

**CONTRIBUTION OF ADVERTISING ON SALES IMPROVEMENT:
THE CASE OF ZANZIBAR BOTTLERS LIMITED**

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**A research report Submitted in Partial/Fulfillment of the Requirements for Award
of the Degree of Master of Business Administration (MBA) of Mzumbe University**

2013

CERTIFICATION

We, the undersigned, certify that have read and hereby recommend for the acceptance by Mzumbe University, a dissertation entitled **Contribution of Advertising on Sales Improvement** in partial fulfillment of the requirements for the Degree of Master of Business Administration of Mzumbe University.

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DEAN

DECLARATION

I, Salum Yahya, declare that, this thesis is my own origin work and that it has not been submitted and will not be presented in any other University for a similar or any other degree award.

Signature

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ACKNOWLEDGEMENT

I would never have been able to finish my dissertation without the guidance of my Supervisor, my Lecturer Prof. Elisante Ole Gabriel, help from family specially to my wife, and support from ZBL managers and their staffs as well as my colleagues and my friends.

I would like to express my deepest gratitude to my supervisor Mr. Jones Mnzava for his excellent guidance and providing me with an excellent atmosphere for doing research. Also I would like to thank Mr. Divine Kyara, Area Sales Manager of ZBL who let me obtain relevant materials/ data in practically within which my research topic fall.

I also dearly thanks to my course sponsor The President Office, Finance, Economy and Development Planning (POFEDP) for supporting my full course and gave me the opportunity to complete my dream to upgrade my career. I also thank my employer POFEDP in the Department of Accountant General for allowing me to pursue my studies in the year of my studies.

I would like to thank my course colleague who was very good to me and always willing to help and give me their best suggestions, this thank go to Mr. Khamis Khamis, Mohammed Suleiman, Simon Kilasara, Felista Ndumbaro, Zainab Abdalla and Amne Rashid.

Finally, I would like to thank my pressures fellow staff Zuhura Khamis, Said Makame, Foum Foum, Fatma Shibli, Wasila Ameir, Husna Othman and Maryam Bushir for their daily support, encouragement and best wishes to me.

DEDICATION

I wish to dedicate this work to my dear family especially to my lovely wife Mrs. Salum Yahya to my lovely Mother and my first daughter Sumayyah.

LIST OF ABBREVIATIONS

AMA	American Marketing Association
Azam	Brand name
BBC	British Broadcasting Corporation
BC	Before Christ
Drop	Brand Name
KD	Key Distributor
KKC	Koka Kola Cwaza
KPI	Key Performance Index
LTD	Limited
MDC	Manual Distribution Center
NBA	National Basketball Association
NSSF	National Social Security Fund
Pg	Page number
POFEDP	President Office, Finance, Economy and Development Planning
RED	Right Execution Daily
SHEQ	Safety Health Environment Quality
SPSS	Statistical Package for the Social Science
TBL	Tanzania Breweries Limited
TCC	Tanzania Cigarette Company
TIGO	Brand Name
Twiga	Brand name
UAE	United Arab Emirates
WKF	Weiner Kalman Filter
Zantel	Brand name
ZB	Zanzibar Bottlers
ZBL	Zanzibar Bottlers Limited
ZECO	Zanzibar Electricity Company

ABSTRACT

This study assessed the contribution of advertising on sales improvement with case study of Zanzibar Bottlers Limited. By using descriptive case study a representative sample of 70 respondents was obtained from the population of 435.

The methods of data collection involved both primary and secondary sources. Primary data were collected by using questionnaire, interview guide, documentary sources, and observation. Whereas documentary review was used in secondary method. The Statistical Package for Social Sciences (SPSS) software, MS excel and simple calculations by calculator were used to analyze the data where simple frequencies and percentages were created.

The findings revealed that advertising contribute much on sales improvement where by 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 affect sales improvement.

The researcher therefore calls for the administration of ZBL to pay attention on advertising strategies for the sake of embracing market share, goodwill, profitability as well as sales of the company.

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CHAPTER ONE

INTRODUCTION

1.1 Background Information

1.1.1 Essence of Advertising

Consumer's lives are becoming more complex. Their needs and states of mind are changing more frequently, they are faced with more options of products, services and delivery systems, and non-purchase-related demands are varying for their attention. Thus, many consumers are experiencing a time famine as they attempt to deal with their needs, sort out their purchase options, and attend to multiple responsibilities (Zaltman and Coulter, 1995). In that sense, consumers have to be reminded, educated, informed as well as pursued to buy the organizational products.

1.1.2 History of Advertising

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia (Saatchi et al 1995).

Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome (Saatchi et al 1995). Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC. History tells us that Out-of-home advertising and billboards are the oldest forms of advertising (Saatchi et al 1995).

As the towns and cities of the middle Ages began to grow, the general populace was unable to read and education became an apparent need, as well as printing, developed advertising expanded to were the source of newspapers advertising. In 18th century this newspaper advertising became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged

Europe(Karina Wilson, 2000). In June 1836, French newspaper **La Presse** was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles(Karina Wilson, 2000).

Figure 1.1: Example of Newspaper Advertising

The Publick Adviser,
W E E K L Y
Communicating unto the whole
Nation the several Occasions of all persons
that are any way concerned in matter of Buying and
Selling, or in any kind of Employment, or dealings
whatsoever, according to the intent of the **OFFICE**
OF PUBLICK ADVICE newly set up in
several places, in and about *London and West-*
minster.

For the better Accommodation and Ease of
the People, and the Universal Benefit of the
Commonwealth, in point of
PUBLICK INTERCOURSE.

From Tuesday May 19 to Tuesday May 26.

In *Bartholomew Lane* on the back side of the Old
Exchange, the drink called *Coffee*, (which is a very whol-
some and Physical drink, having many excellent vertues,
closes the Orifice of the Stomack, fortifies the heat with-
in, helpeth Digestion, quickneth the Spirits, maketh the
heart lightfom, is good against Eye-sores, Coughs, or
Colds, Rhumes, Consumptions, Head-ach, Dropsie,
Gout, Scurvy, Kings Evil, and many others is to be sold
both in the morning, and at three of the clock in the af-
ternoon.

Source: Karina Wilson, (2000-12)

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up

their own radio stations, and included: schools, clubs and civic groups. Advertisement for a live radio broadcast, sponsored by a milk company and published in the Los Angeles Times on May 6, 1930.

In 1940s/1950s The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation (Karina Wilson, 2000).

In the early 1950s, the Dumont Television Network began the modern practice of selling advertisement time to multiple sponsors. Previously, Dumont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States (Karina Wilson, 2000).

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as Home Shopping Network, and Shop TV Canada (Karina Wilson, 2000).

In 1990s, the advent of the ad server, marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engine Google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This

has led to a plethora of similar efforts and an increasing trend of interactive advertising(Karina Wilson, 2000).

A recent advertising innovation is "guerrilla marketing", which involves unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. Guerrilla advertising is becoming increasingly more popular with a lot of companies. This type of advertising is unpredictable and innovative, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social network services such as Face book (Karina Wilson, 2000).

1.1.3 Advertising in Broader Perspectives

Advertisements come in a wide range of types, from print advertisement to television commercials, web page banners and more. These usually are targeted to a specific audience. Advertising is a 'paid for' communication and it is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market. There are many advertising 'media' such as newspapers (local, national, free, trade), magazines and journals, television (local, national, terrestrial, satellite) cinema, outdoor advertising (such as posters, bus sides).

According to Thomas (1994) 'Advertising for new products is more effective than advertising for established products. It's easier to create effective advertising for new products, than established one. The inherent "news value" of new products is the principal reason for its effectiveness. The new products are the most common marketing success to take advantage of this inherent advantage (i.e., to under spend on introductory advertising for new products).Perhaps up to half of all advertising for established products is not effective, or is only minimally effective, based on Decision Analyst's research.

Advertising is primarily a strategic weapon. Its total effects must be evaluated in the context of years, not weeks or months. The companies with a longer-term perspective, however, will win the marketing wars through the effective use of advertising in the major media. This is not to say that other media (tradeshows, sports marketing, Internet, fax networks and telemarketing) cannot play an important supporting or supplemental role, for they certainly can. This indicates that the quality of advertising tends to be more important than the quantity of advertising (Philip Cateora, 2005).

Under Global operation of the company, advertising is used as a critical tool for the global marketing. The primary goal of global advertising is to inform customers about the benefits and values in which a product or services offers. It can be used either alone or in combination with other marketing/ promotional tools such as sales promotion, publicity or public relation. Advertising has raised a numbers of changes now a days, such as global television and the internet growth. According to, 'Warren J. Keegan (2002), the world advertising expenditures exceeded \$300 billion in 1998 and this amount is expected to approach \$350 billion by 2001(Philip Cateora, 2005).

Table 1.1: Top Fifteen Global Advertisers in the World in the Year 2001

Rank	Name of the Company/Corporation/Industry	Headquarter
1	Procter & Bamble Company	Cincinnati
2	General Motors Corporation	Detroit
3	Unilever	London/ Rotterdam
4	Ford Motor Company	Dearborn, MI
5	Toyota Motor Corporation	Toyota City, Japan
6	AOL Time Warner	New York
7	Philip Morris Cos	New York
8	Daimler Chrysler	Stuttgart
9	Nestle	Vevey, Switzerland
10	Volkswagen	Wolfsburg, Germany
11	Honda Motor Company	Tokyo
12	McDonald's Corporation	Oak Brook, IL
13	Coca-Cola Company	Atlanta
14	L'Oreal	Paris
15	Walt Disney Company	Burbank, CA

Source: Philip R. Cateora, 2005

The Global Company that becoming first to initiate the global operation/market become advantageous over its rivalry. According to Seth Gidin, a former CEO of Yoyo dyne Inc., as the company offer more products, they have to increase their promotional spending to get attention; but this leads to more advertising clutter, less reach and lower profits. Also the web: www.adageglobal.com state that, 'The search for a global advertising campaign can be the corner stone of the search for a coherent global strategy. Such a search should bring together everyone involved with the product to share information and leverage their experiences.

In relation to Tanzania, companies do advertise their products through different methods to ensure that their turnover is always increasing for the high profitability of the firms. Some of these companies which depend their continuity on advertisement are TBL, TCC, Twiga Cement, Royal furniture, Samsung, Nokia, Drop of Zanzibar, ZECO, TiGo, Zantel telecommunication company as well as Azam company with different

products. Their advertisements are done with; radio, newspaper, magazines, telephones, direct mails, websites, public announcement or walls painting (Source: Author, 2013).

According to Busari (2002), Advertisements can also be seen on the seats of grocery carts, on the wall of airport walkways, on the sides of buses, airplane and train. Advertisements are usually placed anywhere an audience can easily and/or frequently an access visual and/or video.

