

**CONTRIBUTION OF ADVERTISEMENT ON CUSTOMERS ATTRACTION
A CASE OF MICTIGOTANZANIA**

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Mzumbe University a dissertation entitled “***Contribution of Advertisement on Customers Attraction***” in partial fulfillment of the requirements for the Master of business administration.

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DEDICATION

This work is dedicated to GOD THE FATHER.

LIST OF ABBREVIATIONS

BBL	-	Benue Brewery Limited
MIC	-	Millicom International Cellular
MU		Mzumbe University
PSP		Public Sector Performance
SPSS	-	Statistical Package for Social Sciences
USA		United State of America
ZBL	-	Zanzibar Bottlers Limited

ABSTRACT

This presents the study on the contribution of advertisement on customer attraction in telecommunication companies with TIGO Tanzania as the case study. The study was performed under the guidance of two main specific objectives on the challenges and the correspondence of the resources used in advertising on customer attractions. Exploratory design was used since the study was qualitative. The information on the study were gathered from the study area through the use of interviews and focus group discussions (FGD). The collected information were all grouped and analysed using content analysis approach which were supported and complemented by themes to strengthen the findings. Findings of the study indicated that on the resources used and set for advertising on customer attraction facilitation, the resources are useful and worthy since the study found out that they have been increasing subscribers, facilitate company visibility, new activation and competitive advantage. In addition to that, on challenges two main obstacles have been identified including the costs of running the adverts that they have increased tremendously through the taxes imposed on billboards and posters that they are all taken to the government. The other challenge is the fact that the products and services in most cases are similar which has been difficult for customers to be loyal to the single and particular service provider. The implication of the findings is that advertisement has significant effect and contribution towards customer attraction in telecommunication companies in Tanzania. In that note, the study recommend that it is necessary and vital for the telecommunication companies to keep on investing on the venture since it has great contribution to the performance of the companies financially and businesswise for that matter.

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Problem

Advertising has turned into a huge specialized device in passing message about the items and administrations to clients. At the point when there is sufficient mindfulness through publicizing, high support will be accomplished by the organization, which will draw in clients and result to an expansion in deals volume of the organization (Sajuyigbe et al., 2017).

Advertising influences both prompt and long haul organization's business volume through drawing in clients. This relies upon the organization's destinations, momentary deals advancements regularly lead to higher deals volume all the more rapidly, while long haul advertising gives higher deals and benefits after some time (Akanbi and Adeyeye, 2011). Advertising lead to increase number of customers through attractions which affects sales volume due to its impact on the buy conduct of buyers.

Promoting is as often as possible utilized as a free factor in clarifying changes in deals volume and in general organization's exhibition (Abiodun, 2011). Sajuyigbe et al., (2017) contend that the effect of publicizing must be caught by the extra clients of an item or administrations over those that would have occurred without any promoting. Despite the fact that promoting administrators have since quite a while ago accepted that publicizing has sway on expanding number of organization's clients.

Promoting is a craftsmanship used to acquaint open or clients with the item by advising regarding its depiction utilizes, its prevalence over different brands, wellsprings of its accessibility and value (Telser, 2009). It infers the advancement of merchandise, administrations, organizations and thoughts with the essential target of making/improving the interest for the item being publicized. Publicizing isn't just simply purposeful publicity however it is a paid type of correspondence. The promoters

need to pay for the existence used to convey the message to their (forthcoming) clients (Berndt, 2011).

1.2. Statement of the Problem

Despite the role played by advertisement programs in attracting company's customers in terms of numbers outcomes have been positive prior to the attractions expected to be attained for that matter (Telser, 2009). Advertising play significant role to increase number of customers consequently affect sales volume, for example during 2015/2016, MIC Tanzania Ltd. also known as Tigo, a telecommunication company in Tanzania observed significant increase in the number of their active client base. The number of active customers increased by (25.3%), this was due to the maximum increase in their advertising budget. They increased their budget from 8.5 billion to 10.4 billion in 2016 (TIGO, 2016); whereas about 850 Million worth of advertisements was placed on The Guardian Ltd.

1.3. Objectives of the Study

1.3.1. General Objective

The general objective of the study is how advertisement attracts the customers.

1.3.2. Specific Objectives

The study was guided by the following specific objectives:

- i. To find out whether the amount spends on advertising is commensurate with the attraction of customers.
- ii. To examine the challenges of advertisement in attracting customers.

1.4. Research Question

The study used the following specific question

- i. What are the amounts spent on advertising to commensurate with attraction and increasing of customers realized?
- ii. Are there Telecommunications or any service industries to consider any other promotional strategies?
- iii. What are the problems faced in the application of advertisement on the steps to be taken for an effective attraction of customers?

1.5. Significance of the Study

The study may inform policy maker about the role of advertising on attracting and increase number of customers. This may facilitate formulation of policy to improve advertising in order to promote sales volume. This study is huge on the grounds that client would get more learning and mindfulness on the effect of publicizing on the administration business. Same time administration ventures would know the circumstance of the clients.

In addition to that, the study is essential since may serve as catalyst on several business entities as organizations and the firms prior to policy formulation and generation in ensuring adequate customer attractions. Furthermore, the study serve as the avenues for the pursuance of other researches since it consists of several other gaps to be pursued later in enriching the academic realm for that matter. Moreover, the study fosters the total completion of the study program since it is the requirement that is the last to be accomplished for total realization of the closure of the program.

1.6. Scope of the Study

The focus of the study was to assess the effectiveness on cost and using different advertisement methods in customer attraction. And also would have needed to complete research in TIGO Dodoma Branch yet for increasingly helpful information accumulation has confined to be educated, and the clients of their administrations inside Dodoma town as it were. The examination work was embraced to cover the effect of promoting on client attraction in MIC Tigo Tanzania.

1.7 Organization of the Study

The study was arranged in five chapters which consisted the pattern that the first one described the formulation and design of the study which consisted the introductory section, study background, objectives and relevance. The second chapter consisted of reviews done by other scholars through theories and empirical studies in line with the focus of the study. The third chapter described the methodology the study used in facilitating the knowledge gap filling. Chapter four consisted of the study findings,

analysis and discussion. Chapter five presents the summary, conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter provides literature review of the study. Section two presents theoretical literature review whereas empirical literature review is provided in section three. Section four put down conceptual framework.

2.2 Definition of Key Terms

2.2.1 Advertisement

This is the process of promoting the business for the purpose of increasing customer attention and attraction to facilitate increase in consumption of the goods and or services generated by the business in the market (Abiodun, 2011). Advertisement may be done to the product(s) and or service(s) offered in the market, the organization responsible for the generation of the products and or services or both depending with the nature and the conditions of the business on the best practice to ensure successful promotion of the business (MacKeith, 1986).

2.2.2 Customer Attraction

This is the process and practice in the business which seeks to foster customer attention on the product(s) and or service(s) offered in the market for consumption (Telser, 2009). Customer attraction is performed by businesses in different ways depending on the nature and type of the product(s) and or service(s) offered since it determined the best strategy to employ to facilitate the attraction which assures business success for that matter (Kelly, 2005). This is important the goal towards customer attraction is to ensure that the strategy employed facilitates boost in sales and consumption on the products and services offered in the market by the business.

2.3 Theoretical Literature Review

2.3.1 Transaction Utility Theory of Advertisement

Transaction utility theory reveals to us that clients will make by and large fulfillment or disappointment decisions about a cost based commercial or advancement after the experience, driving their goal to rehash the procedure later on (Kuhn, 1962). By and large decisions about value advancement are framed through thought of the obtaining utility of the arrangement (fulfillment or disappointment with the inborn utility of the thing acquired less its cost) and exchange utility delight or dismay related with the arrangement (Bruce, 2014).

The investigation utilized exchange utility hypothesis in light of the fact that the hypothesis clarifies elements influencing organizations' ad. The hypothesis was utilized to clarify the relationship among promotion and increments in deals volume.

2.3.2 Overview of Advertising Concept

Advertising involves the extensive number of activities connected with showing to a gathering of individuals a non-singular, bolster perceived, paid-for message about a thing or affiliation (Hummel, 1979). Advancing is used for conferring business information to the present and arranged customers. It generally gives information about the publicizing firm, its thing attributes, spot of openness of its things (Bruce, 2014). Notice is fundamental for both the sellers and the buyers. Business improvements individual offering everything considered. Publicizing has acquired uncommon essentialness in the propelled reality where extraordinary test in the market and fast changes in development (Yunjae, 2015).

Publicizing is a noteworthy segment of coordinated advertising correspondence and it is one of the most unmistakable and costly showcasing exercises. It is likewise viewed as among the extraordinary "customary" limited time blend techniques which have been set up by numerous organizations these days (Bruce, 2014). It assumes a significant job in showcasing correspondence and it is viewed as a viable method for advancement, may it be in the administrations or items since clients are besieged with clusters kinds of media, for example, TV, papers, radio, web, regular postal mail and

different broad communications, in their day by day (Howard, 2015). In this manner, firms accept that publicizing is favorable through structure mindfulness. A fruitful ad can expand number of clients and lead the expansion of organization's presentation in numerous viewpoints; expanded piece of the pie, expanded deals which thus produces higher benefit, building legitimate brand picture (Field and Abelson, 2015).

As indicated by Busari et al., (2012) promoting speaks to a significant mean by which associations speak with their clients, both present and potential. In this way, having clear goals for promoting will help operational basic leadership for publicizing programs in successfully pass on the planned message to the spectators. This is the genuine goal that should be accomplished in encouraging notice so far as that is concerned (Hardwick, 2004).

This is a showing correspondence that uses a plainly maintained, non-solitary message to advance or sell a thing, association or thought (Arens and Weigold, 2012). Supporters of publicizing are generally affiliations wishing to impel their things or associations. Publicizing is secluded from advancing in that a promoter pays for and has request over the message (Hancocks, 2001). It varies from individual selling in that the message is non-individual, i.e., not encouraged to a specific person.

