

**INVESTIGATING THE IMPACT OF SPONSORSHIP ON CONSUMER BASED  
BRAND EQUITY BEHAVIORS IN TANZANIA TELECOMUNICATION  
INDUSTRY: A CASE OF ZANZIBAR TELECOM LTD**

**HILMI MOHAMED HILAL**

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REQUIREMENTS FOR THE MASTERS' DEGREE IN BUSINESS  
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**2015**

**CERTIFICATION**

The undersigned certifies that he has read and hereby recommends for acceptance by the open university of Tanzania a dissertation entitled “The impact of sponsorship activities on consumer based behaviors in Tanzania telecommunication industry; The case of Zanzibar Telecom Ltd in partial fulfillment of the requirement for the Master of business Administration at the Open university of Tanzania.

.....

Dr. Salum Soud Mohamed  
(Supervisor)

.....

Date

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I, **Hilmi Mohamed Hilal**, do hereby declare that dissertation is my own original work and it has not been presented and will not be presented to any other University for a similar any other degree award.

.....

Signature

.....

Date

**DEDICATION**

This dissertation is dedicated to my beloved parents Mohamed Hilal and Samira Ahmed whose unpaid exhaustive parental care and love has always been the strong base for my education so far. I also dedicate this to my wife Salha Ally Mohammed and son Mohammed Hilmi Mohamed for their great love, support and understanding during the whole period of my studies, may god bless them abundantly.

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**ABSTRACT**

The increase of competition among products of a similar nature has provided a big challenge in the marketing field. This has led to a growing interest on companies in building strong brands so as to maximize their competitive advantages in the industry. This study focused on investigating the impact of sponsorship activities on consumer based brand equity behaviors at ZANTEL. Regarding sampling techniques used under this study; simple random and Purposive sampling technique were used to select different respondents. Due to the nature of this study which is exploratory and qualitative research, the researcher presented and analysed the data by using excel as statistical tools, discussions and explanations oriented (i.e. descriptive analysis), simple statistics like frequency and percentage tabulation also were applied for this study under investigation. The three variables/components of consumer based brand equity were tested, and identified to be affected by sponsorship activities and also upon its impact on customer purchase decision. The fact that was discovered here was that all three components of consumer based brand equity were positively affected by sponsorship with help of other components of promotion mix, such as advertisement, public relation and sales promotion. It was also discovered that with an improved components of consumer based brand equity, customer behaviors may be favorably influenced. Finally, the researcher came up with a concluding remark and recommendation that the concept of brand equity is very important in business as well as understanding it in various perspectives of brand equity and their components and how managers can use it to strengthen their brands competitive edge.

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## **LIST OF ABBREVIATIONS**

CBBE	Consumer Based Brand Equity
TCRA	Tanzania Communications Regulatory authority
ZANTEL	Zanzibar Telecommunication Ltd

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

#### **1.1 Background of the Study**

The increase of competition among products of a similar nature has provided a big challenge in the marketing field; this has led to a growing interest on companies in building strong brands so as to maximize their competitive advantages in the industry. The challenge has caused companies to concentrate on creating higher brand equity for their companies so as to lead to higher consumer preference and purchase intention, (Cobb-Walgren et al. 1995). Companies with higher brand equity enjoy successful extensions and resilience against promotional pressures by competitors (Farquhar, 1989). It has been identified that the phenomena of brand equity involves the value added to a product by customers' association and perception of a brand name (Winters 1991, Chaudhuri 2001).

Among of the ways adopted in creating higher brand equity for companies is the use of sponsorship, this form of marketing strategy had started to flourish in the early years of 1980s (Shanklin and Kuzma,1992). Sponsorship has now become one of the fastest marketing communication means in the world (IEG, 2005), with an increase by 7500% in worldwide spending in sponsorship in 2007 from 1982 which was at USD 0.5 million (IEG, 2007). ZANTEL, as one of the telecommunication companies in Tanzania has been using sponsorship as a marketing strategy focusing on music, sports and education with the aim of building enduring relationships that add value through partnerships and providing access and engagement opportunities to its subscribers. Among the sponsorships done by ZANTEL is Bongo star search, Sauti za

busara, nyama choma festivals and beach soccer (ZANTEL, 2014). Companies with higher brand equity are expected to experience favorable brand awareness, brand loyalty, brand association and perceived quality, (Aaker, 1991). The study specifically aims at investigating the impact of sponsorship activities on consumer based brand equity behaviors in the Tanzania telecommunication industry, the case of ZANTEL.

## **1.2 Statement of the Research Problem**

In the mission statement of ZANTEL, sponsorship has been clearly stated as an important marketing strategy (ZANTEL, 2014). Through sponsorship the company expects to share the passion of its subscribers and support causes that make an impact to the community. Since the start of the company, ZANTEL has been involved in various corporate sponsorships, from sports, music to various social events. Among the sponsorships engaged by ZANTEL are Boxing matches, netball tournament, nyama choma festival, beach soccer and the music reality show of Bongo star search. In the year 2012 ZANTEL committed it's major sponsorship deal in bongo star search for a period of two years with a principle investment of TZS 300 million per annum (ZANTEL, 2014). This has been a significant increase in the total expenditure in sponsorship compared to previous years before this major sponsorship whereby sponsorship investments in 2010 and 2011 were 30 million and 45 million (ZANTEL, 2014). Due to this huge increase in sponsorship investment, management of ZANTEL faces a growing need to justify this rapid increase in marketing investment. Though studies have been conducted on sponsorship activities and customer based brand equity (Holtermann, 2007). Still there has not been a published study that focuses on the impact of sponsorship activities on consumer based brand equity behaviors in

Tanzania telecom industry. It is in this context that the study intends to investigate the impact of sponsorship activities on consumer based brand equity behaviors in Tanzania telecom industry, the case of ZANTEL.

### **1.3 Research Objectives**

This study was categorized into two objectives; namely: the general objective and the specific objectives.

#### **1.3.1 General Objective**

The general objective of the study was to investigate the impact of sponsorship activities on consumer based brand equity behaviors in Tanzania telecommunication industry, focusing on ZANTEL as a case study.

#### **1.3.2 Specific Objectives**

The specific objectives of this study were as follows:

- (i) To examine the level of sponsorship activities in influencing brand awareness,
- (ii) To assess the extent of sponsorship activities in improving brand image,
- (iii) To determine whether sponsorship activities affect brand loyalty,
- (iv) To determine the level of customer based brand equity in influencing customers' purchase intention.

### **1.4 Research Questions**

- (i) To what extent sponsorship activities influence brand awareness at ZANTEL?
- (ii) To what extent sponsorship activities improve brand image at ZANTEL?
- (iii) To what level do corporate sponsorship activities on brand equity affect loyalty?
- (iv) To what degree do sponsorship activities on brand equity influence purchase intention?

### **1.5 Significance of the Study**

The findings of this research will contribute in helping ZANTEL management to make informed decision on marketing strategies so as to improve its brand equity level and as a result improve its competitive edge in the market. It will also give an insight on the non-monetary return of marketing investment in several sponsorships commitments made by the company for future marketing decisions.

### **1.6 Scope of the Study**

The study was conducted in Dar es Salaam region focusing on investigating the impact of sponsorship activities on consumer based brand equity behaviour in Tanzania telecommunication companies, the case of ZANTEL. The sponsorship activities aimed at targeting external customers (i.e. current and existing customers) and internal ones (i.e. management and employees) by putting much emphasis on how these activities sponsored by ZANTEL have impact on consumer based brand equity in creating brand awareness, brand image and brand loyalty which lead to purchase intention.

### **1.7 Organization of the Study**

This study was organized in five chapters, namely: chapter one which is the overview of the study included the background information to the study, statement of the research problem, objectives of the study (general and specific), questions to the study, significance of the study, scope of the study and organization of the study by itself. While chapter two which is literature review included the introductory part, conceptual definitions, theoretical literature review, empirical literature review (which focused on the global perspective, Africa perspective and Tanzania perspective), the

research gap, the conceptual framework (with different models) and the theoretical frame work. Furthermore, chapter three which is research methodology included the introductory part, research design, study area, study population, sampling techniques, sample size, types of data collection, (i.e. primary and secondary data sources), reliability and validity of data, and finally data analysis. Chapter four which is data presentation and analysis included the following components: data presentation, respondents' distribution, characteristics and general description of respondents and analysis of the main findings. Finally, chapter five which is conclusion and recommendations contained the introductory part, summary of the main findings, implications of the findings, concluding remarks and recommendations, limitations of the study, and finally the suggested areas for further studies.

## **CHAPTER TWO**

### **2.0 LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter provided definitions of some key concepts and terms. Also the chapter tried to present a discussion on some conceptual and theoretical issues concerning the customer based brand equity. Furthermore, the part contains also the review of different literatures in relation to the study. The review of different literatures gave the researcher a description and critical analysis of what other authors found about the topic previously.

#### **2.2 Conceptual Definitions**

##### **2.2.1 Sponsorship Defined**

Most scholars and researchers have attempted to define sponsorship with a view of benefits derived from that activity or event to both the sponsoring and the sponsored party. Below are definitions by various scholars. Gardner and Shuman (1987) defines sponsorship as an investment on a cause or event with the aim to support corporate objectives (e.g. enhance company image) or with a marketing objective (e.g. increase brand awareness). Sandler and Shani (1989) define sponsorship as “The provision of resources (e.g. people or equipment) by an organization directly to an event or activity in exchange for a direct association to the event or activity. The proving organization can then use this direct association to achieve either corporate, marketing or media objectives” Meenaghan (1983) views sponsorship as an assistance provided in finance or in an in-kind form to an activity by a commercial organization with the aim of achieving commercial objectives. According to Cornwell (1995) sponsorship is an

“orchestration and implementation of marketing activities for the purpose of building and communicating an association (link) to a sponsorship” International Events Group (1999) describes sponsorship as “a cash and/or in-kind fee paid to a property (sport, entertainment, non- profit event or an organization) in return for the access to the exploitable commercial potentials associated with that property”. For the purpose of this study therefore sponsorship is an act of marketing investment by an organization to associate with an events, sports and entertainment with the aim of adding value to the brand and company as whole.

