THE ROLE OF ADVERTISEMENT MEDIA IN THE CONSUMER BUYING BEHAVIOR IN TANZANIA

THE CASE OF FAST JET TANZANIA

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A DISSERTATION SUBTITTED IN PARTIAL FULFIMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADIMNISTRATION (MARKETING) OF THE OPEN UNIVERSITY OF TANZANIA

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation entitled, **The Role of Advertisement Media in the Consumer Buying Behaviour: The Case of Fast Jet Tanzania**, in partial fulfillment of the requirement for the degree Masters of Business Administration (Marketing) of The Open University of Tanzania

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DECLARATION

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

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DEDICATION

This dissertation is dedicated to my beloved son (Mars).

ACKNOWLEDGEMENT

ABSTRACT

This study assessed the role of advertisement media on consumer buying behaviour in the airline industry in Tanzania. More specifically, the study intended to identify the relationship between print media, radio advertisement, television advertisement and online advertisement and the consumer buying behaviour. The study was conducted in Dar es Salaam at fast jet headquarters and Julius K Nyerere Airport. The sample of this study was 150 respondents from Fast jet staffs and customers. The study used a descriptive design. Primary data were collected through questionnaires while secondary data were collected through reviewing various documents. Data collected were analyzed both quantitatively and qualitatively. SPSS (Statistical Package for Social Science) and excel were used to extract tables and charts that presented the findings of the study. The study found that advertisement has direct influence on consumer buying behavior. Moreover, the study found out that television advertisement appears to be the most influencing factor. Furthermore, the study found that out an online advertisement has begun to gain trust to consumer in buying products online. The study recommends that creativity should be considered in newspaper advertisement. In radio advertisements the advertisers should consider the use of simple language so as to be understood. On other hand, the study recommends that advertisers should put more efforts to online advertisement because it is cheaper, faster, easier and accessible globally.

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CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Introduction

This is an introductory chapter. It lays the foundation of the study. It first provides the background of the study. It also provides the statement of the research problem, research objectives, research questions, significance of the study, scope and limitation of the study and the organization of the study.

1.2 Background to the study

Of all the marketing weapons, advertising has leading impacts on the viewers mind, as its exposure is much more effective (Katke, 2007). Marketing mix has four elements which are product, price, place and promotion. Advertising is a component of promotional mix, which is used to create awareness about products and services for influencing purchase decisions. Marketers use these types of tools for communication purposes. Advertisement evolved in the ancient times. Different societies used different types of symbols for the promotion of the products and services for attracting consumers. However, these pictures were used for promotion in a limited area. In modern times, advertisement has become an important way to promote products and services and is used for communication purposes. There is company which can become a market leader unless it invests significantly in promotion (Hussainy and Herani, 2008). The major aim of advertising is to impact on buying behaviour. However, this impact about brand is changed or strengthened frequently by peoples' memories. Memories about the brand consist of those associations that are related to brand name in the consumer mind. These

brand cognitions influence consideration, evaluation, and finally purchases (Romaniuk and Sharp, 2004). Most companies conduct analysis of consumers' behaviour. The major objective of consumer behaviour analysis is to determine the factors that enhance consumers' behaviour in particular circumstances like in economic aspects (Ayanwale and Ayanbmipe, 2005). Consumer behaviour analysis is helpful for an advertiser to understand the behaviour of consumer in buying in different situations. According to traditional hierarchy-of-effects models, effect of advertising exposure leads to brand cognition and cognition about the ad, which then leads to the attitude towards the ad and the brands until their purchase intent (Mendelson and Bolls, 2002). This study assessed the role of the advertising on consumer buying behaviour in the airline industry with reference to fast jet.

1.2.2 Fast jet Profile

Fast jet plc is the holding company of the low cost airline fast jet which commenced flights under the fast jet brand in Tanzania in November 2012. The airline introduced Airbus A319s into its fleet. By adhering to international standards of safety, quality, security and reliability; fast jet has brought a new flying experience to the African market at unprecedented low prices. Fast jet is implementing the low-cost model across Africa and its long-term strategy is to become the continent's first low-cost, pan-African airline. Fast jet plc is also the holding company of Fly540, which operates in Kenya, Ghana and Angola.

The findings of a recent customer satisfaction survey revealed that 100% of customers were likely to recommend fast jet to a friend (Travel smart, 2014). In developing its strong brand and identity, fast jet has won and been nominated for a number of awards,

including winning three transform awards for the rebrand and launch of fast jet and the award for "Brand Strategy of the Year" at the recent Drum Marketing Awards in London.

1.3 Statement of the Problem

In today's dynamic world, it is almost impossible to deliver information to consumers without use of advertising. Certainly, this may be because of globalization and accessibility of hundreds of channels for the viewers of this modern era. Globalization has brought wide choice of markets to consumers which make advertising to play a huge role. According to Geisler (1987), the consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. This is so because, positive emotional appeals provide a strong brand cue and stimulate category-based processing. If the categorization process is successful, then the affect and beliefs associated with this category in memory are transferred to the object itself (Stone, 1982). Consumers are not only at first confused and disordered in mind, but they also try to categorize the brand association with their existing memory, when thousands of products are faced by them, and they might reposition memories to outline a brand image and perception concept toward new products (*Ibid*). They can categorize latest information into particular brand or product group label and store them accordingly. This procedure is not only associated with the consumer's familiarity and information, but also attachment and preference of the brand. It is also suggested that a consumer can disregard or prevail over the dissonance from brand extension (*Ibid*).

Several related studies have been conducted on this area but most of studies concentrated on advertisements in general. Farashah (2011) researched on the impact of advertisement

in manufacturing company, Kumar (2003) researched on the role of advertising in consumer decision making, while Raju (2002) researched on the impact of advertisement on consumer behavior. On the other hand Van Clieaf (1985) wrote on the role advertisement in parastatal organization. The study findings indicate that few studies have been conducted were done in developing countries including Tanzania and of few African related studies concentrated in West African countries such as Ghana (Rao, 1990). Therefore, this study intended to fill the gap by assessing the role of advertisement media in the consumer buying behaviour in the airline industry, specifically to the Fast jet, Tanzania.

1.4 General Objective

The general objective of this study was to assess the role of advertisement media in the consumer buying behaviour in the airline industry with the reference to the Fast jet, Tanzania.

1.4.1 Specific Objectives

This study intend

(i)   To identify the relationship between print media and the consumer buying behaviour.

(ii)   To identify the relationship between radio advertisement and the consumer buying behaviour.

(iii)   To identify the relationship between television advertisement and the consumer buying behaviour.

(iv)   To identify the relationship between internet advertisement and the consumer buying behaviour.

1.5 Research Questions

The following questions guided the study:

    (i) What are the relationship between print media and the consumer buying behaviour?

    (ii) What are the relationship between radio advertisement and the consumer buying behaviour?

    (iii) Is there a relationship between television advertisement and the consumer buying behaviour?

    (iv) What are the relationship between internet advertisement and the consumer buying behaviour?

1.6 Significance of the Study

The study has both academic and practical usefulness. The findings will make Fast jet in Tanzania and other stakeholders to be aware about the contribution of advertisement in consumer behaviour and more specifically the challenges facing the Airline industry in the case of advertisement. Furthermore, the study offers Fast jet management better ways to influence consumer behaviour through the conduit of advertising. The study also contributes relevant knowledge on advertisement. Furthermore, this study puts light into advertisement issues to other stakeholders other than Fast jet in Tanzania on how to do and improve their sales in their respective organizations.