Progressing is gone on through different sweeping trades including standard media, for example, papers, magazines, TV, radio, outside publicizing or standard postal mail; and new media, for example, documented records, regions, electronic life, goals or writings (Biocca, 2013). The ensured introduction of the message in a medium is recommended as a commercial, or "progression" or advert for short. Business headways reliably plan to utilize their things or associations through stepping which accessories a thing name or picture with express characteristics in the psyches of buyers (Chandra and Kaiser, 2014).

Then again, sees that expect to awaken a short game plan are known as brief reaction publicizing. Non-business segments that declare more than client things or associations join ideological get-togethers, intrigue social events, religious affiliations and managerial working environments (Chen and Chuan, 2011). Non-advantage affiliations may utilize free procedures for effect, for example, an open association attestation. Progressing may in addition comfort operators or money related experts that an affiliation is reasonable or effective (Johnson-Cartee and Copeland, 2013).

Current progressing began with the techniques gave tobacco publicizing during the 1920s, most outright with the battles of Edward Bernays, considered the originator of present day Madison Avenue progressing (McAllister and Emily, 2013). As a rule spending on progressing in 2015 showed an ordinary US\$529.43 billion. Progressing's predicted dispersing for 2017 was 40.4% on TV, 33.3% on bleeding edge, 9% on papers, 6.9% on magazines, 5.8% on outside and 4.3% on radio. All around, the best publicizing affiliation social gatherings are Dentsu, Interpublic, Omnicom, Publicist, and WPP (McFall, 2004).

Egyptians utilized papyrus to make game plans messages and divider observes. Business messages and political battle highlights have been found in the rest of the pieces of Pompeii and obsolete Arabia (Moriarty and Mitchell, 2014). Lost and discovered progressing on papyrus was standard in old Greece and old Rome. Divider or shake painting for business progressing is another indication of an outdated publicizing structure, which is available right up until the present time and place in different bits of Asia, Africa, and South America (Okorie, 2011). The demonstration of divider painting can be sought after back to Indian shake workmanship marvelous indications that arrival to 4000 BC.

In outdated China, the soonest publicizing known was oral, as recorded in the Classic of Poetry (eleventh to seventh numerous years BC) of bamboo woodwinds played to sell sweet shop. Notice for the most part takes as calligraphic declarations and inked papers (Reichert and Lambiase, 2014). A copper printing plate dated back to the Song association used to print disseminations as a square sheet of paper with a bunny logo

with "Jinan Liu's Fine Needle Shop" and "We purchase breathtaking steel posts and make fine-quality needles, to be set up for use at home in just seconds" made above and underneath is viewed as the world's most auspicious perceived printed propelling medium.

In Europe, as the towns and urban areas of the Middle Ages started to make, and the thorough system was not competent examined, rather than signs that read shoemaker, plant head, tailor, or metalworker, pictures related with their exchange would be utilized, for example, a boot, a suit, a main, a clock, a pearl, a horseshoe, a fire or even a sack of flour (Sheehan, 2013). Sustenances created beginning from the most punctual stage sold in the city square from the backs of trucks and wagons and their owners utilized road guests (town conveyance individuals) to report their whereabouts. The essential accumulation of such headways was assembled in *Les Crieries de Paris*, a thirteenth-century melody by Guillaume de la Villeneuve.

In the eighteenth century headways began to show up in bit by bit papers in England. These early print notices were utilized essentially to drive books and papers, which wound up being progressively reasonable with advances in the printing press; and meds, which were persistently scanned for after (Vestergaard and Schoeder, 2005). Regardless, false publicizing as such called quack headways changed into an issue, which displayed the standard of publicizing content. Thomas J. Barratt of London has been appointed "the dad of current progressing. Working for the Pears Soap Company, Barratt tried for the affiliation things, which fused the utilization of focused trademarks, pictures and verbalizations. One of his trademarks, Good morning.

Barratt introduced a noteworthy number of the fundamental considerations that lie behind productive advancing and these were extensively hovered in his day. He constantly centered around the noteworthiness of a strong and particular brand picture for Pears and of underlining the thing's availability through drenching campaigns (Jacobson, 2013).

It was comparably understood the significance of determinedly reconsidering the market for changing tastes and mores, imparting in 1907 that tendencies change, plans change, and the help needs to change with them. A thought that was astonishing an age back would bomb marvelously, stale, and unbeneficial at whatever point appeared to the open today. Not that the probability of today is for every circumstance superior to the more arranged thought, at any rate it is phenomenal – it hits the present taste.

As the economy loosened up over the world during the nineteenth century, publicizing developed close by. In the United States, the accomplishment of this publicizing position finally affected the headway of mail-request progressing (Jamieson, 1996). In June 1836, French paper La Presse was the first to circuit paid publicizing in quite a while pages, engaging it to chop down its cost, develop its readership and expansion its profitability and the recipe was before long imitated by all titles. Around 1840, Volney B. Palmer built up the foundations of the cutting edge propelling office in Philadelphia.

In 1842 Palmer acquired a lot of room in different papers at a compelled rate by then exchanged the space at higher rates to bolsters (Laird, 2001). The affirmed headway – the duplicate, design, and convincing fine art – was as of not long ago planned by the affiliation wishing to progress; in this manner, Palmer was a space center individual. The circumstance changed when the central full-association propelling relationship of N.W. Ayer and Son was developed in 1869 in Philadelphia.

Ayer and Son offered to setup, make, and execute hard and fast propelling undertakings for its clients. By 1900 the publicizing affiliation had changed into the reason for intermixing of creative planning, and progressing was unequivocally settled as a calling (Lears, 1995). Around a similar time, in France, Charles-Louis Havas enlarged the associations of his news affiliation, Havas to intertwine ad business, making it the essential French get-together to plan. From the outset, work environments were stars for business space in papers.

Publicizing expanded significantly in the United States as industrialization extended the supply of made items. In 1919 it was 2.5 percent of total national output (GDP) in the US, and it found the middle value of 2.2 percent of GDP among at that point and at any rate 2007, however it might have declined significantly since the Great Recession (Liguori, 2015). Industry couldn't profit by its expanded profitability without a generous increment in purchaser spending.

This added to the advancement of mass promoting expected to affect the masses' fiscal lead on a greater scale. During the 1920s, marketing specialists in the U.S. grasped the rule that human faculties could be centered around and harnessed sublimated into the aching to purchase things. Edward Bernays, a nephew of Sigmund Freud, progressed toward becoming related with the strategy and is here and there called the organizer of current publicizing and advertising.

As it were, offering items by speaking to the reasonable personalities of clients (the fundamental technique utilized preceding Bernays) was significantly less compelling than selling items dependent on the oblivious wants that Bernays felt were the genuine inspirations of human activity (Meyers, 2014). Sex sells turned into a dubious issue, with systems for titillating and expanding the group of spectators representing a test to traditional ethical quality. During the 1920s, under Secretary of Commerce Herbert Hoover, the American government propelled publicizing.

Hoover himself passed on a territory to the Associated Advertising Clubs of the World in 1925 called Advertising Is a Vital Force in Our National Life. In October 1929, the pioneer of the U.S. Master of Foreign and Domestic Commerce, Julius Klein, conveyed Advertising is the best way to deal with world accomplishment (Mazzarella, 2003). This was a touch of the unmatched encouraged effort among business and government during the 1920s, as per a 1933 European cash related diary. The tobacco affiliations wound up essential publicists so as to sell bundled cigarettes. The tobacco affiliations drove the new publicizing structures when they used Bernays to make positive relationship with tobacco smoking.

Advancing was similarly used as a vehicle for social assimilation, encouraging masters to exchange their standard inclinations and system structure for a common "present day" lifestyle (West, 2013). A noteworthy instrument for influencing pioneer authorities was the American Association of Foreign Language Newspapers (AAFLN). The AAFLN was mainly a publicizing office yet what's more regulated a huge piece of the outcast press.

At the turn of the twentieth century, progressing was one of only a bundle couple of business decisions for ladies. Since ladies were responsible for most family unit securing done, sponsors and affiliations saw the estimation of ladies' data during the imaginative framework (Tungate, 2007). In actuality, the significant American raising to utilize a sexual sell was made by a lady for a compound thing. Be that as it may, pleasing by the present benchmarks, the commercial consolidated a couple with the message a skin you have to contact.

During the 1920s analysts Walter D. Scott and John B. Watson contributed related mental hypothesis to the field of progressing. Scott communicated, Man has been known as the thinking creature yet he could with progressively basic validity be known as the animal of proposal (Okorie, 2011). He is sensible, in any case he is to a logically significant degree suggestible. He exhibited this through his propelling methodology for a brief solicitation to the customer.

In the mid-1920s, the primary radio stations were developed by radio equipment makers, trailed by non-advantage relationship, for instance, schools, clubs and metro bundles who in like manner set up their own one of a kind stations (West, 2013). Retailer and client products makers immediately perceived radio's capability to achieve shoppers in their home and before long received promoting methods that would enable their messages to stick out; trademarks, mascots, and jingles started to show up on radio during the 1920s and early TV during the 1930s.

The ascent of broad communications interchanges enabled makers of marked products to sidestep retailers by publicizing straightforwardly to buyers. This was a noteworthy change in perspective which constrained makers to concentrate on the brand and invigorated the requirement for unrivaled bits of knowledge into customer obtaining, utilization and use conduct; their necessities, needs and goals (Moriarty, 2014).

The most punctual radio show arrangement were supported by cleanser makers and the class wound up known as a cleanser drama. A little while later, radio station proprietors acknowledged they could build publicizing income by selling 'broadcast appointment' in little time distributions which could be offered to different organizations. By the 1930s, these promoting spots, as the bundles of time wound up known, were being sold by the station's geological deals delegates, introducing a period of national radio publicizing.