### **2.2.2 Consumer Based Brand Equity**

Brand equity is the added value created by a brand logo or name to a product or a company due to marketing activities and goodwill produced by a company. Customer based brand equity is one of the two perspectives in measuring brand equity; the other is financial based brand equity. In financial based brand equity the asset value of a brand is measured to determine the equity of a brand while in customer based brand equity it is the customer behavior that are analyzed to determine brand equity of a company (Keller 1993, Shoker et al. 1994). Researchers and academicians have defined customer based brand equity in different ways. The diversity of these definitions helps to understand the concept much better. The marketing science institute, (Leuthesser 1988) defines customer based brand equity as a set of associations and behaviors of the customers, channel members and Parent Corporation that allows a brand to earn a greater margin than it would without a brand name or logo, also giving a differentiated advantage over a competitor. Aaker (1991) defines customer based brand equity as the value that consumers associate with a brand, as reflected in the dimensions of brand awareness, brand loyalty, brand

perceived quality, brand association and other components of brand asset. According to Swait et al. (1993), it is consumer's implicit valuation on the brand in the market with differentiated brands compared to the market with no brand differentiation. Brand is perceived as a signal or clue to the quality of a product, reliability or image. Kamakura & Russel, (1993), Lassar et al, (1995) hold a view that customer based brand equity (CBBE) is created when a product or service is familiar to the consumer leaving a strong and favorable association in the memory of a consumer. Keller 1993 views CBBE as a differentiated knowledge in consumer's behavioral responses to the marketing activities. Clearly the dimensions of the brand equity has been stretched through the years, although the most common is of the Aaker model which includes brand awareness, brand loyalty, brand association, perceived quality.

### **2.2.3 Telecommunication Industry**

Telecommunication means communicating at a distance through transmission of electronic impulses, such as telephone, radio, television etc. Therefore telecommunication industry is a group of companies operating in a business of electronic communication, most notably through telephone and cable. Tanzania telecommunication industry refers to the group of companies within boundaries of Tanzania operating within this industry. There are major five operators within this industry in Tanzania, namely Vodacom, Tigo, Airtel, ZANTEL and TTCL.

### **2.2.4 Zanzibar Telecom Ltd (ZANTEL)**

ZANTEL is a subsidiary company of Etisalat group which is the third largest corporate in Middle East as at December 2013 (Zantel 2014). In Tanzania, Zantel is one among the major operators in telecommunication industry.

### **2.3 Theoretical Literature Review**

There are various theories explaining the applicability and effectiveness of sponsorship as a marketing communication tool. Together with those theories this part looked into concepts and models developed in explaining customer based brand equity.

#### **2.3.1 Consumer Learning Mechanism – how Sponsorship Works**

Throughout the life of a consumer there is an accumulation of experience with certain brands, this accumulated experience plays a major part in determining the future actions of a customer towards the brand, (Pickton and Broderick, 2005). Consumer learning mechanism explains the process through which a consumer acquires information and experience the product consumption of that brand. Basically there are two approaches in explaining consumer learning mechanism, one is behavioral approach and the other is cognitive approach (Pickton and Broderick, 2005). The former is not a process oriented mechanism but rather focuses on inputs and outputs i.e. stimuli and resultant behavior. The later is a process based approach as it focuses largely on the effect left in the consumer's mind. For sponsorship uses the literature will base on cognitive approach theories.

#### **2.3.2 The Mere Exposure Hypothesis Theory**

According to the mere exposure hypothesis, a customer may be influenced towards brand knowledge and brand preference only by exposure to the respective brand name. The theory holds a view that the environmental exposure provided acts as stimuli to the consumer which may lead to future behavior of a consumer, (Olson and Thjomoe, 2003). It is also powerful in aiding brand recall, (Bennett, 1999).

### **2.3.3 Congruency Theory**

This theory explains the degree of matchup between the sponsor and sponsored event. The theory holds assumption that information which accords to the prior expectation is remembered best by the consumers (Clow and Baak, 2002). Normally, the aim of sponsorship is to transfer the image of the sponsored event to the company brand. Sponsorships with high level of congruity are often more effective in building brand recall and recognition in the mind of the consumers, (Cornwell, 2006).

The concept of perceived fit is one major factor in congruency theory, whereby the event sponsored can be directly linked to the brand i.e. Michelin brand sponsoring car race, betting company sponsoring football match, etc. Another factor in congruency theory is articulation of the sponsorship; this involves the link between the targeted audience and the event sponsored whereby the characteristics of the consumer or potential consumer are directly linked with the event sponsored, (Cornwell, 2006).

In the case of music festivals sponsorship like Bongo star search by ZANTEL, the articulation of young audience to the entertainment and emotional experience is expected to be associated with the sponsoring brand. Therefore, in evaluating the effectiveness of sponsorship to both concepts of perceived fit and articulation of the sponsorship should be considered.

### **2.3.4 Associative Network Theory**

One of the main objectives of sponsorship is to influence image transfer from the sponsored event to the brand of the sponsoring company, (Gwinner and Eaton, 1999). Normally the sponsored events have certain attributes and attitudes that are of preference to the customers of a particular group of sponsoring company.

Simultaneously with sponsoring an event, sponsoring companies are motivated to promote, advertise and use various public relation methods to associate the event sponsored with the company brand. Sponsors look to build brand image through creating brand knowledge and awareness as well as linking the two with the attributes of the sponsored event. Human associative memory (HAM) theory holds an opinion that knowledge can be stored in the minds of consumers as network of concept nodes which are connected by links. Likewise, the image of the brand can be represented as an association to various attributes of the event sponsored (Keller, 1993). The theory bases much in the frequency of the two events to occur together, e.g. with longer involvement of ZANTEL Epiq nation to Bongo star search contest the stronger association of the event is made to the brand of ZANTEL.

Another associative network theory is adaptive learning, this theory explains that association between brand and the event does not necessary base on the frequency of the reoccurrence of the two together but rather the stronger the association made between the two, (Van Osselaer and Janiszewski, 2001).

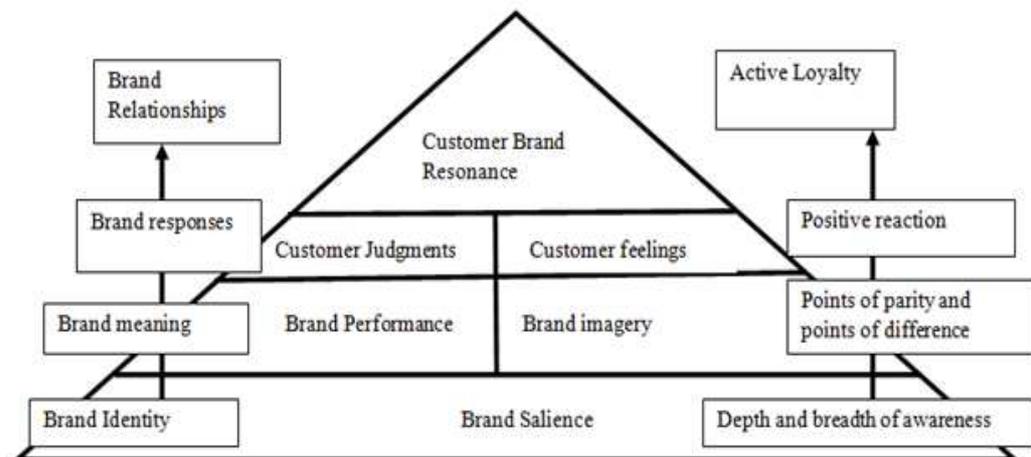
### **2.3.5 Building and Managing Brand Equity**

Brand equity concept can be viewed from various perspectives in corporate business. The consumer based perspective views brand equity as perceptions of the brand that are stored in the consumer mind. The customer based brand equity (CBBE) concept explains this perception in detail. Investor's perspective, as the value of brand equity is likely to affect the value of shareholders, it is important to know its management and measurement. The firm perspective of brand equity focuses on the change of consumer behaviors as a result of change in brand equity. It is therefore important to

evaluate the results of marketing activities of an organization in order to measure the impact to the business. The two perspectives of customer based and firm based are presented in order to build a conceptual framework of this study.

### 2.3.6 Consumer Based Brand Equity

The consumer based brand equity bases on an opinion that brand value is determined by customer perception and knowledge of the brand. It is defined as “a change of consumer response to the brand as a result of an additional knowledge from marketing activities” (Keller, 1993). The pyramid below shows the brand building process of consumer based brand equity (CBBE).



**Figure 2.1: The CBBE Pyramid**

Source: Adopted from Keller (2003)

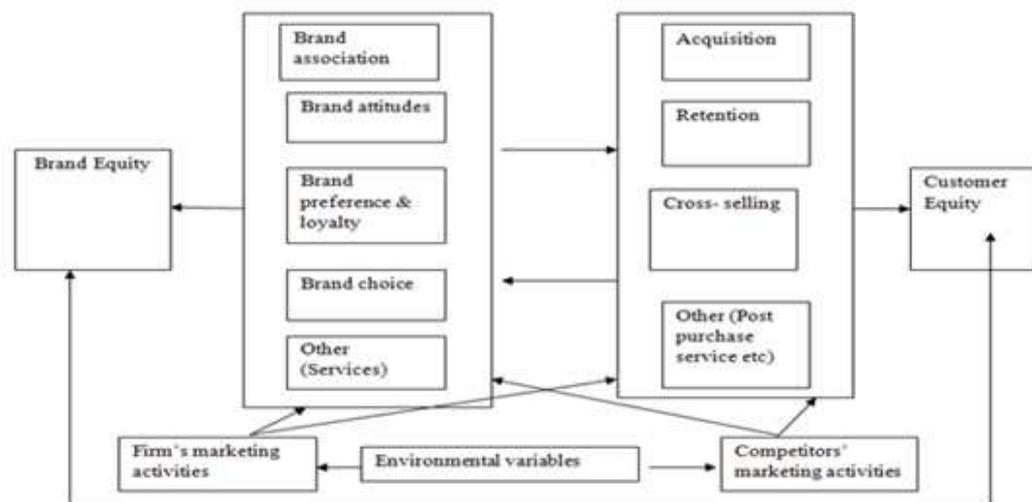
Brand salience is the essential base in building CBBE; it then followed by brand image and brand performance. The response of a consumer will be judgment and feelings regarding the brand. If the response from a consumer is positive then the consumer-brand relationship is initiated. From the pyramid constructed it can be

observed that the process of building the customer based brand equity involves at least four major steps, creating brand identity, communicating the meaning of the brand to consumers which is where marketing activities such as sponsorship and related activities such as advertising and others are involved. In communicating brand meaning to the customers, marketing activities looks to equip consumers with brand knowledge which will enable consumers to reason the performance of the brand. Brand knowledge consists of brand awareness and brand image (Keller 2003a). Brand awareness is measured by brand recall and brand recognition. The ability of a consumer to distinguish the intended brand from other brands is known as brand recognition.

Another component of brand knowledge is brand image, as explained in the associative network theory the image of a brand is stored as nodes in the mind of a consumer as association to the links related to the brand such as experience, history, purchase and usage (Keller 2003a). Together the brand salience, performance and image may generate emotional feelings of excitement, fun etc. Brands that succeed in building emotional bonds with its customers are referred as Lovemarks (Pwale and Cooper, 2006). The emotional feeling of love and sensuality of a brand is found to influence purchase intention to consumers (Pawle and Cooper, 2006). Brand loyalty is another component of customer based brand equity, it is known as the attachment the customer has to the brand with the aim of purchasing the product in the future (Akker, 1991). According to the model provided above, consumer loyalty is a result of positive reaction by the customer caused by positive feelings and favorable judgment towards the brand. Customer views the brand to be more superior as more positive reaction is derived from the brand.