Academically, the study is a requirement for partial fulfillment of the master's degree in Business administration offered by the Open University of Tanzania.

1.7. Scope and limitation of the Study

This study focused on fast jet Tanzania. The study on advertisement in consumer behaviour could be discussed in all levels namely international, national as well as at the organizational levels. However, much consideration was put on organizational level

basically at Fast Jet, Tanzania. Also, finance and time constraints allowed to use only one airline industry.

1.8 Organization of the study

This study is organized into five chapters. The first chapter introduces the study. It provides the background of the study, statement of the problem, research objectives, research questions, significance of the study, scope and limitation of the study as well as the organization of the study.

Chapter two provides the literature review related to the study. It defines the key conceptual in the study. It also provides the theoretical perspectives, empirical studies and the conceptual framework of the study.

Chapter three discusses the methodology of the study. It explains area of the study, research design, population of the study, sampling design, data collection methods, reliability and validity of the study as well data analysis procedures.

Chapter four presents the findings of the study. Chapter five concludes the study. It provides the summary, conclusion and recommendation including area for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the review of literature related to the study. It begins with the definition of key concepts, followed by theoretical perspectives, empirical studies and conceptual frame work of the study.

2.2 Definition of the Key Concepts

This part presents the key concepts which are related to the study. The concepts under definitions include advertising, purchasing process and consumer buying behaviour.

2.2.1 Advertising

According to Arens (2005), advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information or services. Moreover, Bulla and Scott (1994) define advertising as a form of communication which is used to help in selling products and services. Typically, it communicates a message including the name of the product or service and how that product or service could potentially benefit the consumer. Advertising does typically attempt to persuade potential customers to purchase or to consume more of a particular brand of product or service.

2.2.2 Purchasing Process

The purchasing process is a set of procedures used to identify products for purchase, verify quality and compliance of products and vendors, carry out

purchasing transactions, and verify that operations associated with purchasing have

been executed appropriately. Arens (2005) state that different organizations have

buying processes of varying complexity, depending on the industry in which they work and the nature of the products being purchased.

2.2.3 Consumer Buying Behavior

Moskal and Leydens (2000) define consumer buying behaviour as the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology and economics. The purchases of a food commodity such as a sack of flour or sugar products provide example of consumer buying behaviour (Ibid).

2.3 Theoretical Perspectives

This section provides theoretical perspectives related to this study. They are presented in the context of general theoretical context, methods of advertisement and the impact of advertisement with respect to the consumer.

2.3.1 General Theoretical Context

General theoretical views are texts of scholarly materials, which include the current knowledge. Haug's (1986) critique of Commodity Aesthetics argues that "commodity aesthetics" shape the values, perceptions, and consumer behaviour of individuals in the contemporary capitalist societies so as to integrate them into the lifestyles of consumer capitalism. The concept of commodity aesthetics emerges within "the problem of realization" (i.e. capital accumulation, the realization of surplus value) and the tension between "use-value" and "exchange-value." The concept describes the ways that aesthetics are integrated into the production, distribution and marketing of commodities. More specifically, commodity aesthetics refers to "a beauty developed in the service of

the realization of exchange value, whereby commodities are designed to stimulate in the onlooker the desire to possess and the impulse to buy" (Haug, 1986:54). In other words, commodity aesthetics uses aesthetics to sell products and consumer capital in the form of advertising, packaging, marketing, and display. Much like Boorstin, Debord and Baudrillard, Haug (Ibid) emphasizes the importance of image and appearance in contemporary society, and reveals how they are connected to the sales effort and to the capitalist political economy.

In the early 20th century, psychologists Walter D. Scott and John B. Watson contributed Applied Psychological theory to the field of advertising. Scott asserted that "Man has been called the reasoning animal but he could with greater truthfulness be called the creature of suggestion. He is reasonable, but he is to a greater extent suggestible" (Benjamin & Baker, p. 119-120). He demonstrated this through his advertising technique of a direct command to the consumer. The former chair at Johns Hopkins University, John B. Watson was a highly recognized psychologist in the 1920s. After leaving the field of academia he turned his attention towards advertising where he implemented the concepts of behaviourism into advertising. This focused on appealing to the basic emotions of the consumer: love, hate, and fear. This type of advertising proved to be extremely effective as it suited the changing social context which led to heavy influence of future advertising strategy and cemented the place of psychology in advertising.

2.3.2 Methods of Advertisement

Bulla and Scott (1994) contend that, the important kick off of advertisement was the emergence of the pamphlet as an advertising medium. The early examples of these pamphlets disclose their sponsorship by companies wanting to generate goodwill for

their activities. The low cost of posters and handbills encouraged a number of publishers to experiment with other Media of Advertising like Print Media, Electronic Media like Internet, Newspaper, Radio and Television.

Print media is a very commonly used medium of advertising by businessman. It includes advertising through newspaper, magazines, journals and the like and it is also called press advertising. Newspapers are included in paper print out which are published in English or Kiswahili. These are the sources of news, opinions and current events (Mc Quails, 2005). In addition, Newspapers are also a very common medium of advertising. The advertiser communicates his or her message through newspaper which reaches to millions of people. According to Stone (1982), the advantages of newspaper stem from having wide circulation and a single advertisement in the newspaper can quickly reach to a large number of people. The cost of advertising is relatively low because of wide publication. Generally, newspapers are published daily. Thus, the same advertisement can be repeated frequently and remind a reader every day. The matter of advertisement can be given to newspaper at a very short notice.

The limitations of newspapers are that they are read soon after they are received and then are kept generally in some corner of the houses. After 24 hours a fresh newspaper they appear and this makes the life of the newspaper short. People read newspapers mainly for news and pay casual attention to advertisement. Illiterate persons cannot read and thus, newspaper advertising does not benefit them. Periodicals are publications which come out regularly but not on a daily basis. These may be published on a weekly, fortnightly, monthly, bimonthly, quarterly or even yearly basis. For example magazines and journals like Femina in Tanzania.

Radio Advertising is another kind of media. People are aware about a radio and must have heard advertisement for various products in it. In radio there are short breaks during transmission of any programmed which is filled by advertisements of products and services. There are also popular programmers sponsored by advertisers. It is more effective as people hear it on a regular basis. It is also useful to illiterates, who can not read and write. There are places where newspapers reading may not possible, but one can hear a radio. For example, one can hear a radio while traveling on road or working at home; but one can not read a newspaper. Similarly, while driving one can hear a radio but cannot read a newspaper. Regular listener may remember what he or she has heard. But, occasional listeners tend to forget what they have heard in Radio. The message that any advertisement wants to communicate may not be proper as there is no chance to hear it again immediately. There may be some other disturbances that distort communication. In comparison to Television, a radio is less effective as it lacks visual impact (Stone, 1982). Television advertising is also form of media. With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear (*Ibid*).

The most recently advanced form of media is the internet. According to Stone (1982), Internet has also brought about a lot of changes in advertisings Internet means that one is catering to a select group of audience rather than a mass audience .Today celebrity endorsement has attracted immense debate on whether it really contributes to the brand building process or whether it is just another lazy tool to make the brand more visible in the minds of the consumers. Although it has been observed that the presence of a well-known personality helps in solving the problem of over-communication that is becoming more prominent these days, there are few undesirable impacts of this practice on the brand. The issue of matching the values of the celebrity with the brand values is also

very important, i.e. getting the right celebrity to endorse the right brand. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. This makes endorsement as one of the indictors of quality for any brand (*Ibid*).