By the 1940s, producers started to perceive the manner by which customers were creating individual associations with their brands in a social/mental/anthropological sense (West, 2013). Promoters started to utilize persuasive research and shopper research to assemble bits of knowledge into purchaser buying. Solid marked battles for Chrysler and Exxon/Esso, utilizing bits of knowledge drawn research strategies from brain science and social human studies, prompted some of most suffering efforts of the twentieth century.

In the mid-1950s, the DuMont Television Network started the cutting edge routine with regards to selling ad time to numerous supporters. Heretofore, DuMont experienced trouble finding benefactors for an enormous number of their ventures and reimbursed by offering smaller squares of elevating time to a couple of associations (Tungate, 2007). This at last transformed into the standard for the business communicate business in the United States. Regardless, it was so far a run of the mill practice to have single help shows up, for instance,

The United States Steel Hour. In specific events the supporters rehearsed unprecedented order over the substance of the show – up to and including causing them

to advance office truly forming the show. The single help model is impressively less inescapable now, a striking extraordinary case being the Hallmark Hall of Fame.

The late 1980s and mid-1990s saw the introduction of satellite TV and particularly MTV. Initiating the possibility of the music video, MTV presented another sort of publicizing: the customer tunes in for the advancing message, instead of it being a symptom or bit of knowing the past (Spring, 2013). As connection and satellite TV ended up being dynamically normal, distinguishing strength stations rose, including stations totally provided for advancing, for instance, QVC, Home Shopping Network, and Shop TV Canada.

With the presence of the ad server, electronic advancing created, adding to the site impact of the 1990s. Entire organizations worked only on publicizing salary, offering everything from coupons to free Internet get to. At the turn of the 21st century, a couple of destinations, including the web list Google, changed online advancing by tweaking notices reliant on web scrutinizing conduct. This has incited other similar undertakings and an extension in wise advancing.

The part of elevating spending in regard to GDP has changed minimal transversely over huge changes in media since 1925. In 1925, the guideline publicizing media in America were papers, magazines, signs on streetcars, and outside productions (Sivulka, 2011). Advancing spending as a segment of GDP was about 2.9 percent. By 1998, TV and radio had ended up being huge advancing media; by 2017, the concordance among impart and electronic publicizing had moved, with online spending outperforming convey. Regardless, publicizing spending as a part of GDP was to some degree lower about 2.4%.

Guerrilla showing fuses impossible to miss techniques, for example, coordinated experiences in open spots, giveaways of things, for example, cars that are confirmed with brand messages, and shrewd propelling where the watcher can react to wind up being a touch of the publicizing message. This kind of progressing is sporadic, which makes customers purchase the thing or thought (Short, 2014). This mirrors a

developing case of natural and presented advertisements, for example, by strategies for thing position, having buyers vote through writings, and different battles using easygoing system associations, for example, Facebook or Twitter. The publicizing course of action has also been balanced starting late. In media Fort Worth advancing isn't sold, yet provided for new organizations as a result of significant worth. If the association creates and is sold, the media associations get cash for their offers.

Zone name registrants standard speaking the people who register and restore spaces as a hypothesis a portion of the time park their territories and empower elevating associations to put ads on their goals as a result of per-click portions (Saunders, 2014). These ads are ordinarily dictated by pay per snap web search apparatuses like Google or Yahoo, anyway advancements can a portion of the time be set honestly on centered space names through a zone lease or by achieving the registrant of a space name that depicts a thing. Region name registrants are usually easy to recognize through WHOIS records that are uninhibitedly available at selection focus locales.

Publicizing may be arranged in a combination of ways, including by style, target gathering of onlookers, geographic degree, medium, or reason (De Freitas & Maharg, 2011). For example, in print publicizing, gathering by style can consolidate introduction advancing notices with plan segments sold by size versus requested advancing notices without structure segments sold by the word or line. Publicizing may be neighborhood, national or around the world. An advancement campaign may be facilitated toward purchasers or to associations. The explanation behind an advancement may be to uncover issues (brand publicizing), or to summon a brief arrangement.

The term over the line (ATL) is utilized for publicizing including broad communications; more focused on types of publicizing and advancement are alluded to as beneath the line (BTL) (Nevett, 1982). The two terms go back to 1954 when Procter and Gamble started paying their publicizing organizations uniquely in contrast to other limited time offices. During the 2010s, as publicizing innovation built up,

another term, through the line (TTL) started to come into utilization, alluding to coordinated promoting efforts (Cullum, 2006).

In every way that really matters any medium can be utilized for publicizing (Cooley, 1995). Business publicizing media can meld divider depictions, stacks up, road furniture segments, printed flyers and rack cards, radio, film and TV adverts, web banners, cell phone screens, shopping bushels, web popups, skywriting, transport stop seats, human affirmations and sanctuaries propelling, magazines, papers, town emissaries, sides of vehicles, standards related with or sides of planes in-flight observes on seatback plate tables or overhead amassing canisters, taxi entryways, rooftop mounts and voyager screens, melodic stage appears, link vehicle organizes and prepares, versatile social events on superfluous diapers, doors of washroom backs off, stickers on apples in business segments, shopping container handles, the opening locale of gushing sound and video, sees, and the backs of occasion tickets and store receipts (Presbrey, 2000). Any condition wherein a perceived assistance pays to pass on their message through a medium is publicizing.

TV progressing is one of the most over the top sorts of publicizing; systems charge tremendous sums for business convey plan during doubtlessly got occasions (Cohen and Greenwood, 1981). The yearly Super Bowl football arrange in the United States is known as the most clear propelling occasion on TV with a social event of people of more than 108 million and studies demonstrating that half of those just took a gander at watch the notice (Oram, 1986). During the 2014 appearance of this game, the conventional thirty-second progression cost US\$4 million, and \$8 million was charged for a 60-second spot. Virtual notice might be embedded into standard programming through PC plans.

It is customarily embedded into regularly clear settings or used to uproot near to statements that are not fundamental to the remote pass on social affair of spectators (Ackerman, 1980). Considerably more tentatively, virtual declarations might be introduced a long way from plain sight where none exist, everything considered. This system is particularly utilized in imparted redirections. Virtual thing position is in like

way conceivable. An infomercial is a long-plan TV see, routinely five minutes or more (Moriarty, 2014). The word infomercial is a portmanteau of the words data and business. The basic goal in an infomercial is to make a motivation buy, with the target that the objective sees the introduction and sometime later rapidly purchases the thing through the communicated without toll phone number or site. Infomercials portray, show, and routinely show things and their highlights, and more often than not have tributes from clients and industry authorities.

2.3.1 Purpose of Advertising

Publicizing assumes an indispensable job in pulling in clients which lead to obtaining choice and advancement to specific. Publicizing's adequacy lies in its ability to help animate or look after deals (Berndt, 2011). Along these lines, promoting is as often as possible utilized as a free factor in clarifying changes in deals (Bruce, 2014). Yunjae (2015) accept that publicizing viability must be caught by the extra offers of an item

The organization between MIC TIGO and clients through notice is solely away for achieving certain normally helpful goals (Adekoya, 2011). There are: To introduce new thing: One of the employments of elevating is to instruct customers about the nearness with respect to another thing in the market (Gibson, 1987). Persuade customers to buy: Advertising helps in energizing the customer's preferred position and by so doing impacts them to buy the thing.

Advancing is at the front of passing on the most ideal message to customers and up and coming customers (Bhatia, 2000). The inspiration driving elevating is to prompt the buyers about their thing and convince customers that an association's organizations or things are the best, overhaul the image of the association, point out and make a necessity for things or organizations, show new uses for set up things, pronounce new things and undertakings, reinforce the business reps' individual messages, draw in customers to the business, and to hold existing customers (Gauch, 2003).

Arrangements progressions are another way to deal with advance. Arrangements headways are twofold purposed in light of the way that they are used to collect

information about what sort of customers one draws in and where they are, and to commence bargains (Maclead and Watson, 2007). Arrangements headways consolidate things like difficulties and diversions, sweepstakes, thing giveaways, tests coupons, faithfulness tasks, and cutoff points (Studlar, 2002). A conclusive goal of offers headways is to energize potential customers to action.

Advancing assessment is a specific kind of research that endeavors to improve the suitability and adequacy of publicizing (Sayre and King, 2010). It includes different sorts of research which use different techniques. Publicizing assessment consolidates pre-testing generally called advertising examination and post-testing of advancements just as fights (Parekh, 2012). Pre-testing fuses a wide extent of emotional and quantitative frameworks, including: focus social occasions, all around objective gathering of observers' meetings, little scale quantitative examinations and physiological estimation.

The objective of these examinations is to all the more likely see how various gatherings react to different messages and visual prompts, along these lines giving an evaluation of how well the promotion meets its correspondences objectives (Behal and Sareen, 2014). Post-testing utilizes a large number of indistinguishable strategies from pre-testing, for the most part with an emphasis on understanding the adjustment in mindfulness or frame of mind inferable from the notice (Scharoun, 2012).

With the development of advanced promoting advances, numerous organizations have started to ceaselessly post-test advertisements utilizing constant information. This may appear as A/B split-testing or multivariate testing (Sullivan & Sheffrin, 2003). Consistent advertisement following and the Communicus System are contending instances of post-testing promoting exploration types.

2.3.2 Advertisement and Increase in Sales Volume

Advertising can have both quick and long haul impacts on drawing in clients to get into purchasing the item and administrations of TIGO organization whereby do increment in deals volume, contingent upon destinations. Momentary Advertising like

advancements will in general lead to higher number of clients (Evans, 2013). Specialists have attempted to evaluate the impacts of promoting on marking the item where by the Customers are pulled in by the item utilizing field information (Berndt, 2011). Barely any investigations have tended with the impact of publicizing on client attractions. Little has been inquired about on catching the effect of how the impacts shift by imaginative medium or vehicle, and time of day for communicate promoting (Epstein, 2013).