### 2.3.7 Brand Equity: The Firm Perspective

Brand equity concept is of an importance to the firm as it can reflect the effectiveness of the marketing activities and can significantly reflect on the performance of the company in general. In firm's perspective, brand equity is measured as a result of change in consumer behavior towards the brand. This can be measured in sales volume, market share or profit of the company. Most notably the measure of brand equity under firm's perspective is purchase intention of a consumer which reflects as an estimated of sales of the company (Walgren, 1995). In brand equity literature several authors have tried to develop models that link marketing activities to customer equity which is identified as a change in customer behavior. These behaviors can be measured in attributes such as purchase of the product, loyalty generated among the existed customers, satisfaction, etc. (Gupta and Zeithaml, 2006). Rust, Lemon and Zeithaml (2006) concluded the link between brand equity and customer equity with a proposed model relating the two, as adopted below.



**Figure 2.2: A Preliminary Model Linking Brand Equity and Customer Equity**

Source: Leone et al (2006)

### **2.3.8 Consumer Based Brand Equity as A Mediating Concept**

Marketing campaigns are quantifiably measured by firms through responses by the targeted groups through incremental sales, revenue generation, cash flow performance etc. In order for customer response to change or be initiated certain behavioral elements in consumer mind needs to be enhanced, such as awareness, perception and image of the brand (Ailawadi et al, 2003). The current study treats customer based brand equity as a mediating concept between sponsorship and purchase intention by the customer. The company in this study (ZANTEL) has been designing sponsorships campaigns that aim at building and improving certain CBBE elements. Thus, in the current study CBBE will focus on brand awareness, brand image and brand loyalty.

## **2.4 Empirical Literature Review**

There has been various findings from previous studies conducted in the concept of brand equity, customer based brand equity and marketing activities such as sponsorship. Therefore it is important to look into these findings and strategies used in order to enhance the way in which this study could be conducted effectively. Previous studies will also help establish the gap left from those studies.

### **2.4.1 Empirical Literature Review Worldwide**

Rowley and Williams (2008) conducted a research on the impact of brand sponsorship on music festivals. The purpose of this study was to exploratory report on the UK music festival attendees' awareness, and attitude towards brands of the companies that sponsor those festivals. Questionnaires were used to test on the brand recall, brand awareness and brand attitudes and brand usage. The findings of the study was that there is evidence that sponsorship to music festivals has a direct impact on brand

recall, brand awareness and brand attitudes to the customers. However there was little to suggest the same on brand usage. Donlan (2014) on the research of empirical assessment of factors affecting the brand building effectiveness of sponsorship found out that sponsorship can be a very significant tool through which to build a customer based brand equity. However the process of brand building is not guaranteed as it may be hugely affected by the strength of the sponsor-event link. Successful sponsorship suggested a positive impact on brand loyalty, awareness and brand association.

Roy and Cornwell (2003) investigated the brand equity's influence on responses to event sponsorships. The study was based on examining the sponsor-event fit under congruency and affective responses. Six sponsors were included on the same event, three with higher brand equity and three with lower brand equity. Results of the study indicated that the sponsors with higher brand equity were perceived to have stronger congruency to the event while those with lower equity were perceived to have lower congruency with the event. Results of the study suggest that the attitude of the consumers towards the brand is influenced more by the association of the brand to the main event rather than sponsor-event association.

Yang and Ha (2014) conducted a research on brand knowledge transfer via sponsorship in the financial service industry. The purpose of the study was to develop a framework for brand knowledge transfer through sponsorship with an insurance industry in South Korea. Brand knowledge was examined in terms of brand awareness and corporate image. A sample of 330 consumers participated in the study in which hypothesis were tested using structural equation modeling. The results of the study suggested that there was evidence to the transfer of brand knowledge for the sponsor

via sponsorship event. Further, the study indicated that the event brand knowledge also influences the post brand knowledge. In the research conducted by Papadimitriou, Apostolopolou and Dounis (2008) on event sponsorship as value creating strategy for brands. It was revealed that brand awareness and brand loyalty has a direct relationship with event sponsorship. Brand awareness was tested as brand recall and brand recognition by the customers participated in the event sponsored while brand loyalty was tested as an intention to repurchase the product previously used. In the study conducted by Taylor, Celuch and Goodwin (2004) on the importance of brand equity to customer loyalty, nationwide customers of heavy equipments manufactures were involved in questionnaires administered. Results of the study indicated that brand equity and trust are the most antecedents of both behavior and attitudes that makes a customer loyal to the brand. The study also suggests that the marketer should go beyond the aspect of satisfaction in relationship marketing, but they also include aspects of brand equity and trust in order to create a desirable brand loyalty of their products.

#### **2.4.2 Empirical Literature Review in Africa**

Mentz (2011) conducted the study on the customer based brand equity of the major cellphone providers among the principals estate agents registered with the Estate affairs Agency board in Gauteng province of South Africa. The study involved three cellphone providers, Vodacom, MTN and Cell C. The purpose of the study was to find out the CBBE related aspects that influence customers on their choice of service provider. The significant findings observed was that the demographic of the customers was very much related among the providers, also it was further observed that brand association and brand loyalty proved to be very crucial in customer choice

of the provider. Perceived influence of marketing promotion on brand equity is the study done by Nyambura (2009) as a case study for KCB. The researcher aimed at identifying the impact of marketing promotion activities on the customer based brand equity. It was found out that KCB brand awareness was the main driver in customers opting to bank with it. 60% of the respondents proved that they have learned about the bank through its marketing promotions. Amaoko, Dartey Baah, Dzogbenuku and Kwesie (2012) conducted a study on the effect of sponsorship on marketing communication performance, the case study of Airtel Ghana. The purpose of the study was to understand the contribution that sponsorship plays in effective marketing communication. The finding of the study was that an increase in brand awareness, brand preferences, brand recall and brand image can lead to increased sales volume and the value of the organization as whole. Data were collected and analyzed quantitatively through administered questionnaires.

#### **2.4.3 Empirical Literature Review in Tanzania**

Based on the current study, there has not been a published study on sponsorship and customer based brand equity behaviors in Tanzania. As a result, there is a knowledge gap in understanding the study and how customers are influenced by the sponsorship and related marketing activities.

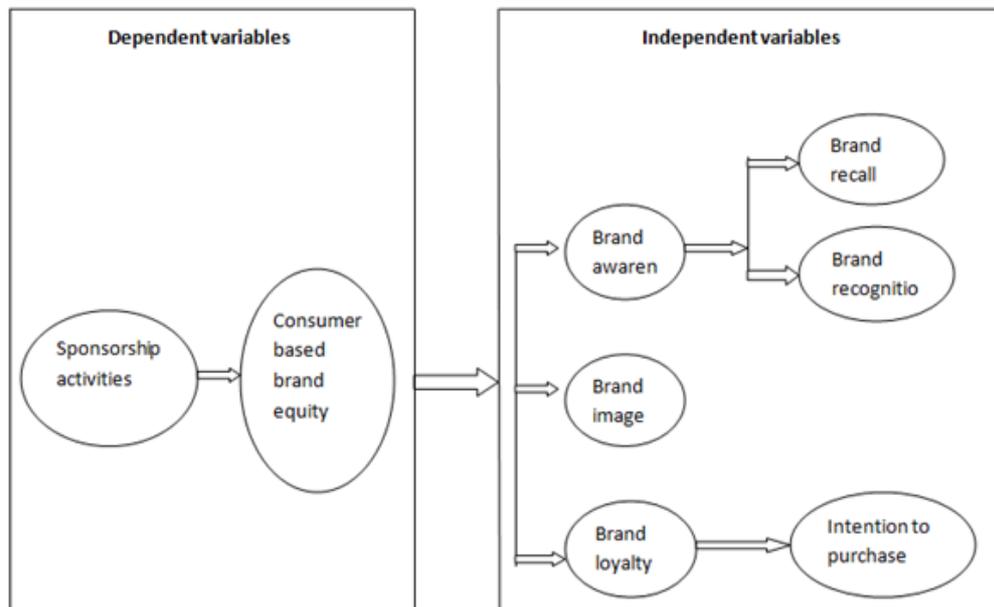
#### **2.5 Research Gap**

Despite of the various findings in the previously studies discussed (such as a study conducted by Nyambura (2009) on Perceived influence of marketing promotion on brand equity; it was revealed that brand awareness was the main driver in customers opting the KCB). Furthermore, Mentz (2011) conducted the study on the customer

based brand equity of the major cellphone providers, it was found that the demographic of the customers was very much related among the providers; also it was further observed that brand association and brand loyalty proved to be very crucial in customer choice of the provider. Having identified all these findings in different aspects; it is important to note that most of these findings have been in the context of organizations that operates in different environment to that of ZANTEL. There has not been enough information in terms of published researches on the impact of sponsorship activities on consumer based brand equity behaviors on organizations that operates in environments like that of ZANTEL which also involves audiences and customers in the Tanzania telecommunication industry. Therefore this study aims at filling the above research gap as identified.

## **2.6 Conceptual Framework**

From various literatures that were reviewed, the conceptual frame work for this study based on Keller's customer based brand equity model as discussed in the theoretical literature review part. According to Keller (1993), customer based brand equity consists of elements of brand knowledge and brand relationship with the customer. Brand knowledge consists of brand awareness and brand image while brand relationship looks at the customer loyalty. The following conceptual framework was used by the researcher in which data collection and analysis were based upon.



**Figure 2.3 Conceptual framework (Sponsorship-Consumer based brand Equity Model)**

Source: Researcher's conceptualization

## 2.7 Theoretical Framework

The theoretical framework stipulates that in order for sponsorship to be effective on the customer based brand equity (Dependent variable) that leads to purchasing intention of a consumer, the following influencing factors (i.e. independent variables) are essential.

- (i) **Enhanced brand awareness**; this means that sponsorship activities should be designed in a way that build and enhance brand awareness of the customers. Sponsorship should include other marketing means to communicate desired information of the brand to the customers. The means to communicate information may include advertisements, bill stickers, brochures etc. As brand awareness is concerned, the means of communication should aim at improving brand recall and brand recognition (Keller, 1993).

**(ii) Improve brand image;** Brand image is part of brand knowledge which consists of brand associations held by the consumer regarding the brand. It is therefore inherently significant for marketers to design sponsorship activities in way that favorable attributes of the event sponsored be linked with the brand. Events that create strong association to the brand should be favored as well as events that generate positive moods and joyful emotions to the consumers, (Keller, 1993).

**(iii) Enhanced brand loyalty;** This means that in designing sponsorship activities marketers needs to consider the aspects of customer satisfaction and the means that will be used to retain customers, as these are very crucial for creating brand loyalty, (i.e. once customers are satisfied this means that perceived service is greater than expected service, customers tend to be loyal to a brand, and this will result into purchasing intention).