1.2 Statement of the Problem

The advertising industry continues to be an industry in the midst of radical transformation. It has experienced a host of organizational, geographical, and technological changes. Many research scholars in their works explained on the Promotional mix in general which includes; advertising, sales promotion, publicity, public relation and personal selling, others discussed on Sales promotion, advertising as a channel of information and others only showed a relationship between advertising and sales.

This work deals with informative, persuasive and reminder as the knowledge gap on effective application of advertising to a products or services offered by the company.

Withal, most of these researchers carried their works out outside Tanzania, thus there is location gap in relation with this work.

1.3 Objectives of the Research

1.3.1 General Objective

The general objective of this research is to find out the contribution of advertising on sales improvement.

1.3.2 Specific Objectives

Specifically, the study had the following objectives:

- i. To find out the extent to which informative advertising affects sales.
- ii. To examine the relationship between reminder advertising and sales improvement.
- iii. To determine on how persuasive advertising influences sales improvement.

1.4 Research Questions

The study was guided by the following questions:

- i. To what extent does the informative advertising affect sales?
- ii. What is the relationship between reminder advertising and sales improvement?
- iii. How persuasive advertising does influence sales improvement?

1.5 Scope of the study

The study was undertaken at ZBL in Zanzibar as a case study and was generally focus on the Contribution of Advertising on Sales improvement. The study covered with the data of nine (9) years from ZBL for the good analysis to the problem.

1.6 Significance of the Study

- i. The study helps the researcher to be exposed the marketing environment.
- ii. To the community realize their potentials in organization development.
- iii. It provides experience to the researcher after interacting with various people such as, employers, customers on many issues.
- iv. The study helps ZBL to keep their advertising strategy based on information from the researcher.

1.6 Limitations of the Study

The study based on a case study at Zanzibar Bottlers Limited. The research explored the contribution of advertising on sales improvement data from 1994 and 2002 to 2009.

During this period researcher met with the following difficulties:

- Lack of timely availability of data to perform the study at a very significant depth. Also most of the top managements are scared to provide the data, taking to granted that these data are very confidential and has been centralized for the uses of the organization only.
- Financial problems, researcher considered financial budget, the problem was in term of transport fee from and to the field area for data collection, stationeries, communication cost example credit card and internet bundles so simplify data collection of the study. To overcome this, the researcher decided to deal with one area only.
- Time factor, also because of limit time of doing the research, the researcher based on ZBL as a case study for visibility and collection of data hence reduce the wideness of the research.
- Not all the respondents were willing enough to provide the required information, some were reluctant either by not knowing the benefits of the study or had different perceptions about the study and therefore, taking time to be explained by the researcher and to provide the required responses.
- It was difficult to maintain gender balance as the representation of female respondents in the study was very low compared with their counter parts male. However, one of the essences of this study is to have equal representation and participation of both sexes.
- Another limitation of this study was the complexity towards the whole process of data analysis. The bulks of information which were obtained from the field, all of them were systematically analyzed within minimal amount of errors, the help of the SPSS program was so important. But the researcher was less competent to

the usage of the program, so that ultimately there were a definite number of fact-findings that tend to.

- Also there was a difficulty of collecting data from documentary review, that researcher consumed more time for searching the necessary data for the study because some documents were in bad condition and some located in different office, also interview was difficult to be conducted because the respondent failed to dedicate their full time for questions out flow there was interaction example call ring of interviewees and customers need services at the same time that hinder the effectiveness interview.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter expressed on the ideas and theories propounded by different authors in the field of Contribution of advertising on Sales improvement. It also focused on the researches done by others related topics.

2.2.1 Definition of Terms

2.2.1.1 Theoretical Review

Accordingly, the purpose of this chapter was to critically review the existing literature on the selected topic to critically determine what advertising contributed toward sales improvement and their interrelationship. Overall, discussion in this chapter provided a base for the conceptual model of this study.

2.2.1 Definitions of Advertising

MC Caurthy and Prevalent (1988) said that “Advertising is any form of personal presentation of ideas, goods or services by an identified sponsor. It includes the use of such media as magazines, newspaper, radio and television, signs and direct mail”.

Advertising consists of all activities involved in presenting to a group of non-personal, sponsor identified message about a product or organization. This message is called advertisement, can be verbal or/ and visual and is disseminated through one or more media, Stanton et al(1991:452).When an organization advertises its product or services, the public knows who is doing the advertising because the sponsor is openly identified and the sponsor makes payment to the media that carries the message.

Longe (2001) defined advertising as any personal paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to present and promote a product, services and idea.

Wells, Burnett and Moriarty, (2003, p.10) defined the term advertising as “a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience”. Among the other functions of advertising highlighted in this definition, the most important is the persuasion factor which is the consequence of the rest of the functions. An advertisement should have the potential to differentiate one product or service from others so as to produce a desired persuasive effect (Jeong, 2004).

2.2.2 Aim of advertising

In many business organizations, the need for implementing advertising is increasingly as important as a factor of protecting the profit margin. The basic objective underlying all advertising is an increase in sales volume. The aim is to set in terms of time and a strategy devised at achieving either short or long-term gains includes:-

- To widen distribution of the product or service.
- To gain customer loyalty and convert them to regular users for new or improved product/services.
- To inform customer about new product in the market and also price charges.
- To persuade customer that the brand promoted is the best persuade them to try the brand.
- To remind customers and market about the product, where it can be available and its best quality.

Advertising can reach geographically dispersed buyers efficiently (Kotler, P. 2002). It is to develop all concepts and write copy for ongoing image advertising successful on increasing awareness, as reported by the sales team (Kursmark, Louise M. 2005).

All these aims of advertising depend on where and when the supplier decides to do advertising, however, the general purpose of advertising is to boost up sales volume of the given entity, since most of the informed, persuaded and reminded customers are expected to buy the promoted products.

2.2.3 Nature of Advertising

Advertising is much more complex than could be really imagined. Placing cause and effect is much more difficult in advertising than in the physical science. This is because it is not easy to control the various factors that could be regarded as contributory in an advertising environment. For instance, a company cannot categorically claim that a particular advertising campaign was solely responsible for recorded increase in its sales at the end of the campaign. Other unrecognizable factors like higher income for potential customers, reduction problems of competitors, improved customer relation of distributors and retailers and other unnoticeable factors apart from the campaign may be responsible for the company's improved sales. It is also difficult to classify advertising as either an art or a science.

Neither practitioner nor academicians have ever agreed on an answer. This is because advertising has a bit of both. In general, creative people regard advertising as an art and themselves and artistes who through their creative ability device effective ways of communicating advertising ideas that will persuade potential customers to use a product, service or an idea. However, people who work in the area of advertising as part of marketing mix often emphasize the science of advertising. This is because they see advertising as part of a mixture of elements combined in a marketing plan to achieve an effect. This, of course looks quite scientific.

Whether we emphasized the art or science of advertising, we must concede the fact that like many other fields of social endeavour, advertising is becoming more and more measurable and scientific source. But because it deals with people and its main products are artistic expressions of human creativity, it will never be an exact science but a social science (Frank, 2005).

2.2.4 Roles of Advertising

The main role of advertising is to make known the availability of a product or service to sell. In addition to this however, advertising performs some other useful and important roles in every society. (Sandage and Rotzoll 2001) stated that advertising plays the following roles:

Provision of Employment Opportunities

The advertising business is such an important/lucrative one in which many people are employed in the sector as specialists and non-specialists employees (Sandage and Rotzoll 2001).

Creation of Standards through Competition

Advertising messages often extol the good qualities of products or services. For consumers to continue to buy these products or services, manufacturers or organizations are compelled to adhere to the advertised qualities, for if they allow the qualities to drop, consumers will buy less of their products or services and patronize their competitors instead. This thus ensures that manufacturers and organizations do not allow the quality of their products or services to fall below a standard that is acceptable to consumers (Sandage and Rotzoll 2001).

Improve the Standard of Living

Many things that make life easier and more pleasant like radio, television, fan, video, computer, and motor cars and so on are not necessities but comforts. The comparative inexpensiveness of these products are made feasible through mass demand, a “by-product” of mass awareness created by advertising. This evidently shows the link between advertising and standard of living in a society (Sandage and Rotzoll 2001).

Provision of Entertainment and Relaxation

Many advertising companies especially broadcast media advertisement present their messages with humour and thus provide entertainment and relaxation for the audience. The presence of some characters in advertorial prints is geared towards providing entertainment and relaxation for the audience without the message being lost or submerged (Sandage and Rotzoll 2001).

Aesthetic Role

The billboards on our roads and neon sign advertising displays on high-rise building play an aesthetic role and without them in our stadia and such other public areas, they will look bare and unattractive. This is why it could be rightly said that advertising plays an aesthetic role in the society (Sandage and Rotzoll 2001).

2.2.5 Scope of Advertising

The scope of advertising anywhere could be measured in terms of the volume of money involved in the advertising business, the number of personnel in the industry, the standard of professional practice, the sophistication of equivalent and material use in advertising practice and other numerical parameters (Sandage, 1999). The statistics for the amount of money involved in the advertising business in Nigeria may not be easily obtainable but a good idea could be gotten by considering the following parameters:

- Amounts realized by the broadcasting media from commercials annually.
- Amounts realized by the print media from advertising annually.(The print media solely depends on revenue from advertising for survival).
- The number of advertising agencies and agents in the country.
- The presence of many agents is an indication of the profitability of the advertising business.
- The number of billboards on our roads and the cost of mounting them up.
- The amounts expended on producing advertorial publications for both the print and electronic media.

- The volume of remunerations paid to personnel in the advertising business could be appreciated by considering the various organizations that handle or use advertising and employ advertising practitioners and allied workers on full time or part time basis. Such organizations include more desirable by adding value to it.
- Advertising also adds value by educating consumers about their option of choosing their desired value in the products or services they buy. If the price is more important to consumers, they have options of buying less expensive alternatives. Many of our wants are emotional, social, or psychological in nature rather than purely functional. Advertising also offers consumers the opportunity to satisfy their psychic or symbolic needs and wants through products or service that they use.
- Advertising contributes to the self-interest of both consumers and advertisers by adding value to products and services in a free-market system. Furthermore, it encourages competition which adds to serve the consumer's self-interest. Note that there are several costs involved in doing business, and advertising is one of them. Most retail advertising prominently focuses on price and tends to hold price down.
- Manufactures advertising usually focuses more on product features, benefits or image in an attempt to convince consumers that the product is better. In this instance, advertising tends to support higher prices. Economists are critical of advertising because it creates a barrier to entry of smaller firms which have fewer resources, and cannot match the power of large firms with huge advertising budgets. High costs may inhibit their entry and brands of large firms could benefit greatly from this barrier. This results in less competition and consequently higher prices (Bennett, 2006).