Specifically, no examination has inquired about the impacts of promoting by these three factors all the while. While advertisers realize that that buyer conduct is affected by numerous elements, yet little research has been done on understanding the effect utilizing the coordinated promoting blend model (Sajuyigbe et al., 2017). This is ascribed to the delicacy of promoting's belongings and the complexities engaged with getting predisposition free gauges. Epstein (2013), present a knowledge with respect to how an advertiser or an investor is enthusiastic about estimating the effect of showcasing (publicizing venture) on market execution.

Promoting viability lies in its ability to draw in clients and to help animate or look after deals (Berndt, 2011). Accordingly, promoting is as often as possible utilized as an autonomous variable in clarifying changes in deals (Bruce, 2014). Christensen and Montgomery (2014) accept that publicizing adequacy must be caught by the extra offers of an item far beyond those that would have occurred without any publicizing or advancement.

While publicizing can be seen as indispensable for money related advancement, it isn't without social costs (Frost, 2011). Unconstrained business email and various kinds of spam have ended up being so prevalent as to have transformed into a critical inconvenience to customers of these organizations, similarly just like a cash related load on system get to providers (Ewen, 1976). Advancing is logically assaulting open spaces, for instance, schools, which a couple of savants fight is a sort of youth abuse. This expanding trouble in constraining presentation to explicit crowds can bring about negative reaction for promoters (Ferguson, 1969). Couple with these reactions, the

publicizing business has seen low endorsement rates in reviews and negative social depictions.

One of the most flawed responses of advancement in the present day is that of the amazing quality of publicizing of sustenance high in sugar, fat, and salt unequivocally to kids (Fox, 1984). Critics ensure that sustenance advertisements concentrating on youths are exploitive and are not satisfactorily counterbalanced with genuine dietary guidance to empower children to fathom the results of their sustenance choices. Likewise, children may not grasp that they are being sold something, and are along these lines progressively guileless.

Michelle Obama has investigated tremendous sustenance associations for publicizing bothersome sustenance, as it were, towards adolescents and has referenced that sustenance associations either limit their elevating to kids or broadcast sustenance that are more as per dietary standards (Crawford, 2008). Various responses fuse the change that are brought by those ads on the overall population and besides the flabbergasting advancements that are uncovered and conveyed by the associations. Therapeutic and prosperity industry are the ones which manhandled the most critical and made reasons of concern.

There have been extending attempts to guarantee the open energy by coordinating the substance and the effect of advancing. A couple of models join impediments for publicizing alcohol, tobacco or wagering constrained in various countries, similarly as the bans around elevating to adolescents, which exist in parts of Europe (Stanton, 1984). Advancing rule bases overwhelmingly on the veracity of the cases and in that limit, there are normally more firmly restrictions set around plugs for sustenance and social protection things.

The advancing endeavors inside specific countries depend less on laws and more on systems of self-rule. Marketing experts and the media agree on a code of advancing models that they attempt to look after (Studlar, 2002). The general purpose of such codes is to ensure that any publicizing is 'legal, superior to anything normal, authentic

and fair. Some self-authoritative affiliations are financed by the business, anyway remain self-ruling, with the objective of keeping up the measures or codes like the Advertising Standards Authority in the UK.

In the UK, most kinds of outside advancing, for instance, the feature of releases is coordinated by the UK Town and County Planning system. Starting at now, the exhibit of an advertisement without consent from the Planning Authority is a criminal offense subject to a fine of £2,500 per offense (Gifford, 2010). In the US, various systems acknowledge that various kinds of outdoors advancing condemnation the open space. As a long time in the past as the 1960s in the US there were tries to blacklist load up advancing in the open field. Urban regions, for instance, São Paulo have exhibited a totally blacklist with London furthermore having express authorization to control unlawful introductions.

A couple of governments limit the lingos that can be used in notification, yet marketing specialists may use traps to remove a wound at keeping from them. In France for instance, marketing experts every so often print English words in serious and French elucidations in fine print to oversee Article 120 of the 1994 Toubon Law confining the use of English (Parekh, 2012).

The advancing of assessing information is another purpose of stress for governments. In the United States for instance, it is normal for associations to simply make reference to the nearness and proportion of material costs at a later period of a trade. In Canada and New Zealand, costs can be recorded as free things, as long as they are referred to direct front. In most various countries, the promoted cost must consolidate every single fitting obligation, engaging customers to easily understand the sum it will cost them.

According to an ongoing report by David Statt, females process information widely, while folks process information through heuristic contraptions, for instance, frameworks, systems or procedures for handling issues, which could influence how they disentangle advancing (Bhatia, 2000). As demonstrated by this assessment, men

like to have available and evident sign to disentangle the message, however females partake in dynamically inventive, partnered, imagery bound clarification.

Later research by a Danish gathering found that elevating tries to actuate men to improve their appearance or execution, while its approach to manage women goes for change toward an immeasurable immaculate of female presentation. In Paul Suggett's article *The Objectification of Women in Advertising*, he discusses the negative impact that these women in notification, who are excessively impeccable to conceivably be veritable, have on women, similarly as men, everything considered (Studlar, 2002). Publicizing's control of women's craving to these ideal sorts as delineated in film, in sexy craftsmanship, in advancing, before a group of people, inside music accounts, and through other media exposures requires at any rate a shaped expulsion of female reality, and along these lines takes on a significantly ideological cast.

Studies show that these wants for women and youngsters conflictingly influence their points of view about their bodies and appearances. These ads are facilitated towards men. Few out of every odd individual agrees: one intellectual saw this monologic, sexual direction unequivocal interpretation of advancing as preposterously inclined and politicized (Parekh, 2012). There are a couple of associations, nevertheless, like Dove and Aerie that are making promotions to portray continuously ordinary women, with less after age control, so more women and youngsters can relate to them.

Later research by Martin (2003) reveals that folks and females differentiate by the manner in which they react to advancing dependent upon their demeanor at the period of introduction to the notices, and on the enthusiastic tone of the publicizing. When feeling troubling, folks support perky advancements to help their mentality. Alternately, females lean toward bright advancements when they are feeling peppy. The TV programs in which advancements are introduced sway a watcher's attitude state (Bhatia, 2000). Susan Wojcicki, author of the article *Ads that Empower Women don't just Break Stereotypes*.

They are similarly Effective discussions about how publicizing to women has changed since the first Barbie business where a youngster tells the doll that, she should be much equivalent to her. Youngsters grow up watching notification of inadequately clad women publicizing things from trucks to burgers, and Wojcicki states that this shows youngsters that they are either gorgeous sight or incredible sight.

A good focus of advertisement example is shopping malls which entails shopping territories as well as places so far as that is concerned which are either shopping centers or strip shopping centers. It is an idea or wording which is of American inception as an approach to make and set up their character to crash the British inheritance totally (Geist, 2009). It is current and as of late utilized as it is considered and taken as an ongoing developmennt or progression, however a few states have been in this training for certain years before others.

Various early shopping arcades such the Burlington Arcade in London, the Galleria Vittorio Emanuele II in Milan and different arcades in Paris are prestigious and up 'til now trading (Geist, 2009). In any case, various smaller arcades have been crushed and displaced with gigantic concentrations or strip malls normally open by vehicle. Particular progressions, for instance, electric lighting and lifts were displayed from the late nineteenth Century.

From the late twentieth Century, fervor scenes, for instance, films and restaurants began to be incorporated (Geist, 2009; MacKeith, 1986). As a singular made structure, early strip shopping centers were much of the time basically significant improvements enabling wealthier supporters to buy items in spaces protected from the atmosphere. In spots far and wide, the term strip shopping center is used especially in Europe, Australia and South America. Mall is a term used fantastically in North America (UG, 2001). Outside of North America shopping area and shopping arcade are also used.

In North America, Gulf countries and India the term shopping plaza is ordinarily associated with encased retail structures while strip shopping center usually suggests outside retail structures, the two sorts of workplaces regularly have colossal parking

structures, face genuine traffic arterials and have couple of individual by walking relationship with including neighborhoods (UG, 2001).

In the United Kingdom (UK) and Ireland, strip malls are commonly suggested as shopping centers. Strip mall chiefly insinuates either a strip mall which is the place amassing of shops all adjoin a walker zone or a just pedestrianized street that empowers clients to walk around impedance from vehicle traffic (MacKeith, 1986).

In North America, strip mall is usually used to suggest a tremendous shopping an area normally made out of a single structure which contains various shops standard speaking verified by at any rate one retail foundations enveloped by a stopping region, while the term arcade is even more consistently used especially in Britain to imply a confined individual by walking just street much of the time verified or between solidly isolated structures.

The majority of British shopping centers are arranged in downtown regions commonly found in old and striking shopping area and included by helper outside shopping paths. Tremendous models join West Quay in Southampton, Manchester Arndale, Bullring Birmingham, Liverpool One, Buchanan Galleries in Glasgow and Eldon Square in Newcastle upon Tyne. Despite the interior city strip shopping centers, huge United Kingdom conurbations will similarly have gigantic away regional malls, for instance, Meadowhall Center, Sheffield serving South Yorkshire, the Trafford Center in Greater Manchester and Bluewater in Kent (MacKeith, 1986). These centers were worked during the 1990s, yet arranging guidelines disallow the development of any more.