Summarising the theoretical framework section, the researcher aimed at the variables which intended to achieve the specific objectives of this study.

The researcher conceptualised the (sponsorship-consumer based brand equity model) by showing how the sponsored activities by ZANTEL may create effective brand awareness, brand image, and brand loyalty. Once these activities are controlled and managed in a proper manner; for the case of brand awareness: they create brand recall and recognition into customer's mind. For the case of brand image; the sponsored activities create brand knowledge to the customer, and for the case of brand loyalty; these activities will result into customer's satisfaction and retention, which lead to intention to purchase.

## **CHAPTER THREE**

### **3.0 RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter presented the methodological issues adopted by the study. According to Kothari (2006), a research methodology refers to systematic way applied to solve the research problem. Thus the present chapter put forward the research design, methods of data collection and analysis.

#### **3.2 Research Design**

A research design can be expressed as the overall conceptual structure through and within which research is conducted. It constitute a blueprint for collection, measurement and analysis of data or arrangement of conditions for collection and analysis of data in the manner that aims to combine relevance to the research purpose with economy in procedure (Kothari, 2006). This research was a case study, which aimed at investigating the impact of sponsorship activities on consumer based brand equity behaviors in Tanzania telecommunication industry, focusing on Zanzibar telecommunication ltd as a case study.

#### **3.3 Study Area**

The study was restricted to Dar es Salaam region, focusing on ZANTEL. The choice of the region was because Dar es Salaam is the commercial center for Tanzania whereby most events sponsored are taking place as well as main customer care points are available compared to any other region. The researcher selected this region as it was convenient in data collection.

### **3.4 Study Population**

The study population was ZANTEL customers visiting various customer care points in Dar-es-salaam region. Respondents were selected as a large scale sample size from this population after using different selection techniques.

### **3.5 Sampling Techniques**

Sampling techniques provides a range of methods that enable the researcher to reduce the amount of data needed to be collected by considering data only from a subgroup, rather than all possible cases, (Shajahan 2009). In narrow sense, sampling technique is the process of selecting a sample from the population, (Kothari 2006).

Simple random/probability and Purposive sampling technique (non-probability) were used to select different respondents. In case of simple random sampling; this technique aimed at targeting external customers (i.e. ZANTEL new and current subscribers), the technique was used in this study due to the fact that under this sampling design, every individual in the population had an equal chance of inclusion in the selected sample size.

On the other hand, Purposive sampling technique was ideal with the case study as it allowed for variation and enabled choices to be made relative to research situations. Also this technique allowed the researcher pick the sample (i.e. internal customers-managers, employees and agents) that delivered the best information in order to satisfy the research objectives under investigation, (Brian, 2000). In practical aspect, the researcher applied purposive sampling technique due to the fact that a desired number of sample units (individuals) were selected deliberately depending on the object of enquiry so that only the important individuals (items) representing the true

characteristics of population are included in the sample size. Therefore, the researcher used his own judgment on the elements chosen. However, the researcher chose the sample elements (individuals) according to their criteria (such as, experience, knowledge, behaviour and attitude, etc.) in order to achieve the intended research objectives.

### 3.6 Sample Size

A sample of 120 respondents was drawn from the population, whereby 10 respondents were from ZANTEL staff and sales agents and 110 respondents were from ZANTEL customers. This sample size was determined by using approach based on precision rate and confidence level. The researcher further distributed 110 questionnaires to different customers, to measure the impact of sponsorship activities on consumer based brand equity behaviors, also a sample of 10 members from Zantel staff and sales agents were interviewed.

**Table 3.1: Sample Size Distribution**

<b>Dimensions/Elements</b>	<b>Respondents</b>	<b>Sampling design</b>	<b>Data collection tool</b>
ZANTEL-management, Employees & agents.	10	Purposive sampling	Interview
ZANTEL customers	110	Random sampling	Questionnaire & focused group interview
<b>TOTAL</b>	<b>120</b>		

Source: Researcher's distribution

### 3.7 Types of Data Collected

Both primary and secondary data were collected from relevant sources in an effort to meet the objectives of the study.

### **3.7.1 Primary Data Source**

Major data collection instruments employed in this study included self-administered questionnaires, focused group interviews, and observation (whereby the researcher focus was to interact with different customers in different events/activities. The researcher used primary data in order to get afresh and for the first time information relating to the research problem.

### **3.7.2 Secondary Data Source**

Secondary data were gathered from different literatures related to the study. These included Publications, articles/journals, and the internet. This study focused on specific variables (such as Brand awareness, brand image and brand loyalty). The researcher used secondary data sources with an intention of understanding the research problem.

## **3.8 Data Collection Tools**

### **3.8.1 Questionnaires**

The researcher used questionnaires as a major data collection technique. Questionnaire consisted of closed ended questions only. These questions were multiple choices whereby respondents were requested to tick in the appropriate box/letter against the answers that satisfy him/her. 120 respondents from different sectors in Dar es Salaam region were served with questionnaires to seek their opinions and observations on the subject under investigation. All 120 respondents were served the questionnaire pamphlets, though not all pamphlets were returned (some were defaulted, and others were misplaced). From this point of view, the researcher considered the well-presented and returned questionnaire pamphlets as a feasible sample size of the large scale study.

### **3.8.2 Interview**

This method of data collection is expected to create and promote understanding between the interviewer and interviewees. It involves presentation of oral – verbal stimulus and reply in terms of oral verbal responses (Kothari, 2006). This led to smooth flow of data from respondents to the interviewer; focused group interview with structured and unstructured questions was applied for this study under investigation, whereby 60 respondents; equal to 50% of the total number of respondents were the target. ZANTEL management, marketing and sales personnel, and agents were interviewed on different issues concerning sponsorship activities on customer brand equity. On the other hand, ZANTEL subscribers were arranged in different groups (i.e. focused group interview) in order to be interviewed on how sponsorship activities made it simple to create brand awareness, improve brand image and increase brand loyalty.

### **3.8.3 Observation**

The researcher was involved in direct observation, interacting with different customers, seeing how they were running their daily activities in different events organized by ZANTEL.

### **3.9 Reliability and Validity of Data**

The researcher was expecting some obstacles during data collection; these included validity and reliability of data collected. In this study the researcher ensured that challenges were optimized by applying analytical tools with reliability test to see the validity and reliability of data.

### **3.9.1 Reliability**

Reliability is defined as the quality of consistency or replicability of study or measurement. Kothari, (2004), comments that a measuring instrument is reliable if it proves consistent results. This means if the same or different researchers repeat the study it should produce more or less the same results. The researcher improved reliability by standardizing the conditions (this allowed the researcher to compare variables that were measured by using different types of scales, and applying analytical tools with reliability test to ensure consistency of data measurement.

### **3.9.2 Validity**

This is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure, Kothari, (2004). In order to achieve validity of data, the researcher ensured the measuring instrument (analytical tools) provided adequate and accurate information on the coverage of the topic by containing adequate and valid representative sample size from the population. As already mentioned, the researcher used simple random and purposive/judgemental sampling techniques in the process of selecting valid sample size from the entire population. In this context, the researcher ensured that at least 50% of respondents (elements) in the selected sample size were interviewed and all 120 representatives got a questionnaire leaflet for the purpose of collecting valid data that helped the researcher to achieve the objectives of the study under investigation.

### **3.10 Data Analysis**

Analysis of data is the computations of certain measures along with searching for patterns of relationships that exists among data groupings, (Shajahan 2009).

Furthermore, due to the nature of this study which is exploratory and qualitative research, the researcher presented and analysed the data by using excel as statistical tools, discussions and explanations oriented (i.e. descriptive analysis), simple statistics like frequency and percentage tabulation also were applied for this study under investigation.

## **CHAPTER FOUR**

### **4.0 DATA PRESENTATION, ANALYSIS AND DISCUSSION OF THE FINDINGS**

#### **4.1. Data Presentation**

In this chapter, data collected from the field was presented, analyzed and discussed. The study aimed at investigating the impact of sponsorship activities on consumer based brand equity behaviors in Tanzania telecommunication industry, focusing on ZANTEL as the case study. Furthermore, the chapter dealt with the presentation, analysis and discussion of research findings. In this part, the researcher attempts to analyse the data and interpret the results with respect to research problem, objectives and research questions. Due to the nature of this study which is exploratory and qualitative research, the researcher presented and analysed the data by using excel as statistical tools, discussions and explanations oriented (i.e. descriptive analysis), simple statistics like frequency and percentage tabulation also were applied for this study under investigation.

#### **4.2 Respondents Distribution**

Questionnaires and focused group interview were used as major tools to collect data. Pamphlets of closed ended questions were sent to 110 respondents, also an interview was conducted to 10 respondents from ZANTEL management, staff from marketing, sales department and sales agents. Among 110 questionnaires distributed 100 respondents were willing to return the booklets of questionnaires, the remaining questionnaires were misrepresented and others were not returned. In this case, the researcher considered the 100 respondents as a large scale sample size for this study.

### 4.3 Characteristics and General Description of Respondents

In this part, characteristics of the sample chosen were fully analyzed. Characteristics observed included age, gender, general knowledge and usage level of mobile services by respondents. The review of these characteristics provided an insight to why the answers of respondents (i.e. 100 respondents from ZANTEL customers and 10 respondents from ZANTEL management and marketing & sales department) varied according to perception, knowledge and feelings of respondents, in general and to the brand specifically. After putting apart defaulted and not returned questionnaires, the researcher considered a sample of 100 respondents as the large scale sample size of this study and the following characteristics were observed. Table 4.1: Describes the age and gender characteristics of ZANTEL customers.

**Table 4.1 Respondents Demographic Description**

<b>Description</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
<b>Age of respondents</b>		
Under 20 years	29	29
20-34 years	52	52
35-49 years	15	15
Above 49 years	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>
<b>Gender</b>		
Males	60	60
Females	40	40
<b>TOTAL</b>	<b>100</b>	<b>100</b>

Source: Field data

#### (i) The Age of Respondents

The age range of the majority of the respondents was between 20 and 34 years. This age category had a total of 52 respondents, constituting (52%) of the total respondents. The second frequent age category was of age under 20 years; this category had a total of 29 and constitutes a 29% of the total respondents. The third

frequent category was that of the age between 35 and 49 years. This category had a number of respondents of 15 and constituted a 15% of the total respondents. The minority of the respondents was that of age above 49 which had only 4 respondents and made a 4% of the total respondents. The age structure shows that ZANTEL customers are of different age groups with majority being youth at the age between 20 and 34 years.

### **(ii) Gender of the Respondents**

The sample of the research had an aspect of gender balance in consideration. 60 respondents from the sample under ZANTEL customers were male making up a 60% of the total respondents, and the remaining 40 were female making the 40% of the total respondents.