2.2.6 Important issues of Advertising

Social Issues

The source of controversy over advertising stems from the way it is used by advertisers. In accomplishing the sales or communication objectives of marketers, advertising influences social values, life styles and society's tastes. Advertising is criticized for being untruthful and deceptive, offensive and in bad taste and it is said to also exploit valuable groups. It is generally agreed that advertising exerts a powerful social influence and is criticized for encouraging materialism in society. Advertising is blamed for manipulating consumers to buy things for which they have no real need, depicting stereotypes and controlling the media. Materialism is the tendency to accord undue importance to material interests and this tendency, perhaps, lessens the importance of freedom, love and intellectual pursuits of society; which are non-material. People from many countries and cultures believe that materialism tends to be negatively related to happiness and hence is considered undesirable.

Many people wonder whether advertising encourages materialism or merely reflects values and attitudes that develop as a consequence of more important sociological forces. There is no doubt that advertising and the advertised products are a part of our culture and influence it in some way, however advertising cannot be said to have the power to dominate the forces of religion, family and literature that contribute to the values of society. There seems to be little support for the view that advertising is a pervasive force in altering consumer spending.

Level of income seems to determine the pattern of consumption, which in turn influences the intensity of advertising. In most societies, material possession are considered as an evidence of success and many argue that an emphasis on material possessions does not mean disinterest in intellectual, spiritual or cultural values. Consumers, whose basic needs have been fulfilled, can be interested in fulfilling higher-

order needs. For instance, a consumer may buy an expensive music system to really enjoy music rather than simply acquire a material possession to impress someone.

Ethical Issues

Ethics are moral principles and values that govern the actions and decisions of an individual or group. Many laws and regulations are forces that determine what is permissible in advertising. However, not every issue is controlled by rules. Marketers are often faced with decisions regarding the appropriateness of their actions which are based on ethical considerations rather than what are within the law or industry guidelines. There is a considerable overlap between what many consider to be ethical issues in advertising and the issues of manipulation, taste and the effects of advertising on values and lifestyles certainly may be within the law but still unethical. Advertising is a highly visible business activity and any lapse in ethical standards can often be risky for the company. Consumer protection groups question the sponsorship and support of sports events by companies selling alcoholic beverages or tobacco products (Lwin, 2006).

Advertising Environment or Issues

Advertising is one of the most visible activities of business and it does not operate in a vacuum. By informing, persuading and reminding consumers to use their products or services, companies risk public criticism and attack if their advertising is offensive to the audience or if the advertised products or services do not perform as promised. The opinion of people about advertising is divided.

Economic Issues

Advertising sets off a chain reaction of economic events. Why do consumers prefer advertised brands as compared to unadvertised brands in the same product category? Not necessarily because advertised brands are superior but because advertising can add value to a brand in the consumer's mind. The famous psychologist, Ernest Ditcher, known as

the father of motivational research, has stressed that a products image created in part by advertising and promotion, is an inherent feature of the product itself. It has also been shown that while an advert may not speak directly about a product's quality, the image created by advertising may imply quality and make the product more desirable by adding value to it.

Advertising also adds value by educating consumers about their option of choosing their desired value in the products or services they buy. If the price is more important to consumers, they have options of buying less expensive alternatives. Many of our wants are emotional, social, or psychological in nature rather than purely functional. Advertising also offers consumers the opportunity to satisfy their psychic or symbolic needs and wants through products or service that they use. Advertising contributes to the self-interest of both consumers and advertisers by adding value to products and services in a free-market system. Furthermore, it encourages competition which adds to serve the Consumer's self-interest.

Note that there are several costs involved in doing business, and advertising is one of them. Most retail advertising prominently focuses on price and tends to hold price down. Manufactures advertising usually focuses more on product features, benefits or image in an attempt to convince consumers that the product is better. In this instance, advertising tends to support higher prices. Economists are critical of advertising because it creates a barrier to entry of smaller firms which have fewer resources, and cannot match the power of large firms with huge advertising budgets. High costs may inhibit their entry and brands of large firms could benefit greatly from this barrier. This results in less competition and consequently higher prices (Bennett, 2006).

There is increasing awareness over the need to measure the impact of marketing activities on firm performance. Practitioners are increasingly under pressure to report their contribution to the overall firm performance. The inherent complexity in quantifying the marketing activities has often become a barrier in developing metrics for

marketing measurement. Sullivan and Abela (2007) report that the ability to measure the internal marketing performance causes a significant impact on firm performance, profitability; stock return and marketing's stature within the firm.

In recent years a number of studies suggest that a firm's advertising (Frieder and Subrahmanyam 2005; Grullon, Kanatas, and Weston 2004; Joshi and Hanssens 2007,) directly affects stock returns. This is in addition to the indirect effect of advertising through increase in sales revenues and profits. Srinivasan and Hanssens (2007) carry out an extensive literature survey on the impact of advertisement on market and firm value.

The effect of the advertising on consumers rests on the theory of message repetition. It can be classified into three main effects: a current effect on behaviour, a carryover effect on behaviour and a non-behavioural effect on attitude and memory (Pechman and Stewart 1988; Sawyer 1981; Sawyer and Ward 1976).

2.2 Empirical Review

In the course of documentation, researchers came with different reports on advertising to sales and organization in general.

Singh J D (1983) in his study examined the trends in bank advertising in the seventies in India. The study revealed that the bank advertisements were created purposely for the sake of advertising rather than for creating the market or serving the customer satisfactorily. There is lack of professionalism in bank advertising and marketing. Suggestions were made to give stress on 'positioning the bank' rather than selling the products after identification and prediction of customer requirements.

Other Researchers have tried to estimate the effects of advertising on brand sales using field data (Leone and Schultz 1980; Vakratsas and Ambler 1996). Most of these studies focus on many technical issues involved in efficiently capturing the unbiased effects of advertising, given the limitations of field data (Hanssens, Parsons, and Schultz 1990).

Deeper analysis of these studies finds that the effects of advertising are significantly greater than zero but do vary by market and product characteristics (Assmus, Farley, and Lehmann 1984; Sethuraman and Tellis 1991).

Few studies have addressed the advertising effects on sales. Little has been researched on capturing the impact of how the effects vary by creative medium or vehicle, and time of day for broadcast advertising (example: Bhattacharya and Lodish 1994). In particular, no study has researched the effects of advertising by these three factors simultaneously. While marketers know that that consumer behaviour is influenced by multiple factors, yet little research has been done on understanding the impact using the integrated marketing mix model (Sethi 1977, Feichtinger, Hartl and Sethi, 1994). This is attributed to the fragility of advertising's effects and the complexities involved in getting bias-free estimates.

Naik and Raman (2003) present an insight as to how a marketer or a shareholder is keen on measuring the impact of marketing (advertising investment) on market performance. To assess these effects marketers often use regression analysis. Arguing that OLS models introduce biasing effects, they put forward the Weiner Kalman Filter (WKF) that provides estimates that are closer to the true parameters.

Advertising's effectiveness lies in its capability to help stimulate or maintain sales (Eachambadi 1994; Mantrala, Sinha, and Zoltners 1992; Naik, Mantrala, and Sawyer Sethi 1998; Vidale and Wolfe 1957). Thus, advertising is frequently used as an independent variable in explaining changes in sales (Lilien 1994). Abraham and Lodish (1990) believe that advertising effectiveness has to be captured by the additional sales of a product over and above those that would have happened in absence of any advertising or promotion.

Although advertising managers have long believed that advertising's impact on sales can persist longer than the current period (Clarke 1976), the tendency to assume that advertising's effect on sales is short-term is yet prevalent. They further argue that the longer uses of advertising are better than less and shorter uses of it irrespective of the nature of contribution of advertisement to sales (Jones 1992, 1995). The inability of measures to differentiate the impact of advertisement between its short term and long term effects have resulted in wastage of advertising expenditure (Abraham and Lodish, 1990; Bass 1969).

Echambadi (1994) uses the analogy of capital budgeting process to capture the effectiveness of ad spending on sales and profitability. He suggests that the brand managers be allowed to spend as much as they want on advertising if the return they generate is able to beat an internally agreed hurdle. His belief rests on the premise that absolute size of the ad budget does not matter but the return on that budget is the criteria for ad effectiveness.

The basic duopoly model leads to an equilibrium which can be determined analytically (Dixit, 1979); this basic model does not demonstrate any dynamic behaviour. Introducing advertising into the model allows firms endogenously alter demand which does invoke dynamic behaviour but is analytically intractable. Graham and Ariza (2003) present a model that optimizes allocation of firm advertising expenditure using a simulated annealing approach. Steerman et al (2007) use an approach that combines duopoly theory with the behavioural theory of the firm.

Research on the response to advertising had primarily looked at the shape of the response function (Aaker and Carman 1982; Simon and Arndt 1980; Mesak 1999), the dynamics of advertising effects (Simon 1978), and the interaction of advertising with other promotional mix elements (Winder and Moore 1989; Wild 1977).

Luo and Donthu (2001) apply DEA – Data Envelopment Analysis – to the question of how to measure the efficiency of the advertising in the traditional media. Further Yunjae Cheong (2006) uses the similar model to carry out a study on the evaluation of ad media spending efficiency. This model focused on how one could measure, maximize and benchmark the effects of advertising media spending thereby improving the effectiveness of advertising.

Yew, Keh and Ong (2005) report that intensive investment in advertising contributes positively to the one-year stock market performances of non-manufacturing firms. However their results were inconclusive whether manufacturing firms benefit from investment in advertising as measured by the three-year stock market performance. Mathur et al (1995) using event study methodology concluded that investors react positively to announcements of advertisement changes leading to higher market value for the firms.

Graham and Frankenberg (2000) examined the asset value of advertising expenditures of 320 firms with reported advertising expenditure for each of the 10 consecutive years ending in 1994, seeking to determine the impact of advertising expenditures on the financial performance. They used the changes in year to year differences in advertising expenditure to measure the impact on asset value and subsequent market value of the publicly traded firms.

Zefania Kimolo (1998) in her report on the “Promotion Techniques” conducted at NSSF headquarters found out, some organizations are not effective in sales because they are not aware of the promotion tools when, where and how to employ them. She also said that some techniques are not affecting sales because they are wrongly implemented and lacks enough funds for implementation.

Consolata Sanka (1999), in her research “effectiveness of promotion in service marketing”, she found that ,the most people in organization think that promotion is the

role of marketing department only. This reduces the effectiveness of promotion mix/tool(s), and she concluded that frequent seminars, conferences, workshops and training should take place so that every employee in every department can participate in getting the expected promotion effect to organization.