Away shopping advancements in the United Kingdom are presently centered around retail stops which comprise of gatherings of stockroom style shops with individual passages from outside. Arranging approach organizes the improvement of existing town focuses despite the fact that with sketchy achievement. Westfield Stratford City, in Stratford in London is the biggest strip mall in Europe with more than 300 and thirty (330) shops, fifty (50) eateries and eleven (11) screen film and Westfield London is the greatest interior city strip mall in Europe. Bullring, Birmingham is the busiest shopping

center in the United Kingdom welcoming over 36.5 million clients in its opening year. There are a reported 200 and twenty two (222) strip malls in Europe. In 2014, these strip malls had combined ideas of \$12.47 billion (Agovino, 2015). This addressed a (10%) thump in livelihoods from the previous year (Agovino, 2015).

Most likely the soonest instance of open strip malls begins from old Rome in exchanges where shopping markets were found. One of the most prompt open shopping centers is Trajan's market in Rome arranged in Trajan's talk. Trajan's market was probably worked by Apollodorus of Damascus and it is accepted to be the world's most settled strip shopping center which is a fore sprinter of the present mall (Judd, 1991).

The Grand Bazaar of Istanbul was worked in the fifteenth Century is up 'til now one of the greatest covered strip shopping centers on the planet with more than fifty eight (58) paths and (4,000) shops. Different other verified shopping arcades, for instance, the nineteenth Century Al-Hamidiyah Souq in Damascus may in like manner be considered as trailblazers to the present day strip mall.

Isfahan's Grand Bazaar which is, all things considered, verified dates from the tenth Century. The ten kilometers since quite a while prior verified Tehran's Grand Bazaar in like manner has a broad history. The most prepared continually included strip mall on the planet is likely going to be the Chester Rows. Returning at any rate to the thirteenth Century, these verified walkways housed shops, with limit and settlement for dealers on various levels. Different segments had down to earth involvement in different items, for instance, Bakers Row or Fleshmongers Row (Evans, 2013). An early indoor mall model in the United States was the Lake View Store at Morgan Park, Duluth, Minnesota which was worked in 1915 and held its fantastic opening on 1916. The structure is two stories with a full basement and shops were at first arranged on every one of the three levels. Most of the stores were arranged inside within the mall and a couple of shops were open from the overall.

In the mid twentieth Century, with the rising of the suburb and vehicle culture in the United States, another style of strip shopping center was made a long way from

downtown. From at a beginning time, the structure would by and large be inner looking with strip malls following hypotheses of how customers could best be appealed in a controlled space. Relative, the possibility of a strip mall having at any rate one catch stores or colossal box stores was initiated in front of timetable with individual stores or more diminutive scale chain stores expected to benefit by the clients pulled in by the enormous stores (Kramer, 2013). Strip mall improvement in America was stimulated by the revived depreciation laws of 1954 which supported greenfield headway on the urban fringe.

An ensuing lift began from sanctioning go in 1960 which empowered budgetary masters to accumulate as one in Real Estate Investment Trusts to keep up a key good ways from corporate individual evaluations. The laws framed the ordinary exurban scene of malls, motels and modest natural ways of life (Moore, 2013). By year end 2015, the total aggregate of retail space per individual in the United States will be 48.3 square feet. This is off from the high of 49.8 square feet set in 2009. It is foreseen that this figure will continue declining through 2020 (Pleven, 2015).

The greatest strip mall on earth is the New South China Mall in Dongguan, China with a gross floor an area of 892,000 square meters. The world's second greatest strip mall is the Golden Resources Mall in Beijing, China with a gross floor an area of 680,000 square meters. SM Megamall in the Philippines is the world's third greatest at 542,980 square meters of gross floor an area (Evans, 2013).

The fourth greatest strip mall on earth is SM City North EDSA in Quezon City, Philippines with a gross floor zone of 504,900 square meters and the fifth greatest strip mall is 1 Utama in Malaysia at 465,000 square meters of gross floor locale.

One of the world's greatest shopping structures in a solitary territory is the two strip mall agglomeration of the Plaza at King of Prussia and the Court at King of Prussia in the Philadelphia suburb of King of Prussia, Pennsylvania, United States. The King of Prussia strip mall has the most shopping per square foot in the United States. The most

visited strip mall on earth and greatest shopping plaza in the United States is the Mall of America arranged near the Twin Cities in Bloomington, Minnesota (Pleven, 2015).

In any case, a couple of Asian strip malls are plugged as having more visitors including Mal Taman Anggrek, Kelapa Gading Mall and Pluit Village; all in Jakarta, Indonesia, Berjaya Times Square in Malaysia, SM City North EDSA, SM Mall of Asia and SM Megamall, all in Metro Manila, Philippines. The greatest strip mall in South Asia is Bashundhara City in Dhaka, Bangladesh.

The International Council of Shopping Centers gatherings strip malls into eight major sorts which are neighborhood center, open scene, nearby center, superregional center, style or distinguishing strength center, control center, point or festivity center and outlet center (Millar, 2015). Neighborhood centers are little scale malls serving the close by neighborhood. They regularly have a general store or a drugstore as a remain and are conventionally planned in a strip mall design. Neighborhood concentrates ordinarily have a retail region of 30,000 to 150,000 square feet and serve a basic area in a 3 mile run (Millar, 2015). They are now and again known as solace centers.

System malls are greater than neighborhood centers and offer an increasingly broad extent of product. They by and large incorporate two stay stores which are greater than that of a territory center', for instance, a markdown retail foundation. They may in like manner seek after a strip game plan or may be L or U-framed. Open scenes as a general rule incorporate a retail zone of 100,000 to 350,000 square feet and serve a fundamental locale of 3 to 6 miles (Millar, 2015). A commonplace strip mall is per the International Council of Shopping Centers in the United States a shopping plaza which is planned to help a greater region than a customary mall.

In like manner, it is consistently greater with 400,000 square feet to 800,000 square feet net leasable region with in any occasion two stay stores and offers a progressively broad assurance of stores. Given their increasingly broad organization locale, these strip malls will when all is said in done have better quality stores that need a greater domain all together for their organizations to be beneficial yet may have markdown

retail foundations. Nearby strip malls are moreover found as get-away goals in escape zones (Schwartz, 2015).

A too much regional strip mall is per the International Council of Shopping Centers in the United States a shopping plaza with in excess of 800,000 square feet of gross leasable domain, in any event three stays, mass seller, greater combination, structure clothing and fills in as the mind-boggling shopping scene for the locale in which it is found (schwartz, 2015). Style or distinguishing strength centers incorporate upscale clothing shops and boutiques and consider customers with more significant compensations.

They as a rule have a retail domain reaching out from 80,000 to 250,000 square feet and serve a zone of 5 to 15 miles (Millar, 2015). Power centers are colossal strip shopping centers that solitary part a couple of real box retailers as their remains. They usually have a retail zone of 250,000 to 600,000 square feet and a basic trade locale of 5 to 10 miles (millar, 2015).

Theme or festivity centers have specific uniting subjects that are trailed by their individual shops similarly as their structure. They are ordinarily arranged in urban zones and consider explorers. They usually feature a retail domain of 80,000 to 250,000 square feet. An outlet mall or outlet center is a sort of strip mall wherein creators sell their things clearly to the overall public through their own one of a kind stores.

Various stores in outlet strip malls are worked by retailers selling returned stock and stopped things routinely at strongly limited expenses. Outlet stores were found as in front of calendar as 1936, anyway the first multi store outlet strip mall which is Vanity Fair arranged in Reading, PA didn't open until 1974. Belz Enterprises opened the chief encased preparing plant outlet strip mall in 1979, in Lakeland, TN a suburb of Memphis (Schwartz, 2015).

2.4 Empirical Literature Review

Suleiman (2016) assessed the contribution of advertising on attracting customers with contextual investigation of Zanzibar Bottlers Limited. By utilizing graphic contextual analysis, a delegate randomly testing of 50 respondents was acquired from the ZBL. The strategies for information accumulation included both essential and optional sources. Essential information were gathered by utilizing survey, talk with guide, narrative sources, and perception, while narrative audit was utilized in auxiliary technique.

The Statistical Package for Social Sciences (SPSS) programming, and ZBL Supervisor support. The findings revealed that advertising contribute much on attracting customers that improve sales where by 80 percent of the respondents said informative advertising affect sales of ZBL.

Abah and Olohiliye (2015) analyzed the effect of advertising on attracting customers. The expansive target of the examination was to investigate the impact of promoting on pulling in clients of Benue Brewery Limited (BBL). The particular goals were to: inspect the propriety of the media of promoting utilized by BBL; look at the reasonableness of the messages utilized by BBL in its notices; and to decide the connection between publicizing on drawing in clients and deals volume in BBL.

From the examination, dominant part (46.90%) of respondents became more acquainted with about BBL items through the communicate media, greater part (86.34%) of respondents expressed that the prompting media utilized achieve their intended interest group, larger part (89.13%) of the respondents expressed that the messages impact their purchasing conduct, lion's share (81.68%) expressed that they unmistakably comprehended the messages, lion's share (81.68%) of respondents expressed that the publicizing messages pulled in them to BBL items, lion's share (81.68%) of the respondents appreciate the messages and lion's share (89.13%) of the respondents expressed that the messages impact their purchasing conduct.

The examination presumes that the media of promoting utilized by BBL were reasonable, the messages were powerful and there was a critical connection between publicizing on drawing in clients and deals volume of BBL items. The examination suggests that BBL should give more consideration to the communicate media and informal publicizing, to enhance its financial limit to keep up increment in deals volume, ought to get ready satisfactorily for increment sought after at whatever point adverts are being made and ought to carryout intermittent survey of its promoting messages and methodologies to guarantee that they reasonable for the objective market consistently.

Yousefi (2016) assessed the role of advertisement in increase number of customers to the company. The by and large objective of this exploration is to examine the job of promoting in drawing in the clients of protection in Hamadan Province, Iran in 1394. The Descriptive measurements look into technique is utilized in this investigation. The examination tests are all protection workers of Hamadan Province, Iran, which included 50 representatives which are picked dependent on arbitrary inspecting.

