences*. 6 (7) 441-459
- Akanbi, P., and Adeyeye, T. (2011). The association between advertising and sales volume. *Journal of Emerging Trends in Economic and Management Sciences*. 2(2), 117–123.
- Akeen, U.O. (2011). Customer attitude towards internet advertising and online sales. *Computer Engineering and Intelligent Systems*, ISSN 2222-2863
- Akrani, G. (2010). 5Ms of Advertising-Features, Role, and Advantages of Advertising. Retrieved on 13th March 2018 from <http://kalyan-city.blogspot.com/2010/07/5-ms-of-advertising-advertising.html>
- Alberto, P. and Troutman, C (2003). *Applied Behaviour Analysis for Teachers*. Merrill, Englewood Cliffs.
- Aromowole, K.A., and Ebeloku, A.I. (2000). *Theory and Practice of Modern Marketing*, Sodipe Nigeria Limited, Mushin, Lagos, Nigeria.

- Bamiduro, J.A. (2001). An analysis of sales promotion on sales volume in the beverage industry. The case Study Nigeria Bottling Company Plc. *J. Intellect. Scient. and Cult. Interest*.10 (1) 11-19
- Buchanan, F, and Goldman (1985). Promotion activities and sales volume in the telecommunication industry, A case of Vodafone South Africa
- Chowdhury, V. (2011). Advertisements: Advantages and Disadvantages of Advertising. Retrieved on 16th February 2018 from <http://www.indiastudychannel.com/resources/139778-Advertisements>
- Clemons, E. (2008). How Information Changes Consumer Behaviour and How Consumer Behaviour Determines Corporate Strategy. *Journal of Management Information Systems*, Vol. 25, No. 2, pp 13-40
- Commonwealth of Australia (2013). *On efficiency and effectiveness: Some definitions*. Australian Government Productivity Commission.
- Dominick, J. (2013). *The Dynamics of Mass Communication*. New York: McGraw-Hill.
- Dowhan, D. (2013). Hitting Your Target. Retrieved from <http://web.b.ebscohost.com/ehost/pdfviewer/pdfviewer?sid=f98b06cd-8924-4f6d-89f8-245bde9615f8%40sessionmgr198&vid=2&hid=124>.
- Jeong J. (2004). *Exploring the impact of advertising on brand equity and shareholder value*. A thesis submitted for the award of Doctor of Philosophy at the University of Texas at Austin,162 pp.
- Kagotho, V. (2011). *Promotion activities and sales volume in the telecommunication industry*. Research report submitted for the award of Bachelor degree at Makerere University, Uganda.61pp.

- Kamber, T. (2002). The brand manager's dilemma: Understanding how advertising expenditures affect sales growth during a recession. *Journal of Brand Management*, 10(2), 106-120.
- Katke, K. (2007). The impact of television advertising on child health and family spending. Retrieved on 4th March 2018 from <http://dspace.iimk.ac.in/bitstream/handle/2259/625/Debashis-Interview.pdf?sequence=1>
- Kotler, P. & Keller, K. L. (2005). *Marketing Management*, Prentice Hall Private Limited. Nickel
- Longe A., (2001). *Essentials of Commerce for Secondary School Advertising*. Tonad publishing Limited, Ikera Lagos
- Mason, J. (2004). *Qualitative Research*, 2nd Edition, Sage Publications, New Delhi.234pp
- McMillan, J., and Schumacher, S. (2001). *Research in education: A conceptual introduction* 5 edition. New York.660 pp.
- Mickan, S. (2005). *Evaluating the effectiveness of healthcare teams*. Australian Health Review. Vol 29, No.2
- Minton, et al., (2014). *Beliefs Systems, Religion, and Behavioral Economics*. New York: Business Expert Press LLC.
- Okeji, M.I.F. (2008). Is effective in advertising an Effective marketing tool in Nigeria? Evidence from the food and beverages industry. *Journal of Administration*, Nasarawa State 21 (11) 311-319
- Oyedapo, W .O., Akinlabi B .H and Sufian, J. B. (2012). The impact of sales promotion on organization effectiveness in Nigeria manufacturing industry. *Universal Journal of marketing and business research* 14(6) 128-131