Joseph, E.G (2002) of Mzumbe University in his research on “The impact of promotion techniques under competitive business environment” he generally said that promotion tools are the most weapon(s) used in the competition battle, and if they are effectively used, they tend to affect sales positively.

2.3 Relationship between Advertising and Sales

The interrelationship between advertising expenditures and sales value in the market response analysis, have resulted in conflicting findings. For instance, Telser (1962 cited in Kocabiyikoğlu, 2004) utilized the time series data for three different cigarette brands.

Simultaneous equation models were used to explore the relationship between advertising and sales. The study found that different cigarette brands earn different return on advertising spending. Furthermore, Telser (1962) states that other marketing variables such as economic conditions and the level of competition in the market also influence the advertising-sales relationship (Kocabiyikoğlu, 2004). While studying the relationship between advertising and sales, Quandt (1964) also argued that other variables like disposable income, education etc. should be considered as these factors affect the advertising-sales relationship.

Murphy and Cunningham (1993) state that linking advertising with sales impact is not appropriate as other marketing variables such as economic factors, market factors, etc., affect the company sale. In fact, previous research investigating the real effectiveness of advertising has not found a clear link between advertising and its effect on company sale (Vakratsas and Ambler 1999). Neslin (2002) found that other variables like sales

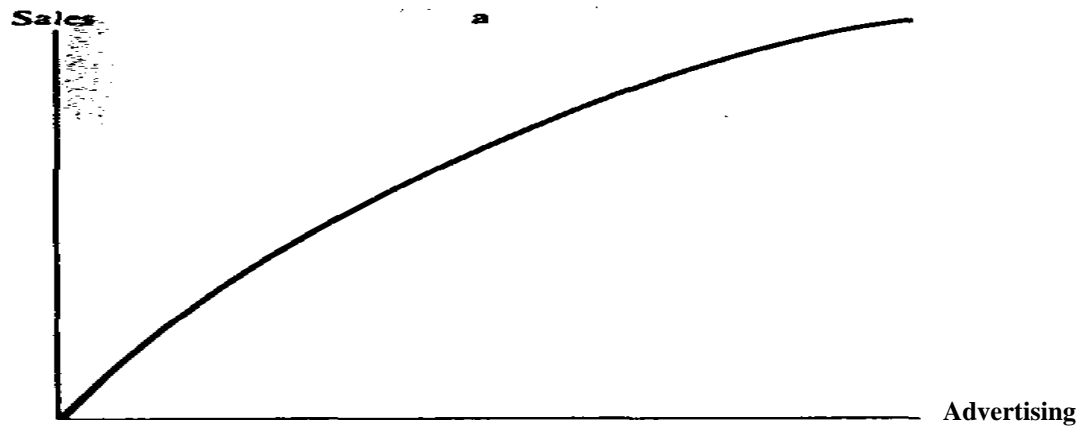
promotion can have a significant influence on the advertising and sales relationship and consider such variables responsible for inconsistent results in previous studies on the effectiveness of advertisement.

Concave Downward

With thus, Julian Simon and Johan Arndt concluded that the effects of advertising budgets follow the microeconomic law of diminishing returns. That is, as the amount of advertising increases, its incremental value decreases. The logic is that those with the greatest potential to buy will likely act on the first (or earliest) exposures, while those less likely to buy are not likely to change as a result of the advertising. For those who may be potential buyers, each additional advert will supply little or no new information that will affect their decision. Thus, according to the concave-downward model, the effect of advertising quickly begins to diminish. Budgeting under this model suggests that fewer advertising naira may be needed to create the optimal influence on sales.

Other economists such as Dean (19> 1), Chamberlain (1%2), Comanor and Wilson (1974), and Porter (1976) claim that there are initial increasing returns to scale for advertising. Similarly, some marketing researchers and operations analysts assert that the advertising response curve is S-shaped (Zentler and Ryde, 1956; Vidale and Wolfe, 1957; Rae, 1970). Acquisition of complex skills usually can best be described by a concave curve.

Figure 2.1: Concave downward response curve



Source: George E. Belch (2003)

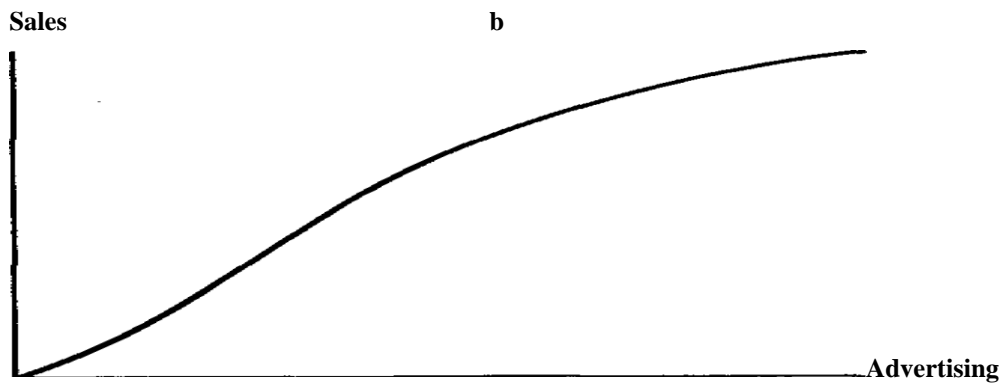
S-Shaped Response Curve

The S-shaped curves have been observed in classical conditioning and in memorizing as well as in the development of skills (Bercson and Steiner, 1964). Many advertising managers assume the s-shaped response curve (as shown below), which projects an S-shaped response function to the budget outlay (again measured in sales). Initial outlays of the advertising budget have little impact (as indicated by the essentially flat sales curve in range A). After a certain budget level has been reached (the beginning of range B), advertising and promotional efforts begin to have an effect, as additional increments of expenditures result in increased sales. This incremental gain continues only to a point, however because at the beginning of range C) additional expenditures begin to return little or nothing in the way of sales.

This model suggests a small advertising budget is likely to have no impact beyond the sales that may have been generated through other means (for example, word of mouth). At the other extreme, more does not necessarily mean better: Additional nairas spent beyond range B have no additional impact on sales and for the most part can be considered wasted. With marginal analysis, one would attempt to operate at that point on the curve in area B) where the maximum return for the money is attained.

Some psychological speculations in favour of the S-shaped response functions are based on the notion of a threshold effect. In Chamberlin's (192) language: "Control of the buyer's consciousness must be gained and while it is being gained additional expenditure yields increasing returns." Another argument is that constant repetition would ingrain a stimulus in the mind and eventually lead to a desired effect (Greenberg and Suttoni, 1973). In the imagery of the advertising-space salesman, the argument is that "You've got to keep dripping the water onto the rock until it cracks."

Figure 2.2: S-shape response curve

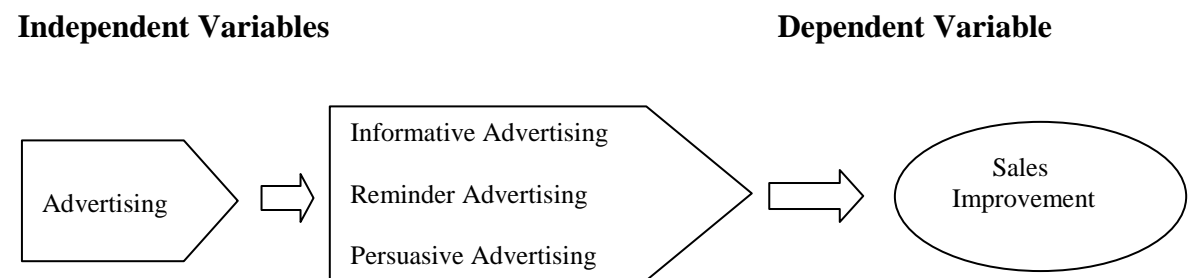


Source: Journal of Advertising Research by, Julian L. Simon and Johan Arndt

2.4 Conceptual Framework

This part specifically answers research questions in chapter one, it is important and necessary to explain how each research is conceptualized. According to Miles and Huberman (1994), conceptualization is a method for deciding on what part should be the fundamental for researcher. This could be described graphically or in narrative form of words; **i.e.**

Figure 2.3: Dependent and Independent variable model



Source: Author, 2013

Informative advertising

In relation to the above model informative advertising is to create awareness among customers regarding the products or services the company offers for them first time. The customers are not knowing about the new product or service has been launched by the company. At that time the advertisement is given with the objective to inform them regarding the efforts of the company. This objective is only to create awareness of the prospects. For example, when a company introduces its new model of a car first time and interested to inform customers regarding this.

Reminder advertising

When the advertiser gives advertisement second time or repeatedly its objective is not to inform first time to create awareness but to remind regarding the first advertisement. Further, when the company is interested to inform its existing customers regarding its products or services already existing in market is to remind the customers. They should not forget the offers of the advertisers. This helps in keeping update knowledge of the customers regarding products availability in the markets. Most of the companies are giving advertisement with this objective in market competitive situation.

Persuasive advertising

The advertiser is giving advertisements with the interest to remind them repeatedly so that it would become difficult for them to avoid advertisement. One day sooner or later they have to pay attention and agree for the products of the company. The efforts are to make them agree for buying the products of the company. The objective is to persuade them for the desired action. Only thing is that if time taken by the customer to get persuade is longer than it may be costly for the advertiser due to repeated advertisements for longer period.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presented the ways on how the data were collected/ gathered by the researcher in order to find the answers to our stated research questions. Firstly the research study presented followed by the research approach. Then strategy examined followed by data collection and sample selection.

3.2 Study Area

The study was conducted at ZBL in Zanzibar as one branch of Coca-Cola Company despite the fact that the company had other branches in Tanzania and rest of the world.

3.3 Study Population

The study population was the people live in Zanzibar who are the users/ customers of company's products. The study covered consumers for South part of Unguja-South region and those live in urban areas.

3.4 Research Design

Research design refers to decision regarding what, where, when how much and by what means concerning an inquiry or research study (Kothari 2008). Research design is a blue print that enables the investigator to come up with the solutions to those problems and guides him/her in various stages of research (Milanzi 2009). Thus, research design is about organizing of research activities including the collection of data in the ways that are most likely to achieve the research aims.

This study utilized a combination of two research design namely descriptive and case study research design. Descriptive research design is that through which the relationship between advertising and variables such as informative, reminder and persuasive advertising has been studied.

The second research design was case study design where by only ZBL main campus was studied. This study was used because it expected to bring a deeper insight and better understanding about effectiveness of advertising.