In this examination, the gathered information were investigated utilizing PC programming programs (SPSS programming) and the information importance was likewise explained through the T test and relapse. Subsequent to dissecting the examination discoveries, it was inferred that promoting has sway on drawing in clients. Sound, visual, verbally expressed, conventional and present day promoting affect attracting customers who increase sales of the company such that facilitates growth and development of the company.

Sanchita and Sharma (2016) analyzed the between connection between commercial consumption, deals and benefit. Taking ten-year information (2005-06 to 2014-15) of twenty assembling organizations filed in NSE's, the investigation connected different models including expressive examination, relationship and relapse. The apparatuses utilized plainly demonstrate that there is a critical connection between commercial consumption, deals and benefit. The examination infers that there is an uneven connection among promotions and fascination of clients, deals and benefit wherein

commercial use emphatically impacts the deals and benefit of the business in the event of Indian assembling organizations.

Berndt, (2011) conducted the examination on causality and synchronization among publicizing and fascination of clients, the investigation observationally looks at the impact of commercial use on the fascination of firms' clients in three businesses of various nature Automobile industry, Textiles industry and Food industry. Taking information of all the three businesses together, it is demonstrated that the effect of notice force on deals is sure and critical while it has huge antagonistic impact on productivity. The investigation reasoned that, if there should be an occurrence of vehicle industry, notice power has positive and huge impact on expanding number of clients, deals and benefit

Abiodun, (2011) lead an examination on the effect of publicizing client fascination of an item. The real point of this proposition was to show the effect of promoting on clients, deals and benefit of a business association taking Starcomms Plc as a case. The investigation found that publicizing include any close to home paid type of non-individual correspondence which is coordinated to the purchasers or target spectators through different media so as to introduce and advance an item, administrations and thought. The investigation presumed that great promoting requires skilled work force including various authorities to empower it flourish in the ever powerful and focused business condition.

It is subsequently basic that key staff in offices that are legitimately included to be painstakingly chosen and situated to guarantee ceaseless achievement. In perceiving the job promoting can play a developing number of organizations and foundations need to leave on an across the country publicizing effort. Promoting efforts clearly educated by discouraged buyer request, flourish by influencing the purchaser on the requirement for utilizations. Toward the fruition of this proposal, the effect of promoting at Starcomms was unmistakably characterized and it ought to have turned into a constant practice for Starcomms (Abiodun, 2011).

Abah and Olohiliye (2015) performed the study on assessing the effect of advertising and sales volume in brewery companies performance. The study was carried in Nigeria through survey approach. The results showed that advertising has been and still is significant component and measure towards sales promotion and volumes in the products by the companies. This is the actual reality since such companies have been performing well in the sales which is an important step and measure to assure performance. Since that is the case, there is a concern to conduct an assessment on the advertising role on customer attraction in the telecommunication industry since there is has been severe investment in the sector and the industry for that matter. With that, since less studies have been conducted in the area the study was therefore carried to fill the study gap.

Field and Abelson (2015) carried a study on examining the relationship between advertising and sales in the business promotion and growth. The study was conducted using cross sectional survey design with the results indicating that advertising has positive effect on sales in the business promotion. This is because it positively assures customer attraction since it directly promotes the business direct and indirect to reach as many customers as possible based on awareness and advocacy. This in turn assures the undertaking of the study in Tanzania telecommunication sector since a lot has been invested in the venture on advertisement with effect on customer satisfaction.

Arens and Weigold (2012) performed the study on examining the role of advertisement on the promotion of market communications in the business. The study was performed in the European settings using survey approach. The results of the study indicated that marketing communications in the business is largely and well facilitated by advertisement because it directly foster and influence attractions to the customers pertaining to the business undertaking and the practice for that matter. This also brought the necessity to conduct the study in Tanzania in the telecommunication sector because several ventures on advertisement have been commenced which is useful to carry the assessment.

2.5 Research Gap

Based on the reviewed literature, its evidence that a good number of similar studies have been conducted, but there is little has been conducted in Tanzania to show advertisement objectives set by the company and the influence of advertisement on attraction of customers which lead on increase in sales volume. This serve as a vital area of concern which is the gap to be filled with knowledge for that matter in the respective Tanzanian context since advertisement has been largely embraced in telecommunication centre and industry in fostering customer attraction for that matter. The focus is that advertisement is an inevitable practice in attracting customers in utilizing their products and services for that matter. Therefore, the study intends to assess to assess the role of advertising on attraction of customers.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents methodology of the study. It is organized under the following sections; area of the study, research design, population, sample size and sampling technique, data collection methods and techniques, and data analysis techniques. The last section of the chapter presents reliability and validity of data.

3.2 Research Approach

The study used qualitative approach in accomplishing this study of contribution of advertisement on attraction of customers. Qualitative approach refers to an emergent methodology of research that advances the systematic integration which ensures that the information generation usually seeks to capture the in depths facts for the purpose of filling the knowledge gap based on the why and how of the phenomenon under study.

The basic premise of this methodology is that such integration permits a more complete and synergistic utilization of data. The evaluation of Advertisement on attraction of customers provide an ideal opportunity for any approach since it facilitates to contribute to know about best practices in how to implement the study of Advertisement effectiveness in achieving the triple aim of attracting customers and increase outcomes of cost and quality.

3.3 Research Design

This study used descriptive research. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts and describe the data collection (Glass & Hopkins, 1984; Bogdan & Taylor, 1987). It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution and therefore offered a better clarification on advertisement towards attraction on customers, and

ultimately give a clear picture on the effectiveness and reliability of advertisement on attraction of customers and relationship to purchase decision.

3.4 Area of the Study

The study was conducted at Tigo headquarters. Tigo is the leading innovative telecommunication company in Tanzania. It's distinguished as a fully-fledged digital lifestyle brand. The company provides a various product portfolio in voice, SMS, high-speed internet and mobile money services. The study was conducted at Tigo because it is one of the companies with largest advertisement budget in Tanzania in attraction of customers which increase the sales and profit to Tigo and being Lead Telecommunication Company.

3.5 Study Population

Tigo has over 12,583,640 registered customers with 3/4 in Pre-paid and 1/4 in Post Paid as at December 2018 according to Tigo Headquarter records and TCRA. This study targeted how Advertisement attracts the customers. Pre-paid customers of Tigo because their background diversity and exposure to Advertisement with large percentage than Post Paid customers.

3.6 Sample Size and Sampling Procedure

A sample is a subject of the population. Saunders and Thornhill (2009) define sample size as the number of items to be selected from the population to constitute the sample. Non-probability sampling used in this study of contribution of advertisement on customer attraction, whereby was randomly and accidental asking of question to Tigo customers and Staff in the Tigo Office in order to get relevant data concern with the study. This was viable sampling technique since it gave advantages of focusing on important subpopulation.

3.7 Data Collection Methods

The scientist utilized the accompanying information gathering techniques which are extremely helpful to separate the direct data just as the recycled data.

3.7.1 Interview

The interview technique for gathering information includes introduction of oral-verbal boosts and answer as far as oral-verbal reactions (Kothari, 2004). This includes verbal communication between the analyst and respondent. The scientist arranged a meeting aide inquiries regarding the exploration questions (Polak & Green, 2015). The system was utilized in light of the fact that, the example was controlled all the more successfully, more data in more noteworthy profundity can be gotten. Besides, the method is related with more noteworthy adaptability; along these lines the specialist has the chance to rebuild questions to achieve the exploration goals. Interviewees were senior authority from Tigo.

3.7.2 Focus Group Discussion

A focus group discussion (FGD) is a subjective research strategy and information gathering procedure in which a chose gathering of individuals talks about a given point or issue inside and out, encouraged by expert, outside mediator (Robson, 1993). This technique serves to request members' frames of mind and observations, learning and experience and practices, partook over the span of association with various individuals. On this study, data collected from Tigo customers around the street and those who selling simcard and TigoPesa owners too. This technique brought a very big impact on helping to get relevant data on the study.

3.7.3 Document Review

The study used documentary review to collect secondary data. Various records including authority archives from Tigo, reports and workshop papers in connection to the issue were checked on to enhance the essential information gathered by the analyst. The technique helped the specialist to comprehend the size of the issue. Reports are significant in research since they connect the data acquired from information gathered using other research strategies, for example, surveys and meets. Narrative audit guide was utilized as an instrument during information gathering from various archives.

3.8 Data Analysis Plan

The collected data were qualitatively grouped which were analyzed using content analysis approach in ensuring that all facts are gathered clearly and articulated for the purpose of getting the actual information that may be required to ensure success knowledge gap filling. With that, the presentation of findings was supported by relevant themes which were in form of quotations as direct facts from the respondents to complement the findings. The study is basically qualitative.

3.9 Reliability and Validity of Data

The study used different techniques in order to ensure reliability and validity of data. Since the study used qualitative approach in ensuring knowledge gap filling; first face validity was undertaken through the construct of the interview guide and focus group discussion (FGD) guide which were taken and reviewed by the supervisor for approval.

After that, data collection was performed which was consisted with the study objectives that construct validity was undertaken with the information to fill the gap being collected from different groups of respondents perceived as multiple members. After assembling the information, the report was written to the extent that after its completion the researcher made physical visit to the respondents for ensuring accuracy and consistence of the findings generated. After that, final submission of the report was done for total completion of the program.

3.10 Ethical Consideration

Ethics in this study have been observed and well complied because the work itself is not copied because it has reached the requirements of the documents on the originality index. Apart from that, the entire conduct and performance of the study was consistent with the provisions of the university regulations and the guiding document to conduct the research studies. In addition to that, data gathering process was done prior to the approval of the supervisor and regulatory requirements of the university since it is the awarding organization. Furthermore, the gathering of the information for the study has been performed based on the consent of each respondent with all other affairs being

kept confidential between the researcher and the respondents to the public, the university and the supervisor.