2.3.3 The Impact of Advertisement with Respect to the Consumer

Television advertising is most effective means of communication. This is because it has an audio-visual impact (Stone, 1982). With catchy slogans, song and dance sequences, famous personalities exhibiting products, TV advertising has a lasting impact. With the varieties of channels and programmers, advertisers have a lot of choice to select the channel and time to advertise. With regional channels coming up, any person even illiterates can watch the advertisements and understand them by seeing and hearing. Apart from the above, TV advertisements are usually expensive to prepare as well as to telecast. With almost every manufacturer trying to communicate their message through TV advertising, the impact among the viewers is also increased. Nowadays, people are switching on channels whenever there is commercial break (Bovée and Thill, 2005).

Internet is the latest method of communication and gathering information (Ibid). If a person has a computer and with an access to internet he/she can have information from all over the world within a fraction of second. Through internet one can go to the website of any manufacturer or service provider and gather information. Sometimes when one does not have website addresses he or she is helped by search engines or portals. The merit of internet is that, information from all over the world is made available at the door steps and also users can see the advertisement at their own time and as per the requirement.

All the media of advertising discussed above are mostly used by consumers while they are at home or inside any room, except radio and newspapers or magazines to some extent. Moreover, in all these media, the consumer has also to spend some money to

access the advertisement. However, there are other media available, where the consumer has to spend nothing and he or she can see such advertisements while moving outside. Some of such advertising are hoardings, posters, vehicular displays, gift items and the like. Large hoardings are placed on iron frames or roof tops or walls and can be seen when one is moving on the road. These are normally boards on which advertisements are painted or electronically designed so that they are visible during day or night.

2.4 Empirical studies

This section provides the empirical studies related to the study. The empirical evidence in this study is divided to world and Tanzania related studies.

2.4.1 World Related Studies

Muhammad *et al* (2014) conducted a study on the impact of consumer perception and advertisement on consumer buying behavior. The study was conducted in Pakistan. 150 questionnaires were distributed to randomly sampled respondents. The study found out that advertisement had strong positive impact on consumer buying behaviour. It was also found that quality advertisement and positive perception can really play virtual role in improving consumer buying behaviour. However, the state of advertising which had more effect to consumer buying behavior was not stated, a gap this intended to fill.

Niazi *et al* (2011) studied on the effective advertising and its influence on consumer buying behavior. The study was conducted in Pakistan. The methodology used was quantitative technique. 200 questionnaires were distributed and probability sampling was used in a sample for data collection. The findings of the study revealed that there is huge relationship between advertisement and consumer buying behavior. It also

established the relationship between environmental response and consumer buying behaviours. According to the study, consumers are buying products which they see in advertisement more than emotionally. However, the research did not check consumer psychological behaviour and social concerns the gap of this study intended to fill.

Arshud *et al* (2014) studied on the impact of effective advertising on consumer behaviour. The study was conducted in seven cities in Pakistan. It used probability sampling of 300 respondents. The study found that TV advertising is more persuasive than other advert to convince customer to buy product because it shows and makes perception to consumer. The gap is that, it did not look about customer/consumer buying behavior in terms of how price can affect consumer behavior. Also the study was conducted in different setting. This was conducted in Tanzania which has different environment compared to Pakistan.

Bansal and Gupta (2014) studied on the impact of newspaper advertisement on consumer behaviour. The study selected a sample 1017 advertisements from different English newspapers which appeared recently in 6 weeks. They study found that many advertising in newspapers were informational and they were perfect in convincing consumer to buy store products. However, the study on less the way price affects consumer buying in advertising.

Vinerean *et al* (2013) studied on the effect of social media marketing on online consumer behaviour. 200 questionnaires were distributed online by using random sampling from Lucian Bloga University. It was found that customers are significantly convinced by the advert in social media and influenced to buy. But on another hand, the

study revealed that people do not trust online social media advert because of security. This study covered only the University and did not use demographic variables in the data collection and did not examine the influence of price change on consumer behavior, a gap which the study intended to fill.

Rasool *et al* (2012) studied on the impact of advertisement on consumer behavior of FMCG Lahore city in Pakistan. The questionnaires were randomly distributed to 80 respondents. The study found out that people are affected by culture, price, and quantity in the buying behaviour and adaptism from parents. Moreover, according to the study, people were persuaded by electronic media than print media. The gap of this study is that it only took on little number of people and it did not show how advertisement changes the behavior of consumers. This study went further by adding the respondents so as to more views.

Muriye and Tun (2013) studied on Customer Expectation, satisfaction and loyalty relationship in the Turkish Airline Industry. Convenience sampling approach was used in distributing 421 questionnaires to the targeted respondents. It was found that many customers purchase ticket of airline because of the kind of services they received from an airline which they had experience with. The study further revealed that, good quality of services increase number of customers through physical evidence. The study did not look directly on advertisement and its influence on buying behaviour.

David *et al* (2014) conducted a study on the impact of advertising and pricing on consumers online ticket purchasing. In the study quantitative technique was used. 68

respondents were given questionnaires from the explanatory sampling at Malaysia. The study found that many students were persuaded by social media advertisement in purchasing air ticket. It also revealed that pricing is the main reason for people to purchase the product. The study focused only on students and did not show how price and advertisement can be related in changing consumer buying behaviour a gap which the study filled.

Lukasz (2012) conducted a study on the impact of low cost couriers on forums development in less famous destinations. The study was conducted in Poland and the study used descriptive method. The study found out also shows that the low cost airlines attract many people to travel due to the cost and assurance of availability of flight. According to the study many tourists may visit many places at low cost due to low cost of airlines. However the study did not say how tourists get information of low cost airlines and how advertisement has influenced in changing consumer buying behaviour.

Talha (2012) conducted a study on American consumers' attitude towards different Airline companies' channels. The study focused on comparison of transaction methods. The questionnaires and interview were distributed to 300 respondents who were obtained through stratified sampling. The study revealed that customer seems to prefer online adverts and ticketing more than traditional ways. However, the study did not show how advertisement has any influence in changing consumer attitude. This study therefore filled this knowledgeable gap.

2.4.2 Tanzania Related Studies

Kimaro (2010) studied on integrated marketing communication effective in the telecommunication industry, the case being Zain Tanzania. Questionnaires were distributed to respondents in Dar es Salaam. Sales promotion was found to be most influential tools rather than others such as advertising, direct marketing, sales promotion and public relation. However, television advertising and sales promotion offering special substation rate and special service package at reduced rates were the most influential tools that can highly affect consumer decision. This study focused on the airline industry, fast jet being the case under study.

Lusama (2010) conducted a study on the impact of selected factors on effective advertising and the case being Tanzania Telecommunication Company limited (TTCL). Questionnaires were distributed to 130 respondents and descriptive method was used. The study indicated that less spending on advertising shortage of support by top management leads to ineffective advertising. This in turn leads to non-cost effective advertising poor brand and company image and low awareness of companies' product and services among prospective customers.

2.5 Conceptual Framework of the Study

Moskal and Leydens (2000) states that conceptual a framework is a written or visual presentation that explains either graphically or in narrative form. Reichel and Ramey (1987) added that a conceptual framework is a set of broad ideas and principles taken from relevant fields of enquiry and used to structure a subsequent presentation sometimes a conceptual framework sometimes is referred to as a theoretical framework.