This approach was selected because it enabled the researcher to analyze and describe well the unit and the problem under the study and come up with better findings. Also the approach is less expensive in terms of time, money and movement.

3.5 Sample Size and Sampling Techniques

Sampling process based on probability whereby a probability of selecting an item have equal chance to each member of the population. Therefore, targeted population was used to create sample size and various techniques that were used to collect data from the sample.

3.5.1 Sample Size

The researcher involved total of 70 respondents out of 435 who were randomly selected from Customers and ZBL staff category and in some instance; stratified random sampling adopted to come up with convenient facts, the operation managers and other staffs of ZBL acted as a main sample size of the study since they participate in day to day decision making. The individual gross buyers (wholesalers) were taken as the second part of the sample size. The medium group was educated person and those illiteracy people were also asked. The other sample sizes were people in urban area where ZBL is located as well as high and low income group.

3.5.2 Sampling Techniques

Participants of the study were selected in two techniques, probability and non-probability sampling techniques.

Probability Sampling

In this technique, simple random sampling used as a probability sampling tool whereby, Customers, staffs and department managers listed and selected to give an equal opportunity of their participation.

Non-probability Sampling

This is the sampling technique in which respondents are not given equal chances of participating in data gathering. With this technique two tools were used as follows:-

Convenience sampling: - Researcher developed sample from the ZBL customers regarding their availability, ability and willingness to respond. The researcher decided to use this sampling procedure as it is cost effective and normally leads to the required population sample.

Judgmental sampling: - This technique enabled the researcher to choose the sample of the best representatives of targeted population, to the type of information needed.

3.6 Data Collection Methods

With these, researcher collected data from various sources using both primary and secondary methods of data collection.

3.6.1 Personal Interview

This involved face to face talk/conversation between researcher and respondents. About 40 interview guides prepared and information collected from the shoppers, sales men, restaurant sellers, bar sellers and final consumers and other employees who provided relevant, up to date and credible data needed by the researcher.

3.6.2 Observation;

This technique of data collection also applied to the collection of information as researcher participated fully in the day-to-day activities of the departments with the aim of observing daily operations and therefore made an appropriate analysis of each particular observation.

3.6.3 Questionnaire;

About 30 questionnaires prepared and distributed to the managers, Operational department heads and other officers. This depended on the availability of the concerned

personals. Also researcher used this in order to reduce the biasness, save time and minimize cost of data gathering.

3.6.4 Documentations

Researcher used this method in collecting and gathering data through reading various documents, such as monthly and annual reports, budgets, newsletters, newspapers journals and other relevant materials of the study.

3.7 Validity and Reliability

Validity and reliability used by researcher when decided on the quality of research.

3.7.1 Validity

When testing our construct validity, two sources of evidence are mainly used, i.e. interviews and corporate documents. In testing our construct validity, researcher had citations to all sources where materials and evidence collected from; researcher also briefly described the particular circumstances where our main data collected from.

To increase the external validity researcher gathered data from our sample company through personal interviews with the same company. However researcher had only one case study but external generalizations done carefully.

3.7.2 Reliability

When conducting the interview to our respondents, researcher tried to act as neutral as possible to avoid biasing. Researcher became conscious about the type of questions had and how should they be asked. During the interview researcher actively took a note at the same time as the interview recorded. Researcher had consequently explained and discusses the procedures of our research, in this and in every other chapter. He also designed the interview guide which showed what questions could be asked the interviewees. However the researcher tried to avoid biasness, therefore the influence between him and interviewee's views and attitudes discussed and taken into consideration.

3.8 Data Analysis Techniques

The collected data through questionnaires, interviews and documents edited, coded, tallied, tabulated and converted into frequencies. The analysis process took place by using mainly qualitative method which normally in the form of texts and written words. However, quantitative method applied when required. Respective percentage calculated and therefore interpreted accordingly. This allowed some sort of reliability.

Qualitative data subjected to content analysis. Content analysis examined the intensity with which certain words have been used. Through content analysis a classification system developed to record the information and in interpreting results, the frequency with which a symbol or idea appears may be interpreted as a measure of importance or attention (Kombo and Tromp 2006). With the quantitative data/ information SPSS software used to interpret the data accurately.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND FINDINGS

4.1 Introduction

In this chapter the researcher analysed, interpreted and presented the data that was obtained from the findings. The said information was collected through questionnaires, interview, documentary source and observation and were coded, tallied, tabulated and converted into frequencies. The information is presented in figures, charts and discussed after its presentation as shown below.

4.2 Profile of Respondents

The sample of 70 respondents from ZBL staff, managers, marketers, salesman, final consumers and others in the and South region of Zanzibar were targeted, and 65 of them were fully answered and returned. 40 of them were from interviews which include data collected from the shop, salesman/ stockiest, restaurant, bar and final consumer. The other 25 collected from questionnaires include from Sheq manager, Manufacturing and operation manager, Area sales manager, Warehouse supervisor, Trainee, Electrical technician, Finance manager and others. The Contribution of Advertising on Sales Improvement at ZBL was evaluated accordingly and specific results were provided. The researcher took only Zanzibar Bottlers Limited as the case study.

Respondent's distribution on the Interview

Table 4.1: Respondent's distribution by Type of usage

Nature of User	Population	Planned Sample	Actual Respondents
Shop	70	10	17
Stockist	50	5	4
Restaurant	60	10	3
Bar	15	3	4
Final Consumer	200	15	12
Total	395	43	40

Source: Field Data, 2013

Table 4.1 above shows the nature of users of ZBL products in the urban and south west region of Zanzibar Island based on their respective business. The table shows the planned sample size against actual sample who responded through the interviews.

Table 4.2: Age of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18- 25 years	9	22.5	22.5	22.5
26-40 years	19	47.5	47.5	70.0
41-60 years	12	30.0	30.0	100.0
Total	40	100.0	100.0	

Source: Field Data, 2013

It can be seen in the above analysis (table 4.3) that 18- 25 years was the age of 22.5% of the respondents, age group 26- 40 years formed 47.5% and 41-60 years were 30.0% of all respondents.

Table 4.4: Sex of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	26	65.0	65.0	65.0
Female	14	35.0	35.0	100.0
Total	40	100.0	100.0	

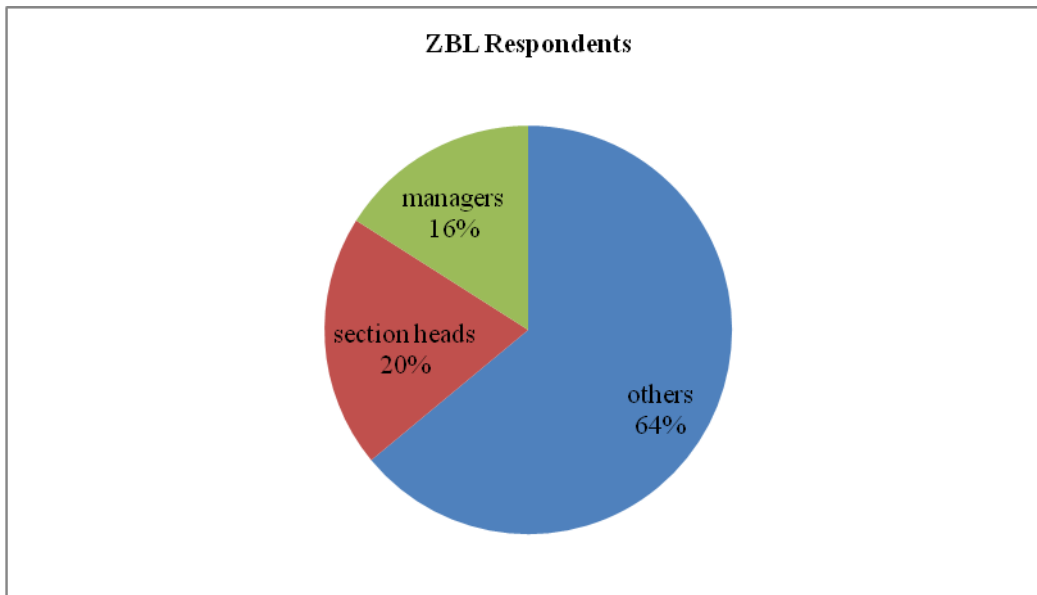
Source: Field Data, 2013

The above analysis (table 4.4) indicates that of the respondents who filled and returned the questionnaires males were 65.0% and female were 35.0% of the total respondents.

Respondent's Profile on the Questionnaire

Distribution of Respondents based on Job Titles and Usage

Figure 4.1: ZBL Respondents



Source: Field Data, 2013

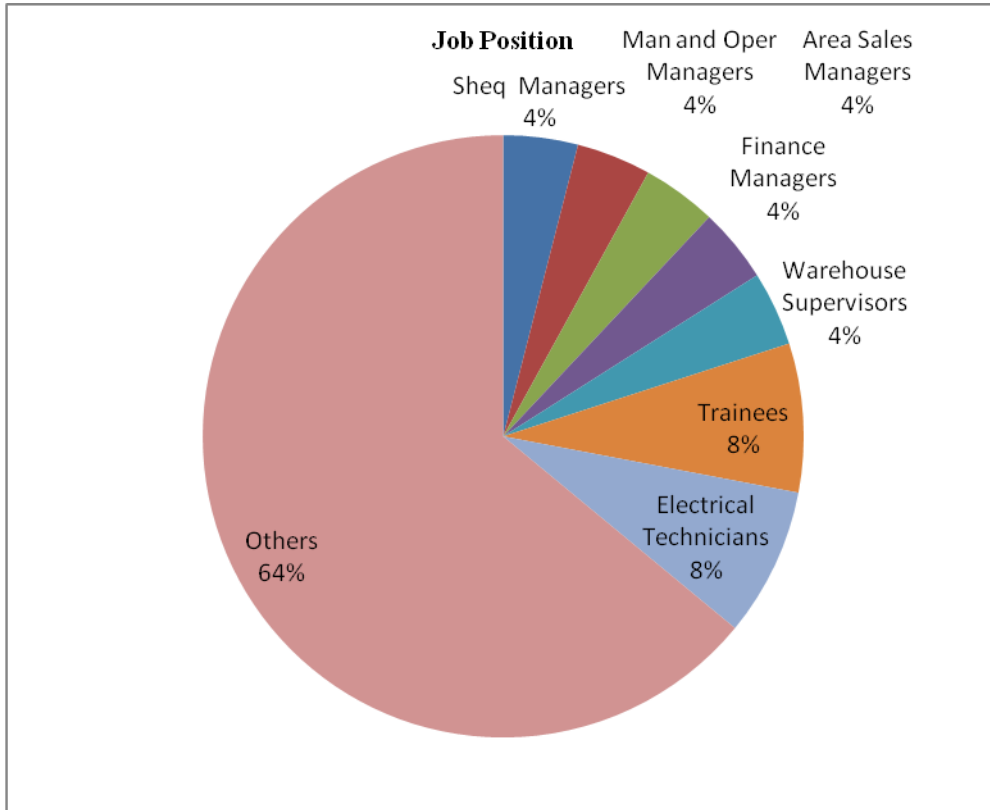
Figure 4.1 present the distribution of ZBL respondents which reveals that, the greatest part of the respondents were other staff 64% followed by section heads 20% and the least number of respondents were managers who constituted only 16%.