CHAPTER FOUR

PRESENTATION OF FINDINGS

4.1 Introduction

The chapter describes the presentation of research findings, analysis and the discussion for the purpose of ensuring the filling of the knowledge gap of the study. The presentation of the findings, analysis and discussion is consistent with the research questions guiding the study to the extent that the description consist the following.

4.2 Amounts Spent in the Realization of Customer Attractions

The study indicates findings on the amount spent in realizing customer attractions through advertising corresponds with the actual intention in attracting customers. The findings of the study revealed that the amount spent by the telecommunication companies on advertising in facilitating customer attractions is worthy and correspond positively with the goal to be attained. This is attributed by the fact that it attracts as many subscribers as possible to subscribe to the products and services offered.

This is evident with the fact that MIC Tigo for instance has introduced several packages as services and products such as Haliishi Bundle, Extreme and many others which have been getting as many subscribers as possible. This is attributed by the advertising measures which are performed by the company because it is through advertising where customers get to know the products and services; as well as their composition towards fostering consumption.

This is the concern among telecommunication companies that in all the products and services brought in the market they get to exert high influence provided that they are well advertised for the purpose of fostering attraction to the customers to influence consumption which automatically fosters growth of the entity. In that case, this is complemented by the key respondent stating that:

The resources spent in adverting in telecommunication companies are worthy and useful since they play significant role in ensuring customer attractions on the products and services offered.

This is certain because advertising has been fostering an increasing number of subscribers to the services and products such as airtime, internet bundles, mobile money services and others.

This is attributed by the fact that adverting makes customers aware on the composition of the product(s) and service(s) offered by the company in particular even though most products and services seems to be similar with different names depending on the company in particular.

Despite that, the other issue of great concern is the visibility of the company to the public and customers that resources spent on advertising have been corresponding to the customer attractions because they have been and still are instrumental in creating and further fostering the visibility of the company to the customers and general public. This is evident with the fact that on all products and services offered by the company(s) in the market regardless of the fact that the environment and the business is highly competitive; customers are able to distinguish between companies and their business packages.

This is mostly attributed by the fact that advertisement is crucial in distinguishing the actual specific issues on the products and services as the company itself. This has been facilitating customer attractions because customers tend respond on the specific issues that has been attracting their needs wants on the products and services offered which is mostly facilitated by advertisements. The assertion is also complemented and supported by the key respondent stating that;

Resources spent in advertising correspond with the customer attractions since they have been and still are facilitating company visibility in the market.

This is due to the fact that it has been facilitating the company to be distinguished from others on the products and services offered which is essential in fostering the customer attraction.

In that case, advertizing has facilitated the company to be differentiated with others through the information generated through advertisement on the company to the customers.

Regardless of that, resources spent in advertising have been deemed to correspond with the customer attractions positively since they have been fostering sufficient new activations on the products and services by both direct and indirect means. This is because advertising has been generating new customers to the company since in the process of advertising many who get to be attracted get to activate in the company's products and services directly and indirectly for that matter.

In that case, advertizing is considered as the communication pattern in telecommunication companies to the customers to facilitate the attractions. This makes initiative(s) a continuous process for that matter. This has been and still is the major issue of concern pertaining to the means for the telecommunication companies to influence customer increase and growth in the market since attractions is vest attained and achieved by means of advertizing for that matter. This is also complemented by the views of respondents stating that;

Resources which are spent in advertising correspond positively in fostering customer attractions because they have been fostering new activation since customers and users of the products and services have been increasing as time goes. This is attributed by the advertising efforts which are performed by the company(s) in facilitating customer attractions for that matter.

Furthermore, resources set for advertising measures correspond with the customer attractions because they foster competitive advantage in the competitive environment. This is certain because the business is highly competitive in the sense that in Tanzania

for instance there are six telecommunication companies well established with sufficient influence in the market with products and services provided being similar to a greatest account with different names to differentiate companies offering the service though the content of the products and or services are similar.

With such situation in the market advertising is the tool which has been able to foster successful competitive advantage on the products and services offered. This is because advertizing has been able to make customers aware of the actual services and products of the specific company in place which has been able to attract customers distinctively and promote sales. This is something which has been fostering the company(s) to keep on undertaking the businesses in the highly competitive environment. This is verified by respondent F views that;

Resources invested in advertizing by the company are useful in fostering competitive advantage of the companies in the market. This is evident with the fact that they help to provide specific issues and elements on the products and services offered which directly attracts customers to specific products and services of the company in particular regardless of the competitiveness of the business environment.

Moreover, the amount spent in the customer attractions by the company in telecommunication industry seeks to achieve endless creativity and innovations in the business and the market at large. This is the situation because the market is highly competitive with severe creativity measures by rivals whereas companies usually invest and engage in the practices to assure that there is good and adequate funding on all measures that are useful to assure that customers are well influenced and motivated to be attracted to the use and applications of the facilities. The statement is well facilitated by the respondent views that;

“The resources spent by company in attracting customers usually is performed to foster creativity and innovations by the organization to ensure further attractions and convincing to the customers. The purpose is to make sure that any ideas that arise

needs funding useful to foster customer attractions with relevance to the business growth and development. Therefore, the concern is to make sure that such projects and measures once arise they do not miss funding to be attained and realized”.

Finally, the amount spent to attract customers by the company intends to foster immediate compliance with the changing environment at any time when needs arise and demand requires. This is the case because changes usually occur at any situation and in fact the company as the business entity must be able to for see changes before they appear and be ahead to carter for competitive advantage. The view is supported by the statement from the respondent W that;

“The company spends money to attract customers to be able to correspond with any changing environment as they appear for the purpose of projecting before to be ahead always to assure competitive advantage. This is certain because once changes occurs and the competitor gains advantage over them and one becomes the follower usually affects the business profitability and generation which entails that the business is important to be always ahead of the changes and evolutions”.

4.3 Challenges of Adverting in Attracting Customers

The study indicates challenges of adverting in attracting customers in Tanzania such that first and foremost is cost that they have highly increased in Tanzania especially in the billboards. This is because the charges imposed for the billboards and posters in the streets are very high to the extent that the telecommunication companies have refrained from advertising in several posters and billboards. This is the major challenge at the moment facing the telecommunication companies in advertising since the costs have increased and affected the decision making pattern pertaining to the advertising measures to be executed by the companies. This is complemented by the views from the respondent that;

Cost is the major challenge at the moment in advertising in attracting customers because in most of the means depended by the companies in most

cases such as the billboards the charges have increased in form of taxes payable to the government.

This in turn has caused massive changes in the pattern of investment that it has caused the companies to withdrawal most of their adverts in billboards and posters all over the country because of the higher costs implication.

The other challenge is the similarity on the products and services among companies which becomes difficult to establish strong customer loyalty. This is because most products and services advertised by the telecommunication companies are of similar pattern which becomes difficult to ensure total customer loyalty. This is evident with the fact that most customers have divided loyalty as far as products and services usage is concerned on mobile companies and services because it is difficult to find a customer possessing loyalty on only one service provider in mobile services.

The situation is that way because the behaviour in the market among telecommunication companies has been coping and paste strategy because once one entity develops the idea, similar invention as the product(s) and or service(s) is incorporated with all other mobile companies with similar pattern and offerings with only change of name of the product(s) and or service(s) for that matter.

This is verified by the fact that it is difficult and almost impossible to find a customer loyal to one service provider in mobile services because regardless of the advertising measures still the companies offer similar products and services which is difficult for customers to be loyal to one service provider. This is one of the challenge which has been affecting mobile companies especially on advertising in attracting customers. This is evident with views from respondent T that;

Mobile companies have been difficult to have customer loyalty being dependent to one service provider. This is because the service providers have similar products and services that their advertising reveals similar issues and provisions which fosters customers to possess divided loyalties which somehow affects the business because it is difficult to establish the customer base.

This has been and still is a major problem in telecommunication companies operating in Tanzania which has been affecting the whole idea of advertising in ensuring the realization of the goals and objectives for that matter in the business.

In addition to that, the other challenge is that advertisement in attracting customers is also probability that the company may invest to promote certain product while the advertisement may be distorted by certain occurrences which may lose track and focus whereas the company may end incurring losses than gains. A good example was the Vodacom Company that it long invested in support of local premier league whereas in 2018 the football federation increased number of teams without the consent of Vodacom as the sponsor. This affected the advertisement strategies and efforts invested because the company had to withdrawal sponsoring the league which ended in incurring major losses pertaining to advertising. The statement is connected and supported by the views from respondent X that;

“Advertisement sometimes works in form of probability that may have positive or negative outcomes depending on the circumstances at hand. This is a challenge because it involve high risk in connection with the expected outcomes for the results for that matter”.

Furthermore, the infrastructure setups has been a challenge since in most cases have been limited to the extent that it has been causing increase in the running costs of the organization. This is evident with the fact that in setting towers and other means for

networking for instance tasks the entities to encounter charges in ensuring that infrastructures are executed. This is supported by the views from respondent Y that;

The infrastructure setups in the country has been affecting the running costs in the organizations since the entities have been tasked to include high costs in ensuring that the facilities are set for activities to be undertaken.

Moreover, the other challenge on attracting customers through advertising is the opposite outcomes on the product and or service prior to the expectations. This is a challenge because any advertisement which is conducted by mobile company(s) is considered as an investment whereas returns are expected with profit prior to its good performance in the market. Once the products performs insufficiently in the market becomes a setback which is a problem because it is considered as a loss which needs to be recovered. This is complemented by the views from respondent X that;

Any form of advertising in the organization is considered as an investment such that there is positive expectation by the organization in the returns. This has been a problem because once the investment goes contrary to the expectations is perceived as a loss which affects the business as a whole for that matter.