It is a type of intermediate theory that attempts to connect to all aspects of inquiry such as problem definition, objectives, literature review, methodology, data collection and analysis. Conceptual framework can act like a map that gives coherence to empirical inquiry. Because conceptual framework is potentially so close to empirical inquiry, it takes different forms depending upon the research question or problem.

In this study, a framework was developed to conceptualize the interrelation between a dependent variable and four independent variables. Assessment of the elements/variables of the conceptual framework assisted to understand the phenomenon because assessment of each element/variable was thought to provide an answer to specific research questions developed above. The elements/variables considered in this conceptual framework were dependent and independent variables.

Figure 2.1: Conceptual Framework of the Study
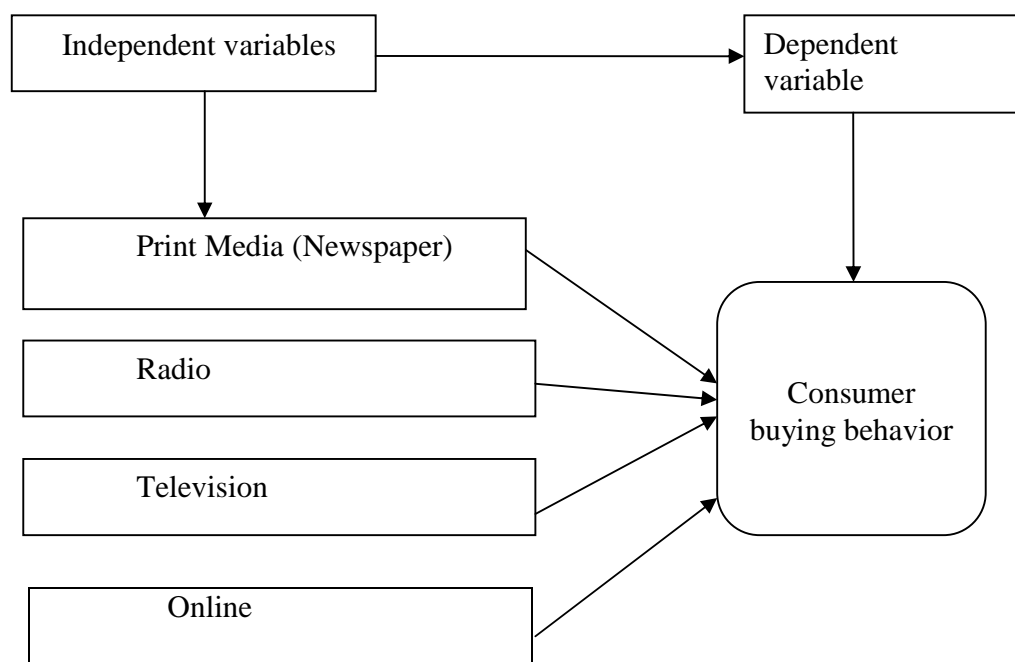
Source: Extracted from Literature Review (2014).

The Figure 2.1 above consists of four independent variables and a dependent variable. The four independent variables are print media (newspaper), Radio, Television and online advertisements which are related to a dependent variable which is consumer behaviour. It was considered that the four independent variables will have positive influence on the consumer buying behaviour.

CHARTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology used in the study. It explains the research area, population of the study, sampling design, data collection methods, reliability and validity and data analysis procedures.

3.2 Area of the Study

The study covered the fast jet Industry in Tanzania. It was a descriptive study approach of one particular area. The reasons for selecting fast jet, Tanzania as the case of study were first, the study area consisted of heterogeneous mixture of people. This enabled the researcher to collect valid and reliable data from these different groups. Secondly, was due to the familiarity on the area. Thus, it was easier to obtain data and to get necessary assistance morally and materially. Third, it was thought that the airline was an active flight company.

3.3 Research Design

The research design is used to structure the research, to show all the major parts of the research project (Kothari, 2006). Kothari defines "research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedures" (p.31). Research design is also the framework for the research plan of action. The descriptive design describes phenomena as they exist. It is used to identify and obtain information on the characteristics of a particular problem or issue. Descriptive design was selected because it has the advantage

of producing good amount of responses from a wide range of people. This design provides a meaningful and accurate picture of events and seeks to explain people's perception and behaviour on the basis of the data collected. The advantage with this design is that it helps to find views as they are in their natural setting (*Ibid*).

3.4 Population of the Study

Best and Khan (1998:23) define "population as any group of individuals who has one or more characteristics in common that are of interest to the researcher". In this study, the target population was mainly from the fast jet staff and customers which were about six (6) managers, seventy four (74) normal staff and more than one million customers who participated in the whole process of consuming within the whole organization. However, this study selected only little number of customers.

3.5 Sampling Design

Huberman (1994) defines a sample unit as a single section selected to research and gather statistics of the whole. The sampling units for the study were Fast jet staff and Fast Jet customers. A sample size involves a number of respondents included in this study. According to Best and Khan (1998), a sample is a small portion of a population selected for observation and analysis. By observing the characteristics of the sample, one can make certain inferences about the characteristics of the population from which it is drawn. Miles and Huberman (1994) argue that a small size sample characterizes qualitative studies. It is a sample sufficient to provide maximum insight and understanding of the problem under study. Sampling is the procedure a researcher uses to gather people, places or things to study. It is a process of selecting a number of individuals or objects from a population such that the selected group contains elements

representative of the characteristics found in the entire group (Orodho and Kombo, 2002).The study obtained information from 150 sampled respondents, Table 3.1 below indicates:

Table 3.1: Sample Distribution

Respondents/Informants	Male	Female	Total
(i) Director	1	-	1
(ii) Top managers	2	1	3
(iii)Normal staffs	3	3	6
(iv) Customers	103	37	140
		Total	**150**

On the other hand, sampling frame is the list consisting of the units of the population (*Ibid*). This is a frame that includes contact information from which to identify and recruit potential research participants. The sample frame in this study involved a list of staff at Fast jet Tanzania and list of customers who are more than one million. However, only represented few customers were included in this study.

Sampling technique is the method used in drawing samples from a population usually in such a manner that the sample will facilitate determination of some hypothesis concerning the population (Huberman, 1994)**.** Clustered sampling and judgmental sampling were used by picking only the sample that would bring the best information that satisfied the intention of the study. Purposive sampling technique was used in choosing the sources of data. This is to say that judgment sampling was applied in selecting the sample. Purposive sampling method was used to get respondents from a group of normal staff. This enabled the researcher to get respondents who had worked with the Fast jet for more than one year. Since the numbers of respondents after purposive sampling were many then random sampling method followed to get the required number of respondents. These were 150 respondents.

Cluster sampling techniques was employed to collect data from each stratum. This was used to make a list of overall respondents. The aim of using this technique was to minimize out biases. There are many methods to proceed with simple random sampling. The most "primitive" and mechanical which was used in this study was the lottery simple random method. Each members of the population were assigned a unique number. The researcher was assisted by Fast Jet management to get respondents (Fast Jet customers) from Julius K. Nyerere airport.

3.6 Data Collection Methods

This study collected data through primary sources and secondary sources.

