

FACTORS INFLUENCING THE SELECTION OF ADVERTISING MEDIA

A CASE STUDY OF TELEVISION

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ABSTRACT

The major objective of this research was to investigate the key factors influencing advertisers in the selection of the advertising media in Tanzania. This study was carried out in Dar es Salaam.

Two samples, one consisting of 4 television stations and 27 firms that advertise on TV are selected through convenience and purposive sampling techniques. Another consist of Data was collected by using questionnaires, in depths interviews and documented records.

It was hypothesized that four variables: audience size, timing of audience, geographical coverage (reach) and customer care had an influence on the selection of advertising media.

All these relationships were tested separately using statistical tools available in the statistical package for social science (SPSS) program. The results show that the majority of advertisers are attracted by audience size and timing of audiences when selecting media in which to advertise. Moreover, most of the advertisers considered geographical coverage (reach) to be very important in the selection of the media. Customer care was also considered to be very important in selection of the television for advertising.