- Taylor, M. and Murphy, A. (2010). SME and e-business. *Journal of Small Business and Enterprise Development*, 11 (3), 280–289.
- Trehan, M., and Trehan, R. (2010). Advertising and Sales Management. *VK (India) Enterprises, New Delhi* O'Donnell, S. and Jeong, I.(2000), *Marketing Standardisation within Global Industries, International Marketing Review*, 17(1), 9-33.
- Walters, G. (1974). *Consumer Behavior*. R.D. Irwin. Homewood.
- Wells, W., J. Burnett, and S. Moriarty. (2000). *Advertising Principles and Practices*, 4th ed., Prentice-Hall Upper Saddle River, NJ.562pp
- Yahya S. (2013). Contribution of Advertising on Sales Improvement. Dissertation submitted for the award of Master of Business Administration (MBA) of Mzumbe University, Morogoro, Tanzania.82pp.
- Young Charles E. (2005). *The Advertising Handbook: Ideas Inflight*. Scattle, W.A.250pp

APPENDICES

Appendix 1: Questionnaire to customers

My name **Filomena Faustine Bee**, a student of Master of Business Administration in Corporate Management (MBA-CM) of University. As part of my dissertation conducting a research on **Effectiveness of Advertisement on Consumer Buying Behaviour: the Case of Moshi Municipal-Kilimanjaro**. This research is purely for academics purposes. The information given will be treated with utmost confidentiality and anonymous. However, your participation is voluntary and that you are free to withdraw from the study at any time, without having to give a reason and without any consequences. Your cooperation is highly appreciated.

A: PERSONAL INFORMATION:

Note: Tick and fill the appropriate answer accordingly

s/n	Question	1	2	3	4	5
1	Age	16 – 20	21 -30	31 -45	46 – 60	61 – ABOVE
2	Sex	Male	Female			
3	Marital Status	Single	Married	Widow		
4	Education	Standard 0 – 7	Form 1 – 4	Form 5 – 6	University Level	Other Education

B: Questions in relation to the Objective

1. To what extent the advertising media influence your buying behaviour
 - A. High { }
 - B. Moderate { }
 - C. Low { }

2. The following are media(s) of advertising does enable you to get the information about Bonite Bottlers products, using the following scale: (*Strongly Agree, Agree, Undecided, Disagree and strongly disagree*).

Statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Print advertising					
Outdoor advertising					
Broadcast advertising					
Celebrity advertising					
Convert advertising					

3. Does advertisement influence your buying behaviour?

Yes

No

4. If yes how

.....

.....

.....

.....

5. If no why

.....

.....

.....

.....

.....

6. Does advertisement by Bonite Bottlers products impact your purchasing decision?

Yes

No

7. If yes how

.....
.....
.....
.....
.....

8. If no why

.....
.....
.....
.....
.....
.....

9. How is your rate of purchasing level before/after product advertisement?

A. Increasing ()

B. Moderate ()

C. Decreasing ()

10. To what extent advertising affects purchasing decision

A. High { }

B. Moderate { }

C. Low { }

11. At what level advertising can satisfy your purchasing decision?

- A. Very satisfied { }
- B. Satisfied { }
- C. Neutral { }
- D. Unsatisfied { }
- E. Very unsatisfied { }

12. The following are the effect of advert on your purchasing decision (by ticking) the extent to which you agree them, using the following scale: (*Strongly Agree, Agree, Undecided, Disagree and strongly disagree*).

Statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
It create attention					
It supplements the purchasing activities					
It creates high responsiveness to the market					
Easy knowing the products					
Creates awareness of the product					

13. The following are effects of advertising to your buying behavior (by ticking) the extent to which you agree on them, using the following scale: (*Strongly Agree, Agree, Undecided, Disagree and strongly disagree*).

Statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Create awareness of the product					
Enables you to do product					

selection					
Simplifies your market research					
Saves your market research cost					

Appendix 2: Questionnaire to employees of Bonite

My name **Filomena Faustine Bee**, a student of Master of Business Administration in Corporate Management (MBA-CM) of University. As part of my dissertation conducting a research on **Effectiveness of Advertisement on Consumer Buying Behaviour: the Case of Moshi Municipal-Kilimanjaro**. This research is purely for academics purposes. The information given will be treated with utmost confidentiality and anonymous. However, your participation is voluntary and that you are free to withdraw from the study at any time, without having to give a reason and without any consequences. Your cooperation is highly appreciated.

1. Position of the respondents.....
2. Experience of the respondent in the organization.....
3. To what extent the selection of advertising media to be used by Bonite Bottlers products Company Limited do enhance buying behavior

- A. High { }
- B. Moderate { }
- C. Low { }

4. Which of the following media(s) of advertising does your enterprise prefer mostly (by ticking) the extent to which you agree on them, using the following scale: (*Strongly Agree, Agree, Undecided, Disagree and strongly disagree*).

Statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Print advertising					
Outdoor advertising					
Broadcast advertising					
Celebrity advertising					
Convert advertising					

5. Which of the following media(s) which is more effective to your enterprise, (by ticking) the extent to which you agree on them, using the following scale: (*Strongly Agree, Agree, Undecided, Disagree and strongly disagree*).

Statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Print advertising					
Outdoor advertising					
Broadcast advertising					
Celebrity advertising					
Convert advertising					

6. Impact of advertisement media on consumer buying behavior, to what extent do you agree in relation to your enterprise?

Statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Generates customers					
Creates brand awareness					
Offsetting competition					
Increase the target market and boost sales					
Creates product differentiation					
Generating trials among non- users					
Encouraging off-season buying					

Advertising has a relationship with buying behavior, to what extent do you agree

- A. Strong agree ()
- B. Agree ()
- C. Disagree ()
- D. Strong disagree ()

7. To what extent advertising has a significance effect on sales,

- A. High { }
- B. Moderate { }
- C. Low { }

8. With respect to your enterprise has the buying behavior improved through advertising (by ticking) the extent to which you agree on them, using the following scale: (*Strongly Agree, Agree, Undecided, Disagree and strongly disagree*).

- A. Strong agree ()
- B. Agree ()
- C. Dis agree ()
- D. Strong disagree ()
- E. Undecided ()

How?

.....

.....

.....

.....

9. The following are the effect of the advert on buying behavior (by ticking) the extent to which you agree on them, using the following scale: (*Strongly Agree, Agree, Undecided, Disagree and strongly disagree*).

Statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
It increases sales volume by creating attraction					
Selling overheads are reduced					
It supplements the selling activities					
It creates a highly responsive market					
Easy introduction of new products					
Creates goodwill for the Product and enterprise					
Smoothen the demand for the product					

10. Does current advertising cause future sales?

Yes ()

No ()

11. To what extent do you agree with the following regarding advertising in the company? Use strongly disagrees, disagree, moderate extent, agree and strongly agree.

Statements	Strongly disagree	Disagree	Moderate extent	Agree	Strongly Agree
targets a large segment of the population					
It establishes a good relationship with potential customers					
It creates a good image and promoting the purchase of the product or service					
help to reduce consumer dissonance					
advertising create a large market segment which leads to the development of the larger market					
Smoothen the demand for the product					

12. To what extent advertising affects purchasing decision of the consumer

- A. High { }
- B. Moderate { }
- C. Low { }

13. At what level advertising can satisfy the purchasing decision of the consumer?

- A. Very satisfied { }
- B. Satisfied { }
- C. Neutral { }
- D. Unsatisfied { }
- E. Very unsatisfied { }

14. The following are effects of advertising purchasing on the decision of the consumer (by ticking) the extent to which you agree on them, using the following scale: (*Strongly Agree, Agree, Undecided, Disagree and strongly disagree*).

Statements	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
Create awareness of the product					
Enables consumer's product selection					
Simplifies consumer's market research					
Saves consumer's market research cost					
Increases customer satisfaction					

15. How do you rate your customers purchasing level before/after product advertising?

- A. Increasing ()
- B. Moderate ()
- C. Decreasing ()

Appendix 3: Interview Guide Questions to Bonite Bottlers products Company Limited

1. What are the Medias of advertisement used by Bonite Bottlers products Company Limited?
2. Which among the Medias of advertisement is more effective?
3. To what extent has advertisements led to any significant effects on sales?
4. How does current advertisement cause future sales?
5. What are the challenges facing advertisement towards influencing consumer buying behavior?

Appendix 4: Research Budget Schedule

S/N	ITEM(S)	DETAILS	TOTAL AMOUNT –Tsh
1	EQUIPMENT	One computer(laptop),one software program(SPSS), and one digital camera	600,0000/-
2	MATERIALS	Notebook, manila sheet, clips which assist in mapping the area	10,000/-
3	STATIONARIES	Travel, tax for assisting data collection in the field	20,000/-
4	TRANSPORTATI ON	Pencils,notebook,printing,typing,copying,p ens,papers,glue,staples,stapler,punch machine, ruler and calculator	10,0000/-
5	SERVICE	The equipment helps in research writing through selected stationary points	5,000/-
6	RESEARCH ASSISTANCE COST	Manpower for helping carrying equipment when research is undertaking	20,000/-
7	MEALS AND ACCOMMODATI ON	Food, accommodation, drinks and miscellaneous expenditure	20,000
8	TOTAL		667,000

Source: Researcher, (2018)