3.6.1 Primary Data

Primary data are data which were not yet collected before; they are collected direct from the source (Kothari, 2006). In this study observations and focus group discussions were used to obtain the data. These methods were used so as to obtain the original information. The respondents were organized at Julius K Nyerere Airport with the assist were of Fast jet management. The researcher also participated in discussion with focus group members who came together and share different views. The discussion focused on the problems which faced advertisements and airline industry in Tanzania in one way or another.

Interviews were also used in order to obtain more in-depth information. Interviews were open ended questions from which respondents were able to discuss issues of interests. Questionnaires were also use to solicit information. This involved prepared questions which were structured and semi-structured questions issued to respondents to fill. This questionnaire gave advantage of collecting data quickly and gave more freedom to respondents.

3.6.2 Secondary data

These are data extracted through reviewing various documents e.g. textbooks, journals, magazines and other published information that were available within Fast Jet, Tanzania. They also include literature such as text book magazine, manual and news paper relating to the topic under investigation.

3.7 Reliability and validity of Data

Reliability is the degree to which an assessment tool produces stable and consistent results while validity refers to how well a test measures what it is purported to measure (Stern, 1962).

3.7.1 Reliability

Reliability is used in measuring instrument since it provides consistent results (Stern, 1962). A test is considered reliable if we get the same result repeatedly. This means in each time when the test is administered to a subject, the results should be approximately the same. Unfortunately, it is impossible to calculate reliability exactly, but there several different ways to estimate reliability. Therefore all information and data should be cross-checked and ensure that they have been taken from reliable sources and authority (*Ibid*). In this case to ensure reliability all procedures used in the study were checked if they were reliable.

3.7.2 Validity

Validity refers to the truthfulness of a measure and the application of the principles of statistics to arrive at valid conclusions (Stern, 1962). A valid measure is the one that measures what it is supposed to measure. Information and data collected through pre test

of questionnaire, interviews, observation and participation should be valid with a fact. The questions asked to the respondents related to the objectives of the study. The validity of instruments was established by using expert judgments. Data collection instruments were submitted to the supervisor who suggested some adjustments to be done. Then the instruments were piloted at selected appropriate area where Fast jet customers and were located.

3.8 Data Analysis Procedures

The collected data was analyzed systematically by using SPSS which helped in providing charts and tables**.** This presented and portrayed the real picture of the Fast jet, in terms of advertisement with respect to consumers' behaviour.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter is the heart of the study. I present the findings of the study. It also analyses and discusses the findings of the study as per set objectives stated in chapter one. It first provides the profile of the respondents before presenting, analysing and discussing the findings. This part of the report presents and discuses the findings from the study, it gives information collected basing on objectives of the study such as relation between media advertising and consumer behavior. It also shows different methods employed in presenting the findings such as, bar charts and tables. Analyses are presented in the context of demographics information and findings as per study objectives.

4.2 Demographic Profile of the Respondents

The demographic characteristic of the participants sought in the study involved aged and sex the respondents.

4.2.1 Age of the Respondents

Respondents were asked about their age. Table 4.1 below provides the findings of the study:

Table 4.1: Age of the Respondents

Age	Frequency	%
18-30	77	51.3 %
30-45	57	38 %
45-60	16	10.7 %
Total	150	100 %

Source; Field Data (2015)

Table 4.1 above shows that 77 (51.3%) of the respondents were aged between18-30 while 57 (38%) of the respondents were aged between 30-45. On the other hand 16 (10.7%) of the respondents were aged between 45- 60. Thus the majority of the respondents fall under the age category of 18-30. Fast Jet is a new airline in Tanzania. . Henceforth, people at the age of 18-30 are so interested in testing new products in the market. According to Rasool *et al* (2012), youth are more interested in testing new products compared to older people.

4.2.2 Respondents by Sex

Respondents were asked about their sex. The interest was to know the gender of customers. Table 4.2 below provides the findings of the study.

Table 4.2: Distribution of Respondents by Sex

Sex	Frequency	Percent
Male	109	72.7%
Female	41	27.3%
Total	150	100%

Source; Field Data (2015)

Table above 4.2 depicts that 109 (72.7%) of respondents were males while 41 (27.3%) were females. The findings imply that men are travelling more than women because of business and work. In African culture men are the ones who are bread earners in the family while women tend to take care of the family.

4.3 Findings, Analyses Discussion

This section presents the findings of the study. It also analyses and discusses the findings of the study in line with the objective of the study stated in chapter one.

4.3.1 Newspaper Advertising and Consumer Buying Behaviour

The first objective of the study intended to identify the relationship between print media and the consumer buying behavior. Findings, analyses discussions are presented in the context of newspaper advertisement and people perception towards commodity, newspaper advertisement and people doubt, newspaper advertisement and people buying products, newspaper advertisement and purchasing of Fast jet services, newspaper advertisement towards people brand loyal and newspaper advertising.

4.3.1.1 Newspaper Advertisement and Peoples' Perception towards a Commodity

Respondents were asked on whether newspaper advertisement changes the perception towards a commodity or not. Table 4.1 below illustrates the findings of the study.

Table 4.3: Newspaper Advertising and the change peoples' Perception

	Frequency	Percent
Agree	135	90
Neutral	5	3.3
Disagree	10	6.7
Total	150	100

Source; Field Data (2015)

Table 4.3 above demonstrates that the 135(90%) of the respondents agrees that newspaper advertising change their perception toward a commodity while 10 (6.7%) respondents disagree and 5 (3.3%) were neutral. Therefore, the majority of people change their perceptions because of newspaper advertising. Traditional media (newspaper) advertising still has influence on people and can change peoples' mind through its worthy information (Mc Quails, 2005). People tend to be convinced by things they see in newspaper advertisements.

4.3.1.2 Newspaper Advertisement and Peoples' Doubts

Respondents were asked about news paper advertisement and their doubts of buying products. Table 4.4 below provides the findings of the findings of the study.

Table 4.4: Newspaper Advertisement and Peoples' Doubts

	Frequency	Percent
Agree	6	4
Neutral	84	56
Disagree	60	40
Total	150	100

Source; Field Data (2015)

Table 4.4 above illustrates that 6 (4%) of the respondents agreed that newspaper advertising give them doubts to buy products. On the other hand 60(40%) of the respondents disagreed that newspaper advertisement give them doubt in buying products. Finally, a total of 84 (56%) of the respondents were neutral. Many respondents were not sure if newspaper advertising can make them doubt to buy a product because newspaper is a trusted media. Moreover, newspaper is an old media and many people are likely to

trust its information. This makes it to be one of the trusted sources of information. In this case it can be used effectively for advertising.

4.3.1.3 Newspaper Advertisement and People's Buying Products

Respondents were asked whether or not their buying of products were influenced by newspaper advertising. Table 4.5 below summarizes the findings of the study.

Table 4.5: Newspaper Advertisement and Buying Product

	Frequency	Percent
Agree	111	74
Neutral	10	6.7
Disagree	29	19.3
Total	150	100

Source; Field Data (2015)

Table 4.5 above displays that 111(75.3%) of the respondents agreed that they buy products because of newspaper advertisements. On the other hand, 29(19%) of the respondents disagreed on the statement. 10 (6.7%) of the respondents were neutral. This implies that newspaper advertisements have an influence to people in buying products. Muriye and Tun (2013) stated People are interested to buy and test things which they see in advertisements and when they get experience with it they continue to buy.