## **4.2 ZANTEL Management and Staff in Marketing and Sales Department, and Agents**

**Table 4.2 Description of ZANTEL Management and Staff in Marketing & Sales Department**

<b>Description</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
<b>Age of respondents</b>		
20-30 years	7	70
30-45 years	2	20
Above 45 years	1	10
<b>TOTAL</b>	<b>10</b>	<b>100</b>
<b>Gender</b>		
Males	6	60
Females	4	40
<b>TOTAL</b>	<b>10</b>	<b>100</b>

Source: Filed data

In an interview session, one of the departmental head indicated that one among the criterions of sponsorship decision is targeting the youth generation,

*“... we are building our customer base with the youth generation, and that it is one of the main considerations on deciding on the type of sponsorship we should engage in. For the past five years we have been involved in several festivals and music contest (i.e. sauti za busara, weekly coco beach concerts) and most recently we are now the main sponsor for Bongo Star Search contest (BSS)...”*

When asked further about the reason for the targeted group the interviewee responded that the aim of targeting the youth generation is to build network relationship among their customers for the *future*

*“... the group we have targeted is the college level students as well as working class who have the touch of youth characteristics, as you may know the music industry is developing very fast in our country and it gives employment to many of the youth in the country...”*

### **4.3 Knowledge and Usage of Mobile Phone Services**

In this part, the sample of respondents was analyzed based on the usage of mobile phone services and their general knowledge of the providers. Questions administered was based on respondents own personal usage of mobile phone services, their estimated usage amount, and knowledge of ZANTEL’s sponsorship activities. The same sample size of 100 subscribers was taken and the following results were observed.

#### **4.3.1 Respondent’s Personal Usage of Mobile Services**

It was observed that 93 of the respondents were using mobile phone services making a 93% of the total respondents. The rest was 7% which declared that they were not using mobile phone services.

**Table 4.3 Summary Description of the Personal Usage of Mobile Phone Services**

<b>Do you personally use mobile phone services?</b>		
<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
YES	93	93
NO	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

#### **4.3.2 Engagement of Respondents to the Mobile Service Providers**

Multiple engagements to mobile service providers were observed to be the majority of the respondents which made a 56% of the total respondents. The second category was of respondents with only single engagement to the service provider, this category had 37 respondents making a 37% of the total. The rest of the respondents which was made up of 7% responded to neither single nor multiple provider engagement.

**Table 4.4 Summary Description of the Respondents' Engagement to Mobile Service Providers**

<b>How many telecom companies are you connected to?</b>		
<b>Parameters</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
More than one	56	56
One	37	37
None	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

#### **4.4 Estimated Expenditure in Mobile Phone Services per Month**

Majority of the respondents were observed to have an estimated expenditure of between TZS 5,000 and TZS 20,000/= this category had 42 respondents making a total of 42% of all respondents. The second frequent expenditure zone was observed to be between TZS 20,000 and TZS 50,000/=. This expenditure zone category had a 30% of the total respondents. The third frequent expenditure zone was that of less

than TZS 5,000/= per month, this zone had 14 respondents making a 14% of the total respondents. Out of 100 respondents it was observed that 7% had no expenditure at all in mobile phone services. The remaining 1% was observed to be in the zone of those with expenditure of above TZS 100,000/=. This implies; the information above clearly shows that the majority of ZANTEL customers are having an estimated expenditure in mobile phone service between TZS 5,000 and 50,000/= per month.

**Table 4.5 Summary Description of Estimated Expenditure on Services Per Month**

How would you rate your expenditure in mobile services per month?		
Dimensions/options	Frequency (N)	Percentage (%)
Less than TZs 5000	14	14
TZs 5000-20000	42	42
TZs 20000-50000	30	30
TZs 50000-100000	6	6
Above TZs 100000	1	1
Not at all	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

#### **4.5 Awareness of ZANTEL as a Mobile Service Provider**

Respondents were asked of ZANTEL as one among the service providers in Tanzania. Majority of the respondents responded with yes, they are aware of ZANTEL as one of the mobile service providers in Tanzania. The majority of these respondents with YES assertion were made up of 98%. The rest made up of 2% did not know that ZANTEL was one of the service providers in Tanzania.

**Table 4.6 Description of the Awareness of ZANTEL as a Mobile Service****Provider**

<b>Are you aware of ZANTEL as one of the telecom companies in TZ?</b>		
<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
YES	98	98
NO	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

**4.6 Awareness of ZANTEL's Sponsorships in Various Programs**

The Majority of respondents were observed to be aware of various programs sponsored by ZANTEL. It was observed that 87% of the respondents knew one on more projects sponsored by ZANTEL. The rest; 13% of the total respondents were observed to be unaware of these projects.

**Table 4.7 Summary Description of Awareness on ZANTEL's Sponsorship****Projects**

<b>Are you aware of ZANTEL's sponsored project?</b>		
<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
YES	87	87
NO	13	13
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

**4.7 ZANTEL Brand Awareness As Affected By Sponsorship**

Through literature aspects that were considered as indicators of brand awareness included brand recognition and brand recall. This was supported by the mere exposure theory, which bases its assumptions that awareness can be caused by just letting a person get exposed to certain environment.

#### 4.7.1 Brand Recall

Table 4.8 shows the responses of ZANTEL customers when they were asked whether they agreed that their brand recall on ZANTEL was aided by various ZANTEL's sponsorship projects.

**Table 4.8: The Extent of Customer Brand Recall on ZANTEL**

Options	Frequency (N)	Percentage (%)
Strongly agree	29	29
Agree	38	38
Disagree	20	20
Strongly disagree	13	13
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data.

The findings show that most of the customers' brand recall of ZANTEL is positive with its sponsored activities. There were 29 customers who strongly agreed and 38 who agreed that they recall ZANTEL's advertising messages because of its sponsorship association. These categories made a sum of 67% of the total respondents. Furthermore, there were 13 respondents who strongly disagreed and 20 who disagreed that their brand recall is not aided by sponsorship association. The disagreeing group of respondents was made up of 33% of the total respondents.

This implies the information above clearly show that sponsorship has a positive impact on brand recall as noted above that 67% of all respondents either strongly agreed or agreed that their brand recall is influenced by the sponsorship association.

#### 4.7.2 Brand Recognition

Another aspect of brand awareness in this study was noted as brand recognition. The views of respondents under this aspect were tabulated and presented in table 4.9 below as follows:

**Table 4.9 The Extent of Customer Brand Recognition on ZANTEL**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	32	32
Agree	37	37
Disagree	22	22
Strongly disagree	9	9
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

The finding shows that most of the customers agree that sponsorship has a positive implication on their brand recognition. 32 of the respondents strongly agreed and 37 agreed that they recognize ZANTEL logo, color and brand name because of its sponsorship associations. This group made 69% of the total respondents. Only 9 respondents had strongly disagreed and 22 disagreed; making it 31% of the total respondents. From the above findings as disclosed by the study, it can be clearly observed that sponsorship association has a direct influence of customer brand recognition; as majority of the respondents agreed to that.

#### **4.7.3 Brand Exposure**

The final aspect of brand awareness is exposure to the brand name, logo and colors.

Views of the respondents were observed and are presented in table 4.10 below:

**Table 4.10 Description of the Extent of Exposure To ZANTEL Brand Through Sponsorship**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	33	33
Agree	45	45
Disagree	15	15
Strongly disagree	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

Under exposure aspect, the findings revealed that most of the respondents agreed that their exposure to ZANTEL brand was caused by the sponsorship association of

various projects sponsored by ZANTEL. A number of 33 respondents strongly agreed and 45 agreed; making it 78% of the total respondents with positive attitude. While 22% of the respondents were of the group that disagreed that sponsorship had influenced brand exposure on them, and this group was made up of 7 respondents who strongly disagreed and 15 who disagreed. It is clearly observed that majority of the respondents agreed that sponsorship had been a pivotal aspect in creating ZANTEL brand exposure on them.

From the above observations of brand recall, brand recognition and brand exposure, it can be clearly observed that sponsorship has a progressive impact on brand awareness in general. The respondents from each question of the three aspects mentioned above were agreeing by more than half of the total respondents that their brand awareness was influenced by sponsorship activities. 67%, 69% and 78% agreed that brand recall, brand recognition and brand exposure respectively was influenced by sponsorship.

#### **4.8 ZANTEL Brand Image as Affected by Sponsorship**

Based on the literature, image of the brand and company resides in the minds of the consumers; favorable perceptions of the image are caused by the positive emotions that are influenced by experiences and acceptability of the brand. Through literature it was argued that brand image can be influenced by the sponsorship activities in a way that sponsored event fit with the brand image. Also, it was argued that emotional feelings created by the sponsored event can be easily attributed to the brand of the sponsoring company. In this study, respondents were asked about their perceptions of ZANTEL's preferences when sponsoring their programs, the brand fit of the sponsored event and their image perception of ZANTEL brand in general.

#### 4.8.1 Perceptions of ZANTEL's Preferences in Sponsoring Programs

Perceptions of sponsors preferences in sponsoring events was one of the aspects tested under brand image, the views of the respondents were as presented in table 4.11 below:

**Table 4.11 Description of the Extent of Perceptions of ZANTEL Preferences in Sponsoring Programs**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	41	41
Agree	33	33
Neutral	4	4
Disagree	17	17
Strongly disagree	5	5
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

The above table shows that most of the respondents agreed that ZANTEL thinks about its subscribers when sponsoring programs. 41% strongly agreed and 33% agreed; making it 74% of the total respondents. 5% strongly disagreed and 17% disagreed making it 22% of the total respondents. Surprisingly, 4% of the respondents neither agreed nor disagreed. This trend shows that majority of the respondents have positive perception on ZANTEL's preferences in sponsoring programs and that means one of the aspects of brand image is observed to be positively perceived by the majority of customers.

#### 4.8.2 Perception of the Event Sponsor Fit

Another aspect of brand image is event sponsor fit perception as was explained in the literature review. Table 4.12 shows the respondents' views of the aspect as presented below.

**Table 4.12 Description of the Extent of Event Sponsor Fit Perception**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	40	40
Agree	39	39
Neutral	4	4
Disagree	10	10
Strongly disagree	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

The finding shows that 40% of the respondents strongly agreed and 39% agreed that ZANTEL sponsor events that fits its image. This group made a 79% of the total respondents; this is a very significant percent of the overall respondents. 7% of the respondents strongly disagreed and 10% disagreed to the question asked, that makes it 17% of the total respondents. The rest was 4% percent of the respondents that neither agreed nor disagreed to the question whether ZANTEL sponsor events that fit its image. From the above findings, it can be observed that majority of the respondents agreed that ZANTEL sponsors programs that fit its image.

#### **4.8.3 Perception of ZANTEL Brand Image as Affected by Sponsorship**

The third aspect of brand image discussed was the overall perception of the brand image as related to sponsorship. Table 4.13 shows the perception of respondents and their views on this aspect.