Table 4.5: Respondents distribution by the Job Title

Title	Population	Planned sample size	Actual respondents
Sheq Managers	3	2	1
Man and Oper Managers	4	3	1
Area Sales Managers	6	4	1
Finance Managers	2	2	1
Warehouse Supervisors	4	3	1
Trainees	3	1	2
Electrical Technicians	3	2	2
Others	15	10	16
Total	40	27	25

Source: Field Data, 2013

Figure 4.2: ZBL respondents profile Job position



Source: Field Data, 2013

In Figure 4.2 the respondents of ZBL questioned, categorized into different job positions such as RED, Retired one, crates carrier, cashiers and others who had resulted 64.0% of the total respondents. Trainees and electrical technicians formed 8.0% while other groups such as sheq managers, manufacturing and operation managers, area sales managers, warehouse supervisor and finance managers resulted into 4.0% of the total respondents.

4.3 The Effect of Informative advertising on Sales

The table below provides the summary data on the effect on informative advertising on sales.

Table 4.6: The Effect of Informative advertising on Sales

		Frequency	Valid Percent	Cumulative Percent
Valid	Yes	22	88.0	88.0
	No	3	12.0	100.0
	Total	25	100.0	

Source: Field Data, 2013

In relation with new customer attraction (table 4.6), 88.0% said, informative advertising affect sales at ZBL Company and 12.0% of respondents responded negatively on informative advertising to sales.

Table 4.7: Advantages customers get when company advertises

		Frequency	Valid Percent	Cumulative Percent
Valid	Choice among alternatives	4	10.0	10.0
	Awareness of products	17	42.5	52.5
	Quality products	1	2.5	100.0
	Others	18	45.0	97.5
	Total	40	100.0	

Source: Field Data, 2013

Table 4.7 shows that, 45.0% of the respondents were those provide other advantages customers get, 42.5% said awareness of the products is among benefit that customers get, 10.0% many goods/ items in promotions.

Table 4.8: Period of being using the Products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-10 years	26	65.0	65.0	65.0
11-20 years	12	30.0	30.0	95.0
21-30 years	2	5.0	5.0	100.0
Total	40	100.0	100.0	

Source: Field Data, 2013

The above analysis (table 4.8) shows the period of which user used ZBL products. Those used ZBL products from 1- 10 years were 65.0% of the respondents, the period from 11- 20 years formed a 30.0% and 21-30 years of usage were 5.0% of the respondents.

Table 4.9: Production and sales data

PRODUCTION AND SALES DATA

	1994	2002	2003	2004	2005	2006	2007	2008	2009
PRODUCTION	420,125	589,508	576,499	565,093	606,753	803,301	833,437	730,420	876,500
SALES	418,000	591,765	577,531	558,525	690,615	804,789	850,787	731,974	870,000

Source: Field data, 2013

The above table 4.9 shows the production and sales performance of ZBL in nine months starting from the year 1994 and 2002 to the year 2009. The performance in those years seen to be improved in all two aspects (production and sales) and therefore continuity is a must.

Table 4.10: Unethical of advertising to the society

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	30.0	30.0	30.0
	No	28	70.0	70.0	100.0
	Total	40	100.0	100.0	

Source: Field Data, 2013

The above table (table 4.10) shows that most respondents who are 70.0% saw the advertisement to be ethical to the society and 30.0% of the results saw to be otherwise.

4.4 The Effect of Reminder advertising on Sales Improvement

The table below provides the summary data on the effect of Reminder advertising on sales improvement.

Table 4.11: The Effect Reminder advertising on Sales Improvement

		Frequency	Valid Percent	Cumulative Percent
Valid	Good	20	80.0	80.0
	Bad	5	20.0	100.0
	Total	25	100.0	

Source: Field Data, 2013

In relation with the above table (table 4.11) 80.0% of the respondents resulted that there is a good effect of Reminder advertising from advertising and sales improvement while only 20.0% replied to have bad effect.

Table 4.12: Main Objectives of Advertising

	Frequency	Valid Percent	Cumulative Percent
Valid Sales maximization	18	72.0	72.0
Profit maximization	1	4.0	76.0
Others	6	24.0	100.0
Total	25	100.0	

Source: Field Data, 2013

The data above (table 4.12) indicates that 72.0% of the respondents strongly resulted into sales maximization as the main objective of advertising, 24.0% were respondents of other objectives and 4.0% were respondents of profit maximization objectives as the main objective.

Narrations 4.13 Zanzibar Bottlers Sales Team KPI Board:

According to Zanzibar Bottlers Sales Team KPI Board as at 06th March, 2013 Sale men such as: A. Dau, K. Gogo, M. Bariki and M. Yunus, KD: Zawia Traders, Awamu Store and Sahara and MDC: Kilosa Haji, Iddi Bata, Mwanajuma and Hamis Dunia. The daily sales target was 2,208 crates of soda. Weekly sales target was 13,250 crates and the actually crates a week was 11,097.

Table : 4.13 Media used to advertise with ZBL

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Postas and Sales promotion	14	35.0	35.0	35.0
Radio, Television and Newspapers	21	52.5	52.5	87.5
Internet	2	5.0	5.0	92.5
Others	3	7.5	7.5	100.0
Total	40	100.0	100.0	

Source: Field Data, 2013

The above table (table 4.13) concerned with a type of media in which users of ZBL products mostly hear/see the products. Among the respondents, 52.5% used radio, television and newspapers while 35.0% used posters and sales promotion, lastly 7.5% and 5.0% of the users were in others group and internet respectively.

Table 4.14: Advantages customers get when company advertises

	Frequency	Valid Percent	Cumulative Percent
Valid Many goods/items in promotions	4	10.0	10.0
Awareness of products	17	42.5	52.5
Others	18	45.0	97.5
Price reduction	1	2.5	100.0
Total	40	100.0	

Source: Field Data, 2013

Table 4.14 shows that, 45.0% of the respondents were those provide other advantages customers get, 42.5% said awareness of the products is among benefit that customers get,10.0% many goods/ items in promotions.

Table 4.15: The need of Using Internet to advertise rather than News Paper

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	27	67.5	67.5	67.5
No	13	32.5	32.5	100.0
Total	40	100.0	100.0	

Source: Field Data, 2013

With the above table (4.16) results, 67.5% of the respondents said there is a need of using internet to advertise rather than Newspaper and radio while 32.5% replied that, Newspaper and radio are a sufficient media of advertising and no need of using internet.

4.6 Persuasive advertising influence sales improvement

Specific objective three aimed at assessing the persuasive advertising influence sales improvement. The table below provides the summary data on the same.

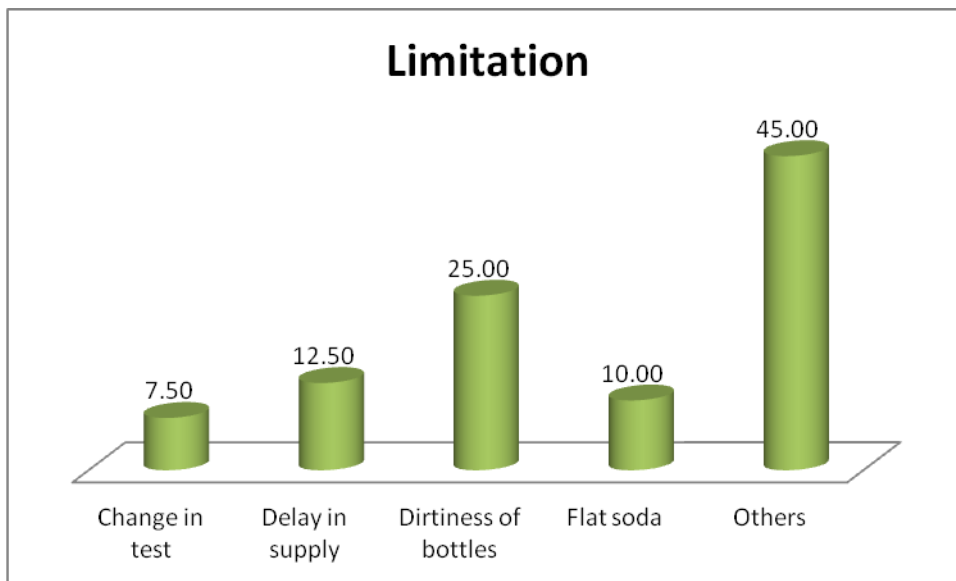
Table 4.17: Persuasive advertising influence Sales improvement

	Frequency	Valid Percent	Cumulative Percent
Valid Yes	21	84.0	84.0
No	4	16.0	100.0
Total	25	100.0	

Source: Field Data, 2013

Table 4.17 shows that 84.0% of respondents replied that, persuasive advertising influence sales improvement and 16.0% said there is a negative relationship between persuasive advertising and sales improvement.

Figure 4.3 Limitations of using ZBL Products



Source: Field Data, 2013

The data above (table 4.3) shows 45.0% of the total respondents were the group of those replied with different answers such as cracks in bottle's mouth, insects in soda, supply low quantity compared with ordered one, conditions/ restrictions in fridge obtainment are many, high price compared with quantity, slogan price differ with actual price, products perish ability, slogan availability is difficult, less volume of soda in a bottles, bottles outdated, bottles return is difficult, boredom of the body after drink, increase gas in stomach, 25.0% said dirtiness of bottles is a limitation to consumer using ZBL products, 12.5% replied delay in supply of ZBL products to sales men, shoppers, bars, restaurants and final consumers was the reason, 10.0% flat soda (the soda that have no gas) discourage the customers and 7.5% said change in taste of the said products is a reasons.

Table 4.19: Incentives that government provides using domestic products

	Frequency	Valid Percent	Cumulative Percent
Valid Yes	10	25.0	25.0
No	30	75.0	100.0
Total	40	100.0	

Source: Field Data, 2013

Table above table (table 4.19) shows that 75.0% of respondents said the government does not provide any incentive in using domestic products and increase pain company as well as citizens through taxes, 25.0% said yes the government provides the incentive such as tax holidays to the company.