4.3.1.4 Peoples' Purchase of Fast Jet Services and Newspaper Advertising

Respondents were asked about the relation between newspaper advertisements and purchasing Fast jet services. Table 4.6 below illustrates the findings of the study.

Table 4.6: Peoples' Purchase of Fast Jet Services and of Newspaper Advertising

	Frequency	Percent%
Agree	87	58
Neutral	23	15.3
Disagree	40	26.7
Total	150	100

Source; Field Data (2015)

Table 4.6 above reveals that 87 (58%) of the respondents agreed to purchase Fast jet services because newspaper advertisements. On the other hand 40 (26.7%) of the respondents disagree on the statement. 23 (15.3%) of the respondents were neutral. This implies that newspaper advertisement has influence on purchasing Fast jet services but not in a very high level. The rising of new media has started affecting newspaper circulation and made it to reduce audiences, especially to youth (David *et al*, 2104).

4.3.1.5 Newspaper Advertisements and Peoples' Brand Loyal

Respondents were asked about newspaper advertisement and brand loyal. Table 4.7 below demonstrates the findings of the study.

Table 4.7: Newspaper Advertisement and Peoples' Brand Loyal

	Frequency	Percent
Agree	86	57.3
Neutral	34	22.7
Disagree	30	20.0
Total	150	100.0

Source; Field Data (2015)

Table 4.7 above depicts that 86 (57.3%) of the respondents agreed that newspaper advertising can make people to be brand loyally. On the other hand 30 (20%) of the

respondents disagree on the statement. Finally, 34 (22.7%) of the respondents were neutral. Many respondents agreed to be loyal to the brand because of newspaper advertising. The impletion of the findings is that the trust people have in newspaper information made them to believe and remain loyal to products which they are advertised in newspapers.

4.3.1.6 People who see Newspaper Advertising Unrealistic and Exaggerated

Respondents were asked about newspaper advertisements to be unrealistic and exaggerated. The chart 4.1 below provides the findings. .

Source; Field Data (2015)

The chart 4.1 above indicates that 12 (8%) of the respondents agreed that newspaper advertisement are unrealistic and exaggerated. On the other hand, 26 (17.3%) of the respondents disagree on the statement. 112 (74.7%) of the respondents were neutral. This means that people are not sure if the newspaper advertisements are unrealistic and exaggerated because newspapers are trusted media. People are changing their perception towards a commodity because of newspaper advertisements. They also change their perception toward buying products because of newspaper advertisements. This makes them to be brand loyal so in that case it is hard for them to believe that newspaper advertisements are unrealistic or exaggerated.

4.3.2 Radio Advertising and Consumer Buying Behaviour

The second objective of the study was to identify the relationship between radio broadcasting and the consumer buying behaviour. The findings, analysis discussion are presented in the context of radio advertisement and people perception towards

commodity, radio advertisement and people doubt, radio advertisement and people buying products, radio advertisement and purchasing of Fast jet services, radio advertisement towards people brand loyal and radio advertising and unrealistic and exaggerated radio advertising.

4.3.2.1 Radio Advertisement and Peoples' Perception towards a Commodity

Respondents were asked whether or not radio advertisement changes the perception towards a commodity. Table 4.8 below provides the findings of the study.

Table 4.8: Radio advertisement and change people perception

	Frequency	Percent
Agree	120	80.0
Neutral	10	6.7
Disagree	20	13.3
Total	150	100.0

Source; Field Data (2015)

Table 4.8 above demonstrate that 120 (80%) of the respondents agreed that radio advertising change their perception toward a commodity. 20 (13.3%) of the respondents disagreed. On the other hand 10 (6.7%) of the respondents were neutral. The majority of the respondents agree to change their perceptions towards a commodity because of radio advertisements. Radio is a leading media which have much audience than other media (Mc Quails, 2005). This makes radio advertising to have influence on people in changing their perceptions toward a commodity.

4.3.2.2 Peoples' doubt and Radio Advertisements

Respondents were asked whether or not whether they doubt to buy a product because of radio advertising. Table 4.9 below summarizes the findings of the study:

Table 4.9: Radio Advertisement and People Doubts

	Frequency	Percent
Agree	11	7.4
Neutral	98	65.3
Disagree	41	27.3
Total	150	100.0

Source; Field Data (2015)

Table 4.9 above reveals that 11 (7.4%) of the respondents agreed that they doubt to buy products because of radio advertisement. 41(27.3%) of the respondents disagreed that radio advertisement create doubt in buying products. On the other hand, 98(65.3%) of the respondents were neutral on the statement that radio advertisement create doubt in buying products. Many respondents were not sure if radio advertising can make them doubt to buy a product because radio is among the trusted media. Moreover, radio is the old media and people trust its information. This makes it to be one of the trusted sources of information. Therefore it can be used effectively for advertising.

4.3.2.3 Radio Advertising and Peoples' Buying Products

Respondents were asked or not buying of product was influenced by newspaper advertising. Table 4.10 below illustrate the findings of the study:

Table 4.10: Radio: Advertisements and Peoples' Buying Products

		Frequency	Percent
Valid	Agree	122	81.3
	Neutral	14	9.3
	Disagree	14	9.3
	Total	150	100.0

Source; Field Data (2015)

Table 4.10 above demonstrate that 122 (81.3%) of the respondents agreed that they buy product because of radio advertisements. 14(9.3%) of the respondents disagreed on the statement. On the other hand 14 (9.3%) were neutral. This implies that radio advertisements influence people in buying products. People are listening to radio frequency and they purchase products which they hear them frequently.

4.3.2.4 Radio Advertising and Purchasing Fast Jet Services

Respondents were asked about the relation between radio advertisements and the purchase of Fast jet services. Table 4.11 below depicts the findings of the study:

Table 4.11: Radio Advertising and Purchasing of Fast jet Services

	Frequency	Percent%
Agree	96	64.0
Neutral	25	16.7
Disagree	29	19.3
Total	150	100.0

Source; Field Data (2015)

Table 4.11 above shows that 96 (64%) of the respondents agreed to purchase Fast jet services because of radio advertising. 29 (19.3%) of the respondents disagreed. On the other hand 25 (16.7%) of the respondents were neutral. This shows that radio advertisements have more impact in purchasing Fast jet services compared to newspapers. The findings imply that many people listen to radios than other media.

4.3.2.5 People's loyal and Radio Advetising

Respondents were asked about radio advertisements and brand loyal. Table 4.12 below provides the findings of the study.

Table 4.12: Radio Advertisements and Brand loyalty

		Frequency	Percent
Valid	Agree	126	84.0
	Neutral	13	8.7
	Disagree	11	7.3
	Total	150	100.0

Source; Field Data (2015)

Table 4.12 above reveals that 126 (84%) of the respondents agreed that radio advertisements made them to be brand loyally of product. 11 (7.3%) of the respondents disagreed that radio advertisements made them to be brand loyalty of products. On the other hand, 13 (8.7%) of the respondents were neutral. People trust information which is broadcasted by radio. The trust makes people to be brand loyal in products which are advertised in radio.

4.3.2.6 Unrealistic and Exaggerated of Radio Advertisement

Respondents were asked whether or not radio advertisements are unrealistic and exaggerated. Table 4.13 below illustrates the findings of the study.