Finally, the networking pattern and its entire architecture is largely problematic especially in MIC Tigo Company that in several areas within the cities and in some upcountry region the availability of the network in communication, internet facilities such as Wi-Fi, modems and others have been poor. This is a problem in advertising because the company has been advertising such products and services to be utilized whereas upon their utilizations they have been disappointment which affects customer attractions. This is asserted by views from respondent R that;

“Networking is still a major problem in customer attractions because the company has been severely advertising on good coverage of network in communication, internet facilities and other electronic services performed by the mobile company. Since that is

the case, still the outcomes in several accounts have been not consistent with the expectations of the customers which affects the outcomes prior to customer attractions”.

CHAPTER FIVE

DISCUSSION OF THE FINDINGS

5.1 Introduction

The chapter highlights the discussion of the findings on the information which has been obtained as findings in line with the view of other scholars. Since that is the case, the description of the chapter is connected with the research questions guiding the study whereas it consist the following.

5.2 Amounts Spent in the Realization of Customer Attractions

The findings of the study revealed that the amount spent on advertising towards customer attractions is massive and expensive since it is a continuous process and endless practice. The implication of the findings is that in any business undertaking depending on customer consumption on the products and services offered in the market as the means to foster growth and development; advertising is the key towards success and achieving a great deal of success in the business. The perception is supported by Akanbi and Adeyeye (2011) stating that any business venture usually depends on the sound advertising measures to achieve a great deal of success in the market.

This is attributed by the fact that advertising is the direct communication pattern and practice of the business to the customers to influence attractions on the products and or services offered and supplied in the market for consumption. This is further evident with the fact that as the advertising measures are effective and efficient the higher the promotion as far as the business is concerned which fosters performance to a larger scale for that matter.

Bernt (2011) on the other hand provides that advertising is the primary practice which facilitates business promotion and performance that a business may never succeed in the market and the economy if it does not advertise itself. This is the case since advertising is the pattern of communication of the business to the public as the targeted

customers for that matter. This is the reality which certain that any successful business must also be embedded with it.

Suleiman (2016) also states that advertisement is an investment the company or business invests for the purpose of attracting as many customers as possible for the greater good of the business. With that, they involve range of activities and requirements which are costing. In that note, they are deemed to be expensive since in return they assure adequate generation of customers and income for the respective entity(s) for performance results.

5.3 Challenges of Advertizing in Attracting Customers

The findings of the study indicates that regardless of the importance of advertizing towards customer attractions to promote the business; but the venture consist of severe costs of operations which has been a challenge since running and operating costs becomes higher and affect profitability of the company as the business entity. On top of that, the practice of advertising is highly affected by coping and paste practices which affect branding and product development.

The implication of the findings that advertizing functions well in areas where there is sufficient copyright laws which protects the innovations and creative ideas of the business since they tend to foster sufficient means which guarantee protection and safeguarding of the initiatives of the company to its customers. This is complemented by Bruce (2014) suggesting that sufficient advertising practices in business must be well protected and safeguarded with copyright laws which protects even the innovativeness and creativity in business that the ideas should not be copied for the purpose of ensuring customer loyalty for that matter.

This is important because the laws foster the protection of the inventions and designs of the products and services which have emerged out of creativity and innovations that they belong to the particular entity which has undertaken the venture with no any other business allowed to copy and paste the invention(s). This is applicable in most developed states which has caused a great achievement in the innovations and creativity

among business entities with high level of customer loyalty attainment in different sectors including telecommunication sector.

In addition to that, Busari et al (2012) provide that customer attractions is best fostered by advertising though they must make sure that the products and services possess uniqueness which attracts customers and ensure loyalty. This is the essence of advertising which is effective and efficient as far as businesses are concerned for that matter for performance of the business to be realized. In that note, it is the essence of the successful business towards ensuring that the goals and objectives of the business are realized by means of advertising. Therefore, this makes the initiatives to be positively considered in ensuring customer attractions.

Furthermore, Bernt (2011) states that telecommunication entities especially in developing countries face a challenge on the operating costs because the infrastructures are poor in some areas whereas establishing the networks is highly costing.

On top of that, since governments need money they tend to pose taxes in various investment undertakings which causes massive increase in running costs which affects profitability of the organizations.

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Overview

The chapter describes the summary of the study, the conclusion and recommendations in line with the research questions guiding the study. Therefore, the study comprise with the following descriptions.

6.2 Summary

This entails the description of the study on the contribution of advertisement on customer attraction in telecommunication companies with TIGO Tanzania as the case study. The study was performed under the guidance of two main specific objectives on the challenges and the correspondence of the resources used in advertising on customer attractions. Exploratory design was used since the study was qualitative.

The information on the study were gathered from the study area through the use of interviews and focus group discussions (FGD). The collected information were all grouped and analysed using content analysis approach which were supported and complemented by themes to strengthen the findings.

Findings of the study indicated that on the resources used and set for advertising on customer attraction facilitation, the resources are useful and worthy since the study found out that they have been increasing subscribers, facilitate company visibility, new activation and competitive advantage. In addition to that, on challenges two main obstacles have been identified including the costs of running the adverts that they have increased tremendously through the taxes imposed on billboards and posters that they are all taken to the government.

The other challenge is the fact that the products and services in most cases are similar which has been difficult for customers to be loyal to the single and particular service provider.

6.3 Conclusion

It is rather evident that advertisement is very important and strong determinant of customer attraction in telecommunication companies. This is evident with the fact that advertising is the voice and communication to the customers that a business may never prosper once advertisement is either poor or there are advertising efforts. This is the major setback in the business because customer attraction to a larger scale may never be attained. Since that is the case, advertising in different contexts and the nature of business has been facing challenges which are heterogenic depending on the area as the specific context and the type of the business itself. This is also similar in Tanzania in Telecommunication Company where companies have been encountering challenges which needs to be addressed and being reduced and finally combated.

6.4 Implication of the Study

6.4.1 Theoretical Implication

The study has greatly foster knowledge gap filling on empirical contribution since it has filled the empirical gap prior to the contribution of advertisement on customer attractions in Tanzania telecommunication companies. Despite that, the findings are still linked with the theory since it has been revealed that advertisement is important and crucial on customer attractions; but it is largely affected by costs since they are very high attributed by taxes and the investments for that matter.

This corresponds with the transaction utility theory which suggest that costs incurred by the organization in any venture with the expectations to foster business growth through generating profitability must be limited as possible to allow the generation of significant profit for that matter. This is the actual reality on the ground prior to the newly generated knowledge that it corresponds with the theory guiding the study.

6.4.2 Policy Implication

It is vivid that advertising is the key component which is inevitable in fostering customer attraction in mobile companies because the products and or services as they are designed and formulated must be highly promoted to foster attraction to the customers for consumption. This is done through advertising since it is the means towards awareness creation on the components found within the products and services for that matter.

This is important and necessary because customers may only be attracted and influenced to purchase the products and or services provided that they possess adequate knowledge and understanding of the products which may be useful to their needs and wants. Since that is the case, the practice of advertising to foster customer attraction indeed is expensive since it consist high costs in ensuring the undertaking of the activities in line with advertising.

This is attributed by the fact that first in most cases the government taxes several measures and steps which have been useful for advertising such as billboards that they have a separate tax on them. Besides that, advertising is highly expensive since they require massive budget allocations which have also implication on the prices to be charged on the products and or services for that matter. This also corresponds with the theory of transaction utility guiding the study that it emphasize on the use of resources in different activities as the actual expectations. This is the reality as far as advertising is concerned because resources usage and utilization is the actual issue of concern as the primary practice to be embraced for the purpose of ensuring successful customer attraction for that matter.

6.5 Recommendations

Since the fact on the advertising is that way in Tanzania among telecommunication companies, the study recommends that the government must first tighten corporate to keep on attracting investors to invest since they may be labelled with their business identity(s) to foster customer attraction. This is an important step to be embraced and

taken into a great consideration since it has been a main problem in facilitating the generation of customer loyalty.

The study also recommends that companies must be always keen with the dynamics and fight best strategies to cope. This is evident with the fact that advertising is something which the government must gain and benefits. This is attributed by the fact that it usually impose taxes as it has been in Tanzania such that companies must comply since it is the practice which is recognized and well embedded to ensure that entities perform and operate while making sure that the government gets share.

In addition to that, the study recommend that the company must keen with the advertising packages especially those associated with the network such as the 4G services, Wi-Fi, hotspots and others that as they are advertised most do not reflect the realities in the practice because they have been the opposite as far as the services are concerned. In that case, they should advertise based on their capacity to provide services for customers to be certain and assured of the services available and not deceptions they receive.

Furthermore, the study recommend that the company must also strive to attain uniqueness in the products and services they offer because there has been massive coping strategy on the services. This has been causing most of the attractive services to be tasteless to the customers on the company because they are similar and same in all businesses. This must be halted and assure competitive advantage attainment in the services of the company.

6.6 Limitations of the Study

The study undertaking encountered a challenge on time which has been the fact that the study allocation in terms of time was limited such that it has been difficult to correspond with the required time though the study was ended and finally accomplished and submitted. In addition to that, the other challenge has been that the entire skills to conduct the study requires effective understanding of the modality to conduct the study

such that it is important to possess such adequate skills. With that, acquiring such skills have been a challenge which was overcome through learning process.

6.7 Areas for Further Studies

Various avenues may be assessed to fill the gap in other studies whereas first and foremost the study was performed through qualitative approach such that another study may be performed specifically through the use of quantitative approach by means of causal relationship approach for that matter. Apart from that, the study was also performed with specific focus in telecommunication industry. However, another study may be performed and focus in another industry in the same area of inquiry such as banking sector, industrial sector and others.

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