**Table 4.13 Description of the Extent of ZANTEL Brand Image as Influenced by Sponsorship**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	36	36
Agree	45	45
Neutral	7	7
Disagree	9	9
Strongly disagree	3	3
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

The study showed that most of the customers asked about their perception of ZANTEL brand image as influenced by sponsorship, either strongly agree or agree. The findings disclosed by these respondents showed that 36 customers; equal to 36% of the respondents and 45 customers; equal to 45%, respectively strongly agreed and agreed; this made a sum of 81 customers, which is equal to 81% of the total respondents who posed the positive view with the sponsorship effect of brand image; this is a very significant percentage. 7 customers (7%) said they neither agree nor disagree. 9 customers (9%) said that they disagreed and 3 customers (3%) said they strongly disagreed that sponsorship has influenced their brand image perception.

From the finding of the three aspects of brand image, it can be observed that majority of the respondents had optimistic perception of sponsorship on brand image. Furthermore, in each of the three aspects separately, customers that agreed with sponsorship as an important part of their perception of ZANTEL brand image was more than 50% by average, therefore it can be argued that it is true that sponsorship has an influence in brand image of the sponsoring company.

#### 4.9 Brand Loyalty as Affected by Sponsorship

Through the literature the issues relating to brand loyalty were positive word of mouth by the customer, progressive feelings derived from experience the customer had with the brand and an aspect of self-consideration of loyalty towards the brand.

##### 4.9.1 Positive Word Of Mouth of the Brand as Affected by Sponsorship

Customers were asked as to whether they agree or not that they would recommend ZANTEL brand to other people and below is the observation found as presented in the following table:

**Table 4.14 Description the Extent of Customers' Recommendations of ZANTEL Brand to others**

Options	Frequency (N)	Percentage (%)
Strongly agree	37	37
Agree	34	34
Neutral	5	5
Disagree	15	15
Strongly disagree	9	9
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

From table 4.14, it was observed that majority of the respondents either agreed or strongly agreed that they would recommend ZANTEL brand to the other people if they seek their opinion. 37 customers (37%) strongly agreed that they would do so, 34 customers (34%) agreed to the question making it 71 customers (71%), meaning that they were positive with ZANTEL brand and would recommend it to others if asked for their opinions. 5 respondents (5%) neither agree nor disagreed. 15 customers (15%) had a response of disagreeing and the remaining 9 respondents (9%) were in strongly disagreeing opinion. From the overall findings, it can be further categorized

as the group of those who agreed they would recommend the brand to others were 71% and those who disagreed were 24%, while 5% were in neither opinion. By implication, it can be argued that as 71% of the total respondents agreed, then it is concluded that the majority of customers are loyal with the brand.

#### **4.9.2 Positive Feelings Towards Brand as Influenced by the Sponsorship**

As one of the aspects of brand loyalty, feelings of the customer as derived from the use of the brand may be positive or negative. A satisfied customer tends to generate positive feelings towards the brand and the unsatisfied one generates negative feelings. Customers were asked of the own judgment of feelings towards the brand. The responses from these respondents were as presented in table 4.15.

**Table 4.15 Description of the Extent of Customer towards the Brand as Caused Sponsorship**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	33	33
Agree	39	39
Neutral	11	11
Disagree	9	9
Strongly disagree	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Field data

From table 4.15, it can be observed that majority of the respondents had positive feelings towards the brand as caused by the sponsorship associations. 33 customers (33%) strongly agreed that they have positive feelings. 39 customers (39%) agreed that their feelings towards the brand were positive. The combination of these two groups made a total of 72 customers (72%) that agreed of their positive feelings towards the brand was influenced by the sponsorship association. 11 customers (11%) out of 100 respondents were neutral on the opinion of whether they agreed or

disagreed on the question asked. 9 customers (9%) disagreed that they had no positive feelings of the brand caused by sponsorship association and 8 customers (8%) strongly disagreed on the question. From the above distribution of opinions by customers, it can be argued that as majority of the respondents either agreed or strongly agreed that they have positive feelings of the brand because of the sponsorship association, then sponsorship has apposite contribution towards building positive feelings of the customers.

#### **4.9.3 Customers own Consideration of Loyalty towards Brand as Caused by Sponsorship**

The third aspect pointed out about customer brand loyalty was the degree of customer's own consideration of loyalty towards the brand. Customers were asked to rate their perception of their loyalty towards the brand as caused by the sponsorship association. The table 4.16 shows the responses and views from different customers on the question under investigation.

**Table 4.16 Description of the Extent of Customers' Perception of own Loyalty as Caused by Sponsorship**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	27	27
Agree	39	39
Neutral	11	11
Disagree	15	15
Strongly disagree	8	8
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Filed data

From the above tabulation in table 4.16, it can be observed that majority of respondents have positive perception of their own brand loyalty because of

sponsorship association. 27 customers (27%) out of 100 respondents strongly agreed that they became loyal to ZANTEL brand because of its sponsorship associations. 39 customers (39%) agreed to the question asked which made a sum of 66 customers (66%) of the total respondents; meaning that either agreed or strongly agreed they became loyal to the brand because of the sponsorship association. 11 customers (11%) neither agreed nor disagreed to the question. 15 customers (15%) disagreed and 8 customers (8%) strongly disagreed. Those who disagreed or strongly disagreed were 23 customers (23%) of the total respondents. Grouping those who either agreed or strongly agreed and those who disagreed or strongly disagreed, it can be observed that those who agreed are the majority by far with 66% of the overall respondents. This percentage is very significant and it can be argued that sponsorship has significant influence on customer brand loyalty through its association.

From the three aspects mentioned earlier, positive word of mouth, positive feelings of the customers towards the brand and the customer's own perception of loyalty as caused by sponsorship, it was observed that in all three aspects majority of the respondents had positive opinions on each of them. 71%, 72% and 66% of the respondents either agreed or strongly agreed to positive word of mouth, positive feelings towards the brand and owns perceived loyalty of the brand towards sponsorship respectively. With these higher percentages it can strongly be argued that sponsorship has a progressive impression on brand loyalty in general.

#### **4.10 Purchase Intention of Customer as Caused by Sponsorship**

Through the literature it was mentioned that purchase intention of a customer is a result of positive combination of Consumer Based Brand Equity (CBBE) components

for this study under investigation. Three components were researched, which were brand awareness, brand image and brand loyalty. With the positive influence of these components, customer behavior may be altered, one of the ways decided to measure this situation is the purchasing decision of the customer. In this part, customers were asked to about their purchase behavior as influenced by the sponsorship. It was divided in two questions, one was testing the influence of awareness and image towards purchase decision and the other was based on the purchase decision with sponsorship itself.

#### **4.10.1 Purchase Decision as Influenced by Brand Awareness and Brand Image**

In this part, customers were asked to agree or disagree on the level of their brand awareness and brand image as a cause of their purchase decisions. The following data in table 4.17 show the responses of the customers upon this question.

**Table 4.17 Description of the extent of Purchase decision as Caused by Brand Awareness and Brand Image**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	42	42
Agree	34	34
Neutral	4	4
Disagree	14	14
Strongly disagree	6	6
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

From table 4.17, it can be observed that majority of the customers either agreed or strongly agreed that their purchasing decision is influenced by brand awareness and brand image. 42 customers (42%) strongly agreed and 34 customers (34%) agreed that awareness and image were crucial for their purchasing decision. This group made a total of 76 customers (76%) of all the respondents. 4 customers (4%) neither agreed

nor disagreed to the question asked. 14 customers (14%) disagreed and 6 customers (6%) strongly disagreed that their purchasing decision was not caused by their brand awareness and brand image. The above finding can be categorized in two major groups, those who agreed and those who disagreed. The majority being those customers who agreed (76%) that brand awareness and brand image were influential parts in their purchasing decision. The minority of the respondents (20%) disagreed. Therefore, from the information above it can be argued that brand awareness and brand image have an encouraging impression on purchasing decision of the customers.

#### **4.10.2 Purchase Decision as Directly Influenced by Sponsorship**

The second aspect of purchase decision in this study was the direct influence of sponsorship on purchase of the customer. Through the sponsorship activities customers may be tempted to purchase the product of the sponsoring brand because of just an association of the event sponsored and the brand. This form of influence is caused by the enjoyment, emotional feelings derived from the event or just the exposure of the brand in the event. Customers were asked about purchasing decision as caused by the sponsorship association and below are their responses on the question.

**Table 4.18 The extent of Purchase Decision as caused by Sponsorship Association**

<b>Options</b>	<b>Frequency (N)</b>	<b>Percentage (%)</b>
Strongly agree	34	34
Agree	36	36
Neutral	7	7
Disagree	12	12
Strongly disagree	11	11
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field data

As revealed by the study findings, 34 customers (34%) strongly agreed that their purchasing decision is caused by sponsorship association. 36 customers (36%) also agreed to the question. This made a total of 70% of all respondents and it is very significant in arguing the impact of sponsorship on purchase decision. 7 respondents (7%) neither agreed nor disagreed that their purchase intention is caused by sponsorship association. 12 customers (12%) disagreed and 11 customers strongly disagreed that their purchase decision is caused by the sponsorship association. Splitting the two groups of those who agree and those who disagree, it can be observed that 70 customers (70%) agreed and 23 customers (23%) disagreed to the question whether sponsorship association influences their purchasing decision.

From the findings of the two aspects of purchase decision tested, it can strongly be argued that purchase decision of customers can be directly and indirectly affected by sponsorship. It was evident that brand awareness and brand image are important tools in influencing purchase decision as well as sponsorship by itself. Both aspects had customers more than 50% either agreed or strongly agreed that purchasing decision is influenced by brand awareness and image as well as sponsorship directly.

#### **4.11 The role of Sponsorship in Marketing Communication Mix**

In order for a researcher to determine the effectiveness of sponsorship on consumer based brand equity behaviors at ZANTEL. The researcher decided to obtain an in-depth insight from marketing & sales department heads and the section of brand management, whereby 10 personnel (i.e. managers, employees, advertising and sales agents) were interviewed from ZANTEL. The findings from these respondents were as follows:

**(i) To Create Connections with Potential Customers**

10 respondents made (100%) of the total respondents under ZANTEL management, marketing and sales personnel, and agents were interviewed and pointed out that *the aims of being engaged in sponsorships is to help create connections with the potential customers. Sponsorships has an ability to connect the company to the mass in the most effective way as in most cases it touches directly the lives of people.*

**(ii) Creation of Brand Awareness in General**

10 respondents, who made (100%) were interviewed and identified *brand awareness as the strongest reason for involving sponsorship in ZANTEL's communication mix. With sponsorship, the company aimed at creating maximum possible awareness of the brand to the mass, especially the youth. Increased customer care visits by prospect customers have been noted during the time sponsorship has been taking place.*

**(iii) Creation of Product Awareness to The Mass**

10 respondents, equal to (100%) of the total respondents under this section, pointed out that *creation of product awareness is one of the major achievements in involving sponsorship in the marketing mix. As sponsorship is practiced simultaneous with media advertisements and sales promotions, it is believed that product awareness would be boosted in the process. In product awareness creation, ZANTEL made sure that its products are given enough emphasis in sponsorship to the extent that some of the sponsored events are named after the product themselves (e.g. Epiq bongo star search), whereby Epiq is the product of ZANTEL and has been the most successful product in 2013.*

**(iv) Giving Back to Society**

From the 10 respondents; equal to (100%) of the total respondents, pointed out that *with sponsorship ZANTEL focuses on giving back to the society in the way that it may entertain and assist in solving some of the society's problems. For example through BSS event, ZANTEL aims at creating employment opportunities to Tanzania youth through music.* It is believed that giving back to society is one of the ways of creating customer loyalty.