Table.4.13: Unrealistic and Exaggerated of Radio Advertisement

		Frequency	Percent%
Valid	Agree	14	9.3
	Neutral	87	58.0
	Disagree	49	32.7
	Total	150	100.0

Source; Field Data (2015)

Table 4.13 above shows that 14 (9.3%) of the respondents agreed that radio advertisement can be unrealistic and exaggerated. On the other hand, 49 (32.7%) disagreed on the statement. Finally, a 87 (58%) of the respondents were neutral. People change perception towards a commodity because of radio advertisement. They purchases products because of radio advertisement and they are brand loyal because of radio advertisement. These make people to not be sure if radio advertisements are unrealistic and exaggerated.

4.3.3 Television Advertising and Consumer Buying Behaviour

The third objective of the study intended to identify the relationship between television advertisement and the consumer buying behaviour. The findings, analysis and discussion are presented in the context television advertisement and people perception towards commodity, television advertisement and people doubt, television advertisement and people buying products, television advertisement and purchasing of Fast jet services, television advertisement towards people brand loyalty and unrealistic and exaggerated television advertising.

4.3.3.1 Television Advertisement and peoples' Perception towards a Commodity

Respondents were asked about whether or not television advertisements change people perception towards a commodity. Table 4.14 below provides the findings of the study.

Table 4.14: Television Advertising and the change of People Perception

	Frequency	Percent
Agree	130	86.7
Neutral	6	4
Disagree	14	9.3
Total	150	100

Source; Field Data (2015)

Table 4.14 above illustrates that 130 (86.7%) of the respondents agreed that television advertising change people's perception toward a commodity. 14 (9.3%) of the respondents disagreed on the statement. On the other hand 6 (4%) of respondents were neutral. From the findings of the study, the majority of people change their perception toward commodity because of television advertisements. The findings of this study reveal that television has more impact than any other media advertisement.

4.3.3.2 Television Advertisement and Peoples' Doubts

Respondents were asked whether or not television advertisements influence their doubts of buying products. Table 4.15 below summarizes the findings of the study.

Table 4.15: Television Advertisement and Peoples' Doubts

		Frequency	Percent
Valid	Agree	15	10
	Neutral	82	54.7
	Disagree	53	35.3
	Total	150	100

Source; Field Data (2015)

Table 4.15 above depicts that the 15 (10%) of the respondents agreed that television advertisement made them doubt to buy products. On the other hand, 53 (35.3%) of the respondents disagreed on the statement. Finally, 82 (54.7%) of the respondents were neutral on the statement. From the findings majority of the respondents were not sure if television advertisement can make them doubt to buy a product. Television is an old media and one among the trusted media. Moreover, Television is visual and audio form of media. People trust its information and make it to be not doubted about its advertisements.

4.3.3.3 Television Advertisement and Buying Products

Respondents were asked about television advertisement and the buying of products. Table 4.16 below provides findings of the study.

Table 4.16: Television Advertisement and Purchasing Products

		Frequency	Percent
Valid	Agree	123	82.0
	Neutral	9	6.0
	Disagree	18	12.0
	Total	150	100.0

Source; Field Data (2015)

Table 4.16 above shows that 123 (82%) of the respondents agreed that they buy products because of television advertisements. On other hand, 18(12%) of the respondents

disagreed on the statement. Finally, 9 (6%) of the respondents were neutral. The findings show that television advertisements can influence to people in buying products compared to other media. In television advertisements people can see and hear so it stays in memory for long (Arshul *et al*, 2014). From Arshul's view, people are influenced by television advertisements to buy products as also found in this study.

4.3.3.4 Television Advertisement and Purchasing Fast jet Services

Respondents were asked about the relation between television advertisements and the purchase of Fast jet services. Table 4.17 below demonstrates the findings of the study.

Table 4.17: Television Advertisement and Purchasing Fast jet Services

		Frequency	Percent
Valid	Agree	64	42.7
	Neutral	70	46.7
	Disagree	16	10.6
	Total	150	100.0

Source; Field Data (2015)

Table 4.17 above shows that 64 (42.7) of the respondents agreed to purchase Fast jet services because of television advertisements. On the other hand, 16 (10.6%) of the respondents disagreed on the statement. 70 (46.7%) the respondents were neutral. The findings imply that Fast jet has not invested well in television advertisements. It had made many people not to purchase products of Fast jet compared to other media advertisements.`

4.3.3.5 Television Advertisement and Brand Loyalty

Respondents were asked on relation between television advertisement and brand loyalty. Table 4.18 below provides the findings of the study.

Table 4.18: Television Advertisement and Brand Loyal

		Frequency	Percent
Valid	Agree	134	89.3
	Neutral	4	2.7
	Disagree	12	8
	Total	150	100

Source; Field Data (2015)

Table 4.18 above shows that 134 (89.3%) of the respondents agreed that television advertisements can make them to be brand loyal. On the hand 12 (8%) of the respondents disagreed. Finally, 4 (2.7%) of the respondents were neutral. The findings show that television advertisements are persuasive. Television advertisements are creating good image of the company and its products which make people to be loyal to the brand.

4.3.3.6 Unrealistic and Exaggerated and Television Advertisements

Respondents were asked whether or not television advertisements are unrealistic and exaggerated. Table 4.19 below provides the findings of the study.

Table 4.19: Unrealistic and Exaggerated and Television Advertisement

		Frequency	Percent
Valid	Agree	10	6.7
	Neutral	63	42
	Disagree	77	51.3
	Total	150	100

Source; Field Data (2015)

Table 4.19 above shows that 10 (6.7%) of the respondents agreed that television advertisement can be unrealistic and exaggerated. On the other hand, 77 (51.3%) of respondents disagreed on the statement. 63 (42%) of the respondents were neutral. The

findings show that people trust television advertisements. They do not see if television advertisements are unrealistic and exaggerated.

4.3.4 Online Advertising and Consumer Buying Behaviour

The fourth objective of the study intended to identify the relationship between online media advertisement and the consumer buying behavior. The findings, analysis discussion are presented in the context of online advertisement and people perception towards commodity, online advertisement and people doubt, online advertisement and people buying products, online advertisement and purchasing of Fast jet services, online advertisement towards people brand loyalty and unrealistic and exaggerated online advertising.

4.3.4.1 Online Advertisement and Peoples' Perception towards a Commodity

Respondents were asked about whether or not an online advertisements change the perception towards a commodity. Table 4.20 below provides the findings of the study.

Table 4.20: Online advertisement and Perception towards a Commodity

		Frequency	Percent
Valid	Agree	112	74.7
	Neutral	12	8
	Disagree	26	17.3
	Total	150	100

Source; Field Data (2015)

Table 4.20 above provided that 112 (74.7%) of the respondents agreed that online advertising change their perception toward a commodity. On the other hand, 26 (17.3%) of the respondents disagreed. Finally, 12 (8%) of the respondents were neutral. Online

media is a new form of media and its advertisements are accepted by audience as the findings above reveal. This means people have started to understand new media and its advertisements. According to Vinerean *et al*,(2013), there is an effect of social media marketing on online consumers. It also shows the acceptance of online advertisement to people. This means online media can be used in advertisements in this new world of technology.

4.3.4.2 Online Advertisement and Peoples' Doubts

Respondents were asked about online advertisements and their doubts in buying product. Table 4.21 below provides the findings of the study.