Table 4.20: Satisfaction with ZBL Services

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	29	72.5	72.5	72.5
No	11	27.5	27.5	100.0
Total	40	100.0	100.0	

Source: Field Data, 2013

The table above (table 4.20) reveals that best of the respondents 72.5% were satisfied with ZBL services while 27.5% said they are not satisfied with their services.

Table 4.21: Incentives that government provides using domestic products

	Frequency	Valid Percent	Cumulative Percent
Valid Yes	10	25.0	25.0
No	30	75.0	100.0
Total	40	100.0	

Source: Field Data, 2013

Table above table (table 4.21) shows that 75.0% of respondents said the government does not provide any incentive in using domestic products and increase pain company as well as citizens through taxes, 25.0% said yes the government provides the incentive such as tax holidays to the company.

4.7 Challenges facing ZBL

According to respondent's views from ZBL staff, ZBL is faced with many challenges in operation of its daily activities, these are; lack of enough raw materials, increase in number of competitive products in the market, lack of capable marketing managers, budget constraints, community attitudes, information asymmetry, high advertising costs, competition with other products, restriction in some part of the town, people perception through advertising, time consuming and resources, long silence of customer's reaction towards new products.

Among the suggestions to overcome these challenges provided by ZBL staff are; Government should control advertising cost and give priority for inland companies to motivate them, advertisement should go hand in hand with the society, management should know customer's preferences and make sure that advertising done through Swahili culture, develop effective advertising campaign, using guerrilla advertising to reduce cost, advertisement should be update, produce different types of advertising, higher advertising cost should simultaneously increase sales volume, frequently visit to

customers, conduct a research to the community to know best techniques to be used and close cooperation with other staff.

CHAPTER FIVE

DISCUSSION OF THE FINDINGS

5.1 Introduction

This chapter deals with discussion of the finding presented in chapter four based on the research specific objectives preceded by respondent's distribution as follows:

5.2 Respondent's Profile

The discussion about demographic of respondents pertaining to their titles at Zanzibar Bottler Limited and those doing business around the streets in town and areas and South west region were as follows:

5.2.1 Respondent's profile on Interview

From the findings, the large compositions of respondents were shop sellers who make up 42.5% of the entire respondents. Since the respondents were randomly selected, the statistics about composition are assumed to be true picture of actual composition. This might be true to the fact that ZBL is a matured organization and still in the process of improving its sales for the future development of the organization. The final consumers by 30.0% show the intention of ZBL to remind the consumers through advertising as to be more competitive.

Distribution of respondents based on bar and sales men were only 10.0%, this means that in the areas targeted there were few bars and sales men who mostly need a high capital to facilitate it. The percentage 7.5 of the respondents were restaurant sellers who are the least part of the results, this is because many restaurant used to sell ZBL products like Coca-cola at high price compared with that sold in the rest areas.

From questionnaires 8% of the respondents were electrical technicians and trainees, 4% constitutes sheq managers, area sales managers, warehouse supervisor, finance managers and manufacturing and operation managers. Furthermore, 64% of the respondents were

from other working title in ZBL industry. This signifies that people from other titles/ positions are more knowledgeable concerning advertising in the ZBL company since many of them have been employed within such industry many years ago such as; crates carriers, retired staff, guiders, cashier and RED.

5.3 Specific Objective One:

Extent to which informative advertising affects sales

With this specific objective of informative advertising, it is a part that rise many questions, such as; how do you compete? Where do you find your customers? What new marketing method should you employ? These, and other common questions, were often to be discussed. It may surprise you to know that attracting your customers is one of the best methods for increasing your customer base. In relation to the study, 88% of the total respondents from questionnaires were the informative advertising which were good affected with the sales at ZBL.

The reason behind were from high advertising campaign done in the current period so as to give information on the new products as well as old products currently produced by ZBL company, in that sense the sales value also increased proportionally.

The above results answer to question number one which say that, there is an impact of informative advertising on sales which is true relating to the answer obtained in this specific objective as 88% agreed with it. But only 12 percent of the respondents replied that informative advertising is bad affected with advertising. According to Michael Alos (MichaelAlos.com) said ‘Finally you can start attracting more new customers without having to spend a fortune on marketing and advertising for the sales improving!’.

5.4 Specific objective Two

Relationship between reminder advertising and Sales improvement

In recent times, the increase of buyer awareness has made buyers want to pay for their recognizable and constructive brand. Thus, it is important for businesses to create attraction in their brands to be in better position than their competitors. This is evident that the consumers disseminate and always willing to acquire a product, so here the reminder advertising is always a vital factor to manipulate the buying decisions and purchase intentions (Macdonald and Sharp, 2000).

Retailer as well as purchase behaviour of consumer slants if a product comprises of elevated alertness regarding the brand (Grewal, Monroe & Krishnan, 1998). Reminder advertising tends to have positive relationship with sales performance. The reminder advertising have high influence to the retailers or resellers purchase decision (Grewal, Monroe & Krishnan, 1998).

According to our studies, 80% of the respondents said that, there is a positive relationship between reminder advertising and sales improvement, i.e. the higher the increase in reminder advertising the higher the sales performance. This answer to the question number two concerning with the reminder advertising increase highly with sales. Other 20% of respondents replied to have negative relationship between them, i.e. as reminder advertising increase sales improvement diminishes/ reduces.

5.5 Specific objective three:

Determine how persuasive advertising influences Sales improvement

In the late 1990s, persuasive advertising planning came to the forefront as businesses tried to assess the likelihood of business systems failure on or after January 1, 2000 (the now infamous “Y2K” issue), Persuasive advertising planning is a type of advertising used to create and validate a plan for maintaining continuous business operations before, during, and after disasters and disruptive events. Persuasive advertising planning has to work on managing the operational elements that allow a business to function normally in

order to generate 3 revenues, and also to keep the company running, regardless of the potential risk, threat, or cause of an outage (Snedaker, 2007).

Regarding to researcher results, 84% of the respondents said ZBL has good possibility of pursued more and more since most of its activities at the current time are improved to make the business more and more growing. Among those activities are, increases in persuasive advertising, increase in numbers of products produced such as Coca-Cola Zero, plastic soda, water production and juices. Also they have improved their management for long lasting, this provided support in hypothesis number four.

Other 16% said persuasive advertising has no longer at ZBL because of the reasons such as Coca-Cola products are not competitive in the market since many customers are not in preference with glass bottles, conflict in the management and machinery outdated.

Mostly supported by KKC from Tanzania mainland especially in producing plastic soda and materials for production which are more preferable by consumers in the market place, this lead to stiff competition from abroad soda such as shani, sprite and fanta from UAE.

CHAPTER SIX

6.0 SUMMARY, CONCLUSIONS, RECOMMENDATIONS AND POLICY IMPLICATIONS

6.1 Introduction

This Chapter addresses the summary, conclusion and recommendation of the Study in relation to the objectives outlined in Chapter one and also its highlights the policy implication of the work.

6.2 Summary of findings

The role of advertising on the sales volume of a product is very important because oftentimes consumers' decisions as regards what to buy is motivated by what has been seen heard of or practically used.

Advertising helps in that; it carries the message far and wide to a scattered target audience that the advertiser or producer could not have reached it at once so easily.

It was gathered from the responses of the respondents who filled the questionnaire that the organization is unrelenting in its efforts to ensure effective advertising programmes for their various services and products. In the mind of the consumers the company was also using advertising strategies suitable for the company as well as the market in which it exists.

More so, the findings reveal that the advertising position of a product or service is strong in the mind of the consumer in order to encourage repeated purchase of the product, so that the competitors will not have an edge over them. This also creates brand loyalty and product differentiation.

According to various sources, the past experience and state of mind of the person subjected to advertising may determine the impact that advertising has on him/her.

In an effort to improve messaging and to gain the audience's attention, advertisers create branding and moments that will resonate with target markets and motivate the audience to purchase the advertised product or service.

6.3 Conclusions

Nowadays, the advertising has become one of the main hurdles in the development of the ZBL. The organization has to spend it's a major portion of its revenue to serve the advertising expenses. . It is assumed that advertising can help the organizations to meet their objectives easily. ZBL has relied much on advertising to improve their sales and profitability.

Moreover the study had found out that the informative advertising had much influence on sales at ZBL. Not only informative advertising but also reminder and persuasive advertising have positive effect on the improvement of sales. Reminder advertising has taken ZBL far in their industry and built up a strong relationship to the company sales, due to relent in their brand image build effort.

Even though ZBL has been well performing in which the advertising rate increased concurrently with the revenue collection but no matter how successful the sales for a company is and regardless of the edge the company has in the industry to sharpen the performance availability of informative advertising, building brand name towards advertising is a must and should be continuous very potential activity.

6. 4 Recommendations

From the analysed, discussed and interpreted the data collected in this study, the author therefore recommends the following:

- Due to the competitive nature of the industry the marketing manager of ZBL must develop and formulate marketing programmes that will satisfy the needs of

the consumers.

- Since other service providers have similar advertising messages, it is recommended that for a more distinguished and effective response from the customer, other forms of advert should be used.
- Regular and consistent up-to-date training on product information should be given to the advertising agency so that they will have the current knowledge and skills to handle the adverts and also to ensure that product information is being emphasized so as to enlighten the customers.
- As advertising campaigns are relayed from different service providers, the advertising should be used to help customers to identify the company's products or service when they are making a purchase decision.
- The company should also ensure that advertising agencies place their product advertised on stations and places where the consumers will easily identify with them make a purchase.
- A good advertising should be effective, persuasive and contain the necessary information on the products.
- For over fifteen months, there has been a slight backward shift in the market position of ZBL and also there is fall in the regular rate of increase in turnover as a result of negligence from angle of advertising. It is thereby recommended that ZBL should get back to their intensive and aggressive advertising practice to keep their pace of growth.
- Top management should be involved in the continuous evaluation and monitoring of advertising to ensure that the goals and objectives set are achieved and appropriate corrective actions are taken in the event of deficiencies.
- The company should harmonize all departments so as to realize the goals and

objectives of advertising.

- Finally, it is suggested that market research and other studies be conducted to enable ZBL identify those areas where promotional activities with effective advertising is lacking.
- They should also regularly examine the segments of the market that have been appealing so as to hold strongly on to them and to look for ways of attracting more customers.

6.5 Policy implications

In order to find some policy implications for this study, ZBL should provide the following:

The ZBL should pay more attention to the advertising profile and particularly for its items of expenditure. It should try to the best in implementing the advertising expenditure to proper and productive programmers that will accommodate sound and strong advertising policies for the betterment of the whole nation. Importantly, the ZBL should establish, maintain and manage a credible database. The database should provide timely, accurate and comprehensive information to requisite the customers for the purpose of informing, reminding and pursued to them.