**(v) Recruitment of New Customers**

10 respondents; equal to 100% of the total respondents under this section, they disclosed that *sponsorship also helps in getting new customers through sales promotion. As sales promotion is used simultaneously with sponsorship, it has been identified that a growing number of new customers have been recruited in the period that sponsorship has taken place.*

**4.12 Effectiveness of Communication Means through Sponsorship**

An interview was also conducted on advertisement agents in order to determine the effectiveness of communication means in sponsorship programs. Employees from the agency were interviewed and the following information was gathered.

**4.12.1 Incorporation of Sponsorship Programs in Communication Strategy for ZANTEL**

Employees from Agent section confirmed that sponsorships have been used in communication strategies for ZANTEL. It was pointed out that *communication strategies were tailored for specific sponsorship from time to time, depending on the program being sponsored at that period.*

#### **4.12.2 The Use of Various Communication Mediums in the Strategies**

Majority of the respondents from the agent section pointed that *various means of communication have been used in conveying message to the mass. Some of the mediums employed are radio (60%), TV (20%), billboards (15%), newspaper (2%) and others (3%)*. It was revealed that the decision of the medium of communication was based on the findings obtained from researches done by Synox group and discussion with ZANTEL brand manager.

#### **4.12.3 The Effect of Sponsorship on Sales**

In determining the effect of sponsorship has on sales, the researcher decided to interview sales agents and the following information was obtained. Four agents from their section were interviewed, and their views indicated that *awareness among customers has improved through sponsorship and most customers faced recently have been linking ZANTEL brand to various sponsored events very easily (i.e. Bongo star search)*. This helped them concentrate on the features and benefits obtained in the products more compared to the past where they had to sell the brand itself first. This situation helped them to increase more sales from their side.

#### **4.13 Discussion of the Findings**

Under this section, the researcher summarized and discussed the main findings and different views from respondents considered as large scale sample size. Data collected from the field was presented, analyzed and discussed (using statistical tools such as excel and percentage tabulations). The study aimed at investigating the impact of sponsorship activities on consumer based brand equity behaviors in Tanzania telecommunication industry, focusing on ZANTEL as the case study. Due to the

nature of this study which is exploratory and qualitative research, the researcher presented and analysed the data by using excel as statistical tools, discussions and explanations oriented (i.e. descriptive analysis), simple statistics like frequency and percentage tabulation also were applied for this study under investigation. Moreover, the researcher tried to compare the study findings focusing on the specific objectives with the previous empirical studies to see how they are related or differ.

Focusing on the first specific objective, which was to examine the level of sponsorship activities in influencing brand awareness (with three aspects; brand recall, brand recognition and brand exposure) it was clearly observed that sponsorship has a positive influence on brand awareness in general. The respondents from each question of the three aspects mentioned above were agreeing by more than half of the total respondents that their brand awareness was influenced by sponsorship activities. 67%, 69% and 78% agreed that brand recall, brand recognition and brand exposure respectively was influenced by sponsorship. Emphasising these findings; the researcher tried to compare the findings of the first specific objective to different studies from other authors to see how they are related.

The study conducted by Amaoko, Dartey Baah, Dzogbenuku and Kwesie (2012) on the effect of sponsorship on marketing communication performance, the case study of Airtel Ghana. The purpose of the study was to understand the contribution that sponsorship plays in effective marketing communication. The finding of the study was that an increase in brand awareness, brand preferences, brand recall and brand image can lead to increased sales volume and the value of the organization as whole. Furthermore, Perceived influence of marketing promotion on brand equity is the study

done by Nyambura (2009) as a case study for KCB. The researcher aimed at identifying the impact of marketing promotion activities on the customer based brand equity. It was found out that KCB brand awareness was the main driver in customers opting to bank with it. 60% of the respondents proved that they have learned about the bank through its marketing promotions. Moreover, in the research conducted by Papadimitriou, Apostolopolou and Dounis (2008) on event sponsorship as value creating strategy for brands. It was revealed that brand awareness and brand loyalty has a direct relationship with event sponsorship. Brand awareness was tested as brand recall and brand recognition by the customers participated in the event sponsored while brand loyalty was tested as an intention to repurchase the product previously used.

The second specific objective aimed at assessing the extent of sponsorship activities in improving brand image. From the findings focused on brand image, the study disclosed that majority of the respondents had positive perception of sponsorship on brand image. Furthermore, customers who agreed with sponsorship as an important part of their perception of ZANTEL brand image was more than 50% by average, therefore it was argued that it is true sponsorship has influence in brand image of the sponsoring company. Regarding this objective, the researcher managed to enforce his findings by putting much emphasis on the findings from different literatures/other authors. One of the main objectives of sponsorship is to influence image transfer from the sponsored event to the brand of the sponsoring company, (Gwinner and Eaton, 1999). Sponsors look to build brand image through creating brand knowledge and awareness as well as linking the two with the attributes of the sponsored event. As viewed by Cornwell, (2006) normally the aim of sponsorship is to transfer the image

of the sponsored event to the company brand. Sponsorships with high level of congruity are often more effective in building brand recall and recognition in the mind of the consumers. Yang and Ha (2014) conducted a research on brand knowledge transfer via sponsorship in the financial service industry. The purpose of the study was to develop a framework for brand knowledge transfer through sponsorship with an insurance industry in South Korea. Brand knowledge was examined in terms of brand awareness and corporate image. The results of the study suggested that there was evidence to the transfer of brand knowledge for the sponsor via sponsorship event. Further, the study indicated that the event brand knowledge also influences the post brand knowledge.

The third specific objective focused on how sponsorship activities affect brand loyalty. This dimension was viewed into three aspects; namely: positive word of mouth, positive feelings of the customers towards the brand and the customer's own perception of loyalty as caused by sponsorship. From this perspective, it was observed that in all three aspects majority of the respondents had positive opinions on each of them. 71%, 72% and 66% of the respondents either agreed or strongly agreed to positive word of mouth, positive feelings towards the brand and owns perceived loyalty of the brand towards sponsorship respectively. With these higher percentages it can strongly be argued that sponsorship has positive impact on brand loyalty in general. Based on this aspect, the researcher managed to compare the findings revealed by the study under investigation to previous studies done by other researchers, the relationship of the findings was shown in this manner: Mentz (2011), conducted the study on the customer based brand equity of the major cellphone providers among the principals estate agents registered with the Estate affairs Agency

board in Gauteng province of South Africa. The purpose of the study was to find out the CBBE related aspects that influence customers on their choice of service provider. The significant findings observed was that the demographic of the customers was very much related among the providers, also it was further observed that brand association and brand loyalty proved to be very crucial in customer choice of the provider.

Likewise, Donlan (2014), on the research of empirical assessment of factors affecting the brand building effectiveness of sponsorship found out that sponsorship can be a very significant tool through which to build a customer based brand equity. However the process of brand building is not guaranteed as it may be hugely affected by the strength of the sponsor-event link. Successful sponsorship suggested a positive impact on brand loyalty, awareness and brand association.

## **CHAPTER FIVE**

### **5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

The concept of consumer based brand equity is vastly developing in marketing managers in the developing countries such as Tanzania. It has become very crucial that organizations consider this aspect in their marketing activities. Understanding the CBBE components and the way to alter them to the company's advantage has proven to be of an important task in the competitive environment of today's corporate business.

#### **5.2 Summary of the Main Findings**

Under this phase, the researcher summarized different views from respondents considered as the main findings of the study under investigation. The researcher focused on the specific objectives, and the summary of the study findings was viewed in this way:

In general perspective, regarding the first specific objective which focused on brand awareness with three aspects (brand recall, brand recognition and brand exposure) it was clearly observed that sponsorship has a positive impact on brand awareness. Whereby, the total number of respondents revealed that their brand awareness was influenced by sponsorship activities. 67%, 69% and 78% agreed that brand recall, brand recognition and brand exposure respectively was influenced by sponsorship. Regarding the second specific objective which focused on the extent of sponsorship activities in improving brand image; the study findings disclosed that majority of the respondents had positive perception of sponsorship on brand image. Likewise,

customers who agreed with sponsorship as an important part of their perception of ZANTEL brand image was more than 50% by average. Concerning the third specific objective which focused on how sponsorship activities affect brand loyalty (with three aspects: positive word of mouth, positive feeling, and owns perception toward the brand). From this perspective, it was observed that in all three aspects majority of the respondents had positive opinions on each of them. 71%, 72% and 66% of the respondents either agreed or strongly agreed to positive word of mouth, positive feelings towards the brand and owns perceived loyalty of the brand towards sponsorship respectively. In general view, Successful sponsorship activities suggested a positive impact on brand awareness, brand image, and brand loyalty.

### **5.3 Implications of the Findings**

In general interpretation, it was viewed that when ZANTEL put much emphasis on creating effective events sponsorship, the sponsored activities can be a very significant tool to build a strong customer base. This implies that the association between sponsored activities and consumer brand equity leads to an increase in brand awareness, brand preferences, brand recall and brand image which result into increased sales volume and the value of the organization as whole. By concluding this phase, the researcher summarized the study findings by saying that the general findings of the study showed that sponsorship on different activities has a considerable positive effect on brand awareness, brand image, brand loyalty which lead to purchase intention of the customers.

#### **5.4 Conclusion**

This study had the main focus on investigating the impact of sponsorship activities on consumer based brand equity behaviors at ZANTEL. In doing so, the study looked at those aspects that are within the literatures that have been linked with Consumer Based Brand Equity (CBBE); hence the components included brand awareness, brand image, and brand loyalty. The three components of consumer based brand equity were tested, and identified to be affected by the sponsorship activities and also upon its impact on customer purchase decision.

The fact that was discovered here is that all three components of CBBE were positively affected by sponsorship with help of other components of promotion mix, such as advertisement, public relation and sales promotion. It was also discovered that with an improved components of consumer based brand equity, customer behaviors may be favorably influenced. Research objectives were definitely met by this study.

The findings of this study had in one way or another corresponded with the numerous findings that exist in the literature, findings from other countries, most closely consistent with the findings of Matlala (2011). In general, the concept of brand equity is very important in business and understanding it in various perspectives, is also very crucial in order to maximize the competitive advantage of the organization in the market. Therefore it should be looked upon very closely and continuously being revised by ZANTEL management in order to strengthen its competitive edge.

## **5.5 Recommendations Focused on Different Aspects**

The findings of this study are very significant to the current business climate for not only ZANTEL, but also for other telecommunication companies operating in Tanzania. The research findings therefore enlighten us on matters that are of crucial importance in sponsorship activities. The following are recommendations pointed out by the researcher for this study:

### **5.5.1 Recommendations on Brand Awareness**

- (i) The findings showed that brand awareness is the major achievable result in sponsorship; therefore the researcher recommended that awareness provision should be given much emphasis in sponsoring projects. ZANTEL should continue sponsoring various projects but more investment is needed in other channels of communication compared to the current situation where the use of radio takes the only notable part.
- (ii) ZANTEL should increase emphasis on the products awareness creation in the sponsorship whereby basic features of the product line involved in that specific sponsorship should be communicated much more clearly. The researcher found out that a lot of customers went to visit customer care points for information about what Epiq is about, this is the product line that is used in sponsoring Bongo star search.

### **5.5.2 Recommendations about Brand Image**

The findings of this study provided evidence that sponsorship helps in building brand image; therefore the researcher recommended that sponsorship is continued. However, the findings did not provide enough evidence that congruency is given

much emphasis in deciding which project or event to sponsor, therefore the researcher also recommends that congruency of event sponsored should be considered before committing to a specific sponsorship.

### **5.5.3 Recommendations on Brand Loyalty**

The findings of this study provided evidence that loyalty is affected by the choice of project sponsored, therefore the researcher recommended that more projects in the nature of sharing or giving back to society should be considered in deciding on projects to sponsor.

### **5.6 Limitations to the Study**

The data collected for this research was limited to the time span (i.e. the period of time provided by the Open University of Tanzania was not enough to collect adequate data from other regions of Tanzania), due to this fact, the researcher based in Dar es Salaam region where he could at least try to manage his time schedule and get facilities to conduct this study. The sample size of 120 respondents selected by the researcher seemed to be huge, because it was not simple to reach each point where the events were conducted to collect data by distributing questionnaires and running a focused group interview. In this sense, not all questionnaires were returned to the researcher.

Financially, constraints the researcher faced was on stationaries and transport, cruising up and down in the streets of Dar es Salaam looking for gathered subscribers was so costly, sometimes the researcher was required to pay three times bus fair in order to reach at the place of events. This situation could not allow the researcher to reach every respondent and collect enough data in a proper way as required. Therefore

given more time span and bigger budget the research could enlarge the sample size so as to provide more results.

### **5.7 Suggested areas for Further Studies**

This study looked at the components of consumer based brand equity as affected by sponsorships in determining the behaviors of the potential customers. The data collected for this research was confined to the time and financial constraints the researcher had faced, therefore given more time span and a bigger budget the research could have provided more results.

Furthermore, there are more other components of consumer based brand equity that were not directly addressed in this study. Those components also influence the behavior of customers towards the brand, such as perceived quality of the brand, thus; researchers for further studies should take into consideration these variables.

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**APPENDICES****Cover letter for the questionnaire**

Dear Sir/ Madam,

My name is Hilmi M. Hilal an MBA student at the Open University of Tanzania. I am currently writing my dissertation with the topic titled: The impact of sponsorship activities on consumer based brand equity behaviors. The case of ZANTEL.

I kindly ask you to answer this questionnaire so as to enable me to finish this research work. The identity of the respondents of this questionnaire remains anonymous. This research will widely contribute to the organization as it may improve marketing activities which may lead to improved satisfaction to customers.

Your time and effort is highly appreciated, thank you very much.

Yours truly,

Hilmi Mohamed Hilal.

## QUESTIONNAIRES

### PART ONE: THE DEMOGRAPHICS OF THE RESPONDENTS

**1. Where does your age range:**

A.	Under 20	
B	20 – 34	
C	35 – 49	
D	Above 49	

**2. Gender:**

A	Male	
B	Female	

### PART TWO: USE OF MOBILE PHONE SERVICES

Tick the box next to the answer you agree with.

**3. Do you personally use mobile phone services?**

Yes       No

**4. How many Telecom companies are you connected to?**

Only one       More than one       None

**5. How would you rate your expenditure in mobile services per month?**

- |      |                            |                          |
|------|----------------------------|--------------------------|
| i.   | Less than TZS 5,000/=      | <input type="checkbox"/> |
| ii.  | TZS 5,000 - TZS 20,000/=   | <input type="checkbox"/> |
| iii. | TZS 20,000 – TZS 50,000/=  | <input type="checkbox"/> |
| iv.  | TZS 50,000 – TZS 100,000/= | <input type="checkbox"/> |
| v.   | More than TZS 100,000/=    | <input type="checkbox"/> |
| vi.  | Not at all                 | <input type="checkbox"/> |

6. Are you aware of Zantel as one of the telecom companies in Tanzania?

Yes  No

7. Are you aware of any program/programs that are sponsored by Zantel? i.e Bongo star search, nyama choma festivals, beach soccer etc.

Yes  No

**PART THREE. QUESTIONS CONCERNING BRAND AWARENESS,  
LOYALTY, IMAGE AND PURCHASE INTENTION**

Cycle the most the most appropriate answer.

**Brand awareness:**

1. I strongly recall Zantel advertising messages because of its sponsorships associations  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
  
2. I easily recognize Zantel logo, colour and brand name because of its sponsorships association  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
  
3. I am exposed to Zantel through its sponsorships association  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree

**Brand image:**

4. Zantel thinks about its subscribers when sponsoring programs  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree

- 5. Zantel sponsors programs that fit its image  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
  
- 6. I have a positive image of Zantel because of its sponsorship activities  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree

**Brand loyalty:**

- 7. I recommend Zantel to anyone who seeks my opinion  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
  
- 8. I have become more loyal to Zantel because of its sponsorships  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
  
- 9. I have strong positive feelings about Zantel because of its sponsorships  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree

**Purchase intention:**

- 10. I always purchase products offered by Zantel because of its sponsorship association  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree
  
- 11. My awareness and the brand image of Zantel influences my purchase decision  
(a) Strongly agree (b) Agree (c) Neutral (d) Disagree (e) Strongly disagree

12. Any other comment regarding Zantel and its sponsored activities?

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

**QUESTIONNAIRES IN SWAHILI****MASWALI****SEHEMU YA KWANZA: IDADI YA WAHOJIWA****8. Umri wako:**

A.	Chini ya 20	
B	20 – 34	
C	35 – 49	
D	Zaidi ya 49	

**9. Jinsia:**

A	Kiume	
B	Kike	

**SEHEMU YA PILI: MATUMIZI YA SIMU ZA MKONONI**

Jaza kisanduku mbele ya jawabu unalolikubali zaidi.

10. Wewe ni mtumiaji wa simu za mkononi?

Ndio  Hapana

11. Je ni mitandao mingapi ya huduma za simu unayotumia?

Mmoja  Zaidi ya mmoja  Hakuna

12. Kwa kiwano gani ni makisio ya matumizi yako katika simu kwa mwezi?

- vii. Chini ya TZS 5,000/=
- viii. TZS 5,000 - TZS 20,000/=
- ix. TZS 20,000 – TZS 50,000/=
- x. TZS 50,000 – TZS 100,000/=
- xi. Zaidi ya TZS 100,000/=

xii. Hakuna kabisa

13. Je unafahamu kuwa Zantel ni moja kati ya makampuni ya huduma za simu za mikononi Tanzania?

Ndio  Hapana

14. Je unazifahamu programu zozote zinazofadhiliwa na Zantel? kama Bongo star search, nyama choma festivals, beach soccer nk.

Ndio  Hapana

**SEHEMU YA TATU: MASWALI KUHUSU UFAHAMU WA NEMBO YA ZANTEL, TASWIRA YA ZANTEL, UAMINIFI WA MTEJA NA NIA YA MANUNUZI YA MTEJA.**

Zungushia kiduara jibu unalokubaliana nalo zaidi.

**Ufahamu wa nembo:**

13. Nakumbuka jumbe za matangazo ya Zantel kwa kiwango kikubwa kutokana na uhusiano wa udhamini wake mbalimbali

(b) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

14. Kwa urahisi huitambua alama ya Zantel, rangi zake na nembo yake kutokana na uhusiano wa udhamini wake mbalimbali

(a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

15. Napata ufahamu wa Zantel kupitia udhamini wake mbali mbali

(a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

**Taswira ya Nembo :**

16. Zantel hufikiria wateja wake katika program zake za udhamini

- (a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

17. Zantel hudhamini programu zinazowiana na taswira yake

- (a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

18. Nina taswira chanya ya Zantel kutokana na udhamini wake mbalimbali

- (a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

**Uaminifu wa mteja:**

19. Naipendekeza Zantel kwa yeyote mwenye kutaka ushauri wangu

- (a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

20. Nimekuwa muaminifu zaidi kwa Zantel kutokana na udhamini wake mbalimbali

- (a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

21. Nina hisia chanya madhubuti juu ya Zantel kutokana na udhamini wake mbali mbali

- (a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

**Dhumuni ya manunuzi:**

22. Daima hununua bidhaa zitolewazo na zantel kutokana na udhamini wake mbali mbali

(a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

23. Ufahamu wangu juu Zantel na taswira yake kiujumla huchochea manunuzi yangu ya bidhaa za Zantel

(a) Nakubali sana (b) Nakubali (c) Sijui (d) Sikubali (e) Sikubali kabisa

24. Una mtazamo gani zaidi kuhusu Zantel na programu inazo dhamini?

.....  
.....

## **INTERVIEW**

### **SECTION A:**

1. Regarding Zantel brand, what does your role specifically involve?
2. What is the nature of marketing communication in Zantel? ... if sponsorship is not mentioned spontaneously, ask.
3. What role does sponsorship play in Zantel brand? How integral is sponsorship in your marketing communication mix?
4. Why have you selected to sponsor the Bongo star search, Sauti za busra and Nyama choma festival? What are the criteria?
5. Over and above purchasing the sponsorship rights for e.g. the Bongo star search, what else do you do, if anything, to support this sponsorship? Is sponsorship separate from other marketing activities you do or is it integrated into the whole marketing mix? If “yes”, how so?

### **SECTION B: THE THIRD PARTY: SALES AGENT/ACTIVATOR/ABOVE THE LINE AD AGENCY**

#### **Sales Agent:**

1. How would you evaluate the sponsorship agreement between Zantel and (mention property e.g. BSS). Why do you think that is the case?
2. In your opinion, how successful is Zantel in using sponsorship for their marketing communication efforts? Why do you say that?

#### **Advertisement Agency:**

1. Does your communication strategy for Zantel incorporate the Sponsorship program in any form? How so, please explain?

2. In your opinion, is it correct for Zantel to use Sponsorship as part of their marketing communication? Why do you say that?
  
3. What other forms of communication mediums do you employ to communicate Zantel (sponsorship)?