Moreover the ZBL should establish a transparency, ethical and up to date advertising message to cater for all types of customers so as o improve a sales more and more in the organization. Finally, the ZBL should provide a policy framework that is credibly creating an environment that will induce customers' confidence for both local and foreign to purchase with the said company.

6.6 Areas for further research

Advertising tool is a very interesting study, it involves many areas thus on further research it is better to consider some of the following areas: The impact of online advertising on the performance of sales value of product, the effect of advertising on influencing foreign customer and the impact of advertising on domestic revenues.

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APPENDICES

APPENDIX ONE: QUESTIONNAIRE FOR RESPONSIBLE DEPARTMENTS

I kindly request to answer the under mention:

1. What type of advertising do you employ to promote your product?

.....
.....

2. To what extent do you think the type of advertising you use is useful?

.....
.....

3. Do you think the extent you promote your product is sufficient?

Please explain.

.....
.....

4. Are there any factors, which hinder the customer awareness to your products? If

yes

Mention them:

.....
.....

5. What are the strengths and weaknesses of each of the following?

a) Brand awareness b) Business continuity c) Customer loyalty d) Cost reduction from advertising.

Strength.....

Weakness.....

APPENDIX TWO: DODOSO LA USAILI KWA WATEJA

1) Je unafikiri ni kitu gani kimekufanya utumie bidhaa za ZBL?

Toa maelezo:.....

2) Katika njia zifuatazo ipi huwa unaona bidhaa za ZBL? (zugushia jibu/ majibu sahihi)

a) Magazeti, Radio, b) Mitandao/ Intanet, c)Televishini, d)Mabango

3) Njia hizo hapo juu zinakupa hisia yoyote yakutumia bidhaa za ZBL? Kama ndio au Hapana toa maelezo

.....

4) Je kuna njia nyengine yeyote ambayo unaiona kama kichocheo tosha cha kukufanya uanze kutumia bidhaa za ZBL? Kama ndio toa maelezo

.....

5) Je kuna tatizo lolote kwenye kupata bidhaa za ZBL? Kama ndio toa maelezo

.....

APPENDIX THREE: INTERVIEW GUIDE TO ZBL CUSTOMERS

1. Age
2. Sex
3. How long have you been using ZBL products?
4. From what type of advertising do you hear/see ZBL products?
5. Are you satisfied with their services?
6. Is there any need to improve the services?
7. How do you compare the sales of ZBL in rural and urban areas?
8. Is there any limitation in using ZBL products?

9. Does the government provide any incentive on using the products of domestic enterprises?

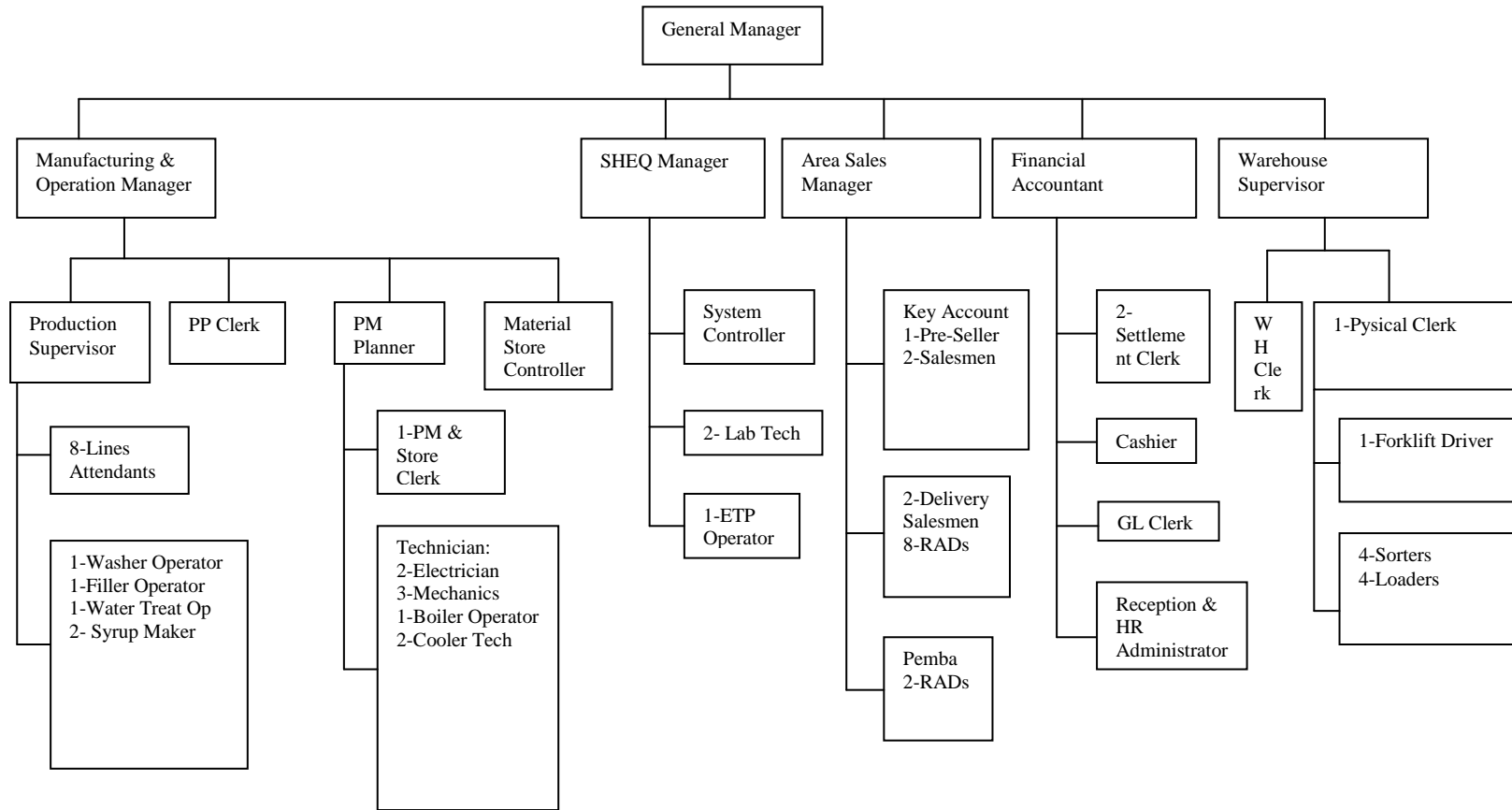
10. If yes, do they influence more customers to purchase with ZBL?

11. Do you think, is there any need of using Internet to advertise rather than Newspapers and Radio? , Why? Or Why not?

12. Is advertising an ethical to the society?

13. What advantages do customers get when company advertise its products?

APPENDIX FOUR: ZBL ORGANIZATION STRUCTURE



Source: Field data, 2013

APPENDIX FIVE: TIME FRAME AND WORK PLAN 2012/2013

Research activities	Sept-Dec, 12	Jan-Mar, 13	Apr-Jul, 13	Aug-Sept, 13
Project Proposal				
Data Collection				
Data Analysis and Report Writing				
Submission of Report				

Source: Author, 2013

APPENDIX SIX: RESEARCH BUDGET

Core Activity	Items/ Participants	Cost per Unit (Tzs)	Cost (Tzs)
Consolidation of literature	Library search travelling expenses for 10 days	1 x 20,000 x 10 days	200,000
Designing and developing research instruments	Typing and photocopying of research instruments <ul style="list-style-type: none"> • 50 questionnaires • 70 interview guide 	50 x 100	5,000
		70 x 100	7,000
Research training	One researcher assistance for 3 days	1 x 15,000 x 3 days	45,000
Data collection (one month)	Travelling and subsistence allowance (Researcher and one research assistant)	20,000 x 2 x 30 days	1,200,000
Data processing, analysis and report writing	One researcher and one research assistant	2 x 20,000 x 15days	600,000
Purchases	Stationeries		300,000
Meals, accommodation and travelling to and from Mzumbe	One researcher for four trips	Lodging: 7 days x 15,000	105,000
		Travelling: 4 x 50,000	200,000
		Meals: 4 x 10,000 x 15 days in every trip	600,000
Contingency	10% of the gross cost		326,200
Total			3,588,200

Source: Researcher, 2013

APPENDIX SEVEN: HISTORIA FUPI YA KIWANDA (A)

TAREHE	MAELEZO
1974	WAZO LA KUWA NA KIWANDA ZANZIBAR
24.08.1974	UTIAJI WA SAINI WA MKATABA BAINA YA SMZ NA IMS YA DSM YA UWEZEKANO WA KIWANDA
12.06.1975	UWEKAJI WA JIWE LA MSINGI
01.12.1975	UTIAJI WA SAINI WA MAKUBALIANO BAINA YA SMZ NA KAMPUNI YA COCA COLA
04.05.1976	KUANZA KUSINDIKA MITAMBO
20.02.1977	KUANZA MAJARIBIO YA UZALISHAJI
22.02.1977	CHUPA YA KWANZA YA COCA COLA YAZALISHWA KIWANDANI

APPENDIX EIGHT: HISTORIA FUPI YA KIWANDA (B)

- 20.09.1994 UTIAJI WA SAINI WA MAKUBALIANO BAINA YA SMZ
NA KAMPUNI YA COCA COLA
- 01.10.1994 KAMPUNI YA ZANZIBAR BOTTLERS YAZINDULIWA RASMI
CHINI YA MAMLAKA YA COCA COLA SABCO (CCS).
- 20.04.2001 KUBADILISHWA KWA MASHINE YA KUSAFISHIA CHUPA
- 13.06.2001 KUBADILISHWA MASHINE YA KUJAZIA SODA
- 21.0.4.2003 MTAMBO WA KUSAFISHIA MAJI MACHAFU WA THAMANI
YA TSH.150,000,000/= YAENDAYO BAHARINI WAZINDULIWA
- 06.04.2009 KUZINDULIWA KWA PAMOJA MITAMBO YA KUCHANGANYIA
SODA , KUPOZEA SODA NA KUANZA KUTUMIA MAFUTA MAZITO (HFO)
BADALA YA DIZELI

APPENDIX NINE: UBORA WABIDHAA ZA ZBL

➤ 1996	BRONZE AWARD
➤ 1997	SILVER AWARD
➤ 1998	GOLD AWARD
➤ 1999	SILVER AWARD
➤ 2000	SILVER AWARD
➤ 2001	BRONZE AWARD
➤ 2002	BRONZE AWARD
➤ 2003	BRONZE AWARD
➤ 2004	SILVER AWARD
➤ 2005	SILVER AWARD
➤ 2006	BRONZE AWARD
➤ 2007	GOLD AWARD

“Thank you”