Table 4.21: Online Advertisement and Peoples' Doubts

		Frequency	Percent
Valid	Agree	10	6.7
	Neutral	96	64
	Disagree	44	29.3
	Total	150	100

Source; Field Data (2015)

Table 4.21 above reveals that 10 (6.7%) of the respondents agreed that they doubt to buy product because of online advertisement. 44(29.3%) of the respondents disagreed. On the other hand, 10(6.7%) of the respondents were neutral. The findings show that the majority of the respondents were not sure if online advertising can make them to doubt to buy products. Online advertisement is new and people start to trust it.

4.3.4.3 Online Advertisement and Buying Products

Respondents were asked about online advertisement and buying product. Table 4.22 below provides findings of the study:

Table 4.22: Online Advertisement and Buying Products

		Frequency	Percent
Valid	Agree	78	52
	Neutral	53	35.3
	Disagree	19	12.7
	Total	150	100

Source; Field Data (2015)

Table 4.22 above depicts that 78 (75.3%) of the respondents agreed that they buy products because of online advertisements. 19 (12.7%) of the respondents disagreed on the statement. On the other hand, 53 (35.3%) of the respondents were neutral. The findings imply that online advertisements have influence on people in buying products. Online advertisement is new and people are influenced by it (Vinerean, 2013).

4.3.4.4 Online Advertisement and Purchasing Fast jet Services.

Respondents were asked about the relationship between online advertisements and the purchase of Fast jet services. Table 4.23 below depicts the findings of the study:

Table 4.23: Online Advertisement and Purchasing Fast jet Services.

		Frequency	Percent
Valid	Agree	76	50.7
	Neutral	52	34.7
	Disagree	22	14.6
	Total	150	100.0

Source; Field Data (2015)

Table 4.23 above reveal that 76 (50.7%) of the respondents agreed to purchase Fast Jet services because of online advertising. On the other hand 22 (14.6) of the respondents disagreed on the statement. Finally, 52 (34.7%) of the respondents were neutral. The findings show that people have started to understand online advertisement. They even

use new media in purchasing fast jet services. David *et al* (2014) state that many people purchase airline tickets through online in Europe and they see it as an easy way and the best one.

4.3.4.5 Online Advertisement and Brand Loyalty

Respondents were asked about the relationship between online advertisement and brand loyalty. Table 4.24 below provides the findings of the study.

Table 4.24: Online Advertisement and Brand Loyalty

		Frequency	Percent
Valid	Agree	77	51.3
	Neutral	57	38.0
	Disagree	16	10.7
	Total	150	100.0

Source; Field Data (2015)

Table 4.24 above shows that 77 (51.3%) of the respondents agreed that online advertisement can make people brand loyal. On the other hand, 16 (10.7%) of the respondents disagreed. Finally, 57 (38.0%) of the respondents were neutral. The findings reveal that people have started to trust online advertisements and can make them to be brand loyal. People have began to trust online media compared in previous times when it was introduced (Vinerean *et al* 2013).

4.3.4.6 Unrealistic and Exaggerated and Online Advertisement

Respondents were asked whether or not online advertisements are unrealistic and exaggerated. Table 4.25 below provides the findings of the study.

Table 4.25: Unrealistic and Exaggerated and Online advertisement

		Frequency	Percent%
Valid	Agree	44	29.3
	Neutral	61	40.7
	Disagree	45	30
	Total	150	100.0

Source; Field Data (2015)

Table 4.25 above demonstrates that 44 (29.3%) of the respondents agreed that online advertisement are unrealistic and exaggerated. On the other hand, 45 (30%) of the respondents disagreed on the statement. Finally, 61 (40.7%) of the respondents were neutral. The findings imply that many respondents have not seen online advertisements to be unrealistic and exaggerated. Previously, when online marketing started, many people belived that online media are unrealistic but now a day's online marketing has start to win people trust (Vinerean *et al,* 2013). This mean it is good for advertising.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This is a concluding chapter. It presents summary, conclusion and recommendations including areas for the studies.

5.2 Summary

The study was conducted in Dar es Salaam-Tanzania. The objective of the study was to assess the role of advertisement media in the consumer buying behaviour in the airline industry with the reference to the Fast jet, Tanzania. The study involved 150 respondents, 140 respondents were Fast jet customers and 10 were Fast jet management. The study employed descriptive design. It was selected because it has the advantage of producing good amount of responses from a wide range of people. Both qualitative and quantitative data were collected.

In this study, randomly sampling and focusing group sampling were used by picking only the sample that brought the best information that satisfied the intention of the study. Purposive sampling technique was used in choosing the sources of data. On the other hand the study employed judgment sampling. Purposive sampling method was used to get respondents from a group of normal staff. This enables the researcher to get respondents who have worked with the Fast jet for more than one year.

Both primary data and secondary data were collected. Primary data were collected through focus group discussion, observation, interview and questionnaire. On the other hand, secondary data were collected through documentary review.

5.3 Conclusion

From the findings of the study it may be concluded most of customers are influenced by advertisements on television followed by radio then newspaper and finally online media. Generally, it was observed that most of the consumers are affected by advertisement in the buying behaviour. Most of them they buy products which are mostly advert and they make them to be loyal. Television advertisement has more impact on consumer buying behaviour more than other media. Statistical analysis of consumer attitude shows that among three dimensions (loyalty, previous buying experience and word of mouth) are significant factors which effect consumer buying behaviour. Advertisers had their largest profits from knowledge of previous purchases of consumer and also the loyalty of consumer to any product plays another important role in leading consumer attitude to purchase of that product as also noted by Mohammed and Alkubise (2012).

On the other hand, it was observed that traditional media (newspaper, radio and television) adverts are more trusted than new media advert. Reason of less significant impact of online ad on consumer purchase behaviour is the lack of trust and lack of industries involvement in online media. On the other case, online media has started to be familiar and beginning to be trusted by people in the society in the current time of 21st century. There are hundreds of advertising agencies but only few of them actively manage and control online media. Moreover, it was observed that advert has influence in consumer buying behaviour compared to marketing communications. People want to purchase products they have already seen or through experience. Word of mouth and other communication are also powerful of convincing consumer in buying behaviour. Moreover, old people are not easy to try new products compared to youth.

5.4 Recommendations

From the findings of the study, a number of recommendations are provided.

i. The study recommends that newspaper media should continue to be used in advertisement because still people believe and trust it. Advertisers should consider creativity when designing print advertisements.

ii. The radio is among the media which has big influence to audience due to its strength such as to be flexible, universal and cheap. Therefore, recommends that advertisers should design radio adverts which are easy to be understood by customers.

iii. Television has more power to influence more than other media. Advert which is displayed in television can be remembered easily and fast because people see and hear the advert. The study recommends that advertisers should use television adverts well and the message should be supported well by visual so as to gain new customers, create brand loyalty and persuade well.

iv. Online media is very new to many people but it is fast, easy, cheap and global. It has no gate keepers which make it to be in some way not to be trusted as an old media. The study recommends that online media should be used as much as possible because it has no geographical boundaries. It has second chance and easy to assess. Online media can reach large number of customers and can help people to purchase products online fast and avoiding queuing. Advertiser should invest well enough in online media.

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APPENDIXES

I am a student of the Open Universities of Tanzania . I am conducting a study on assess the role of advertisement media in the consumer buying behaviour in the airline industry with the reference to the Fast jet, Tanzania.

You are kindly requested to take a few minutes to respond to the questions to the best of your knowledge in a way the intended goal could be reached. The Information given in this questionnaire will be treated as confidential and will be used solely for academic purposes.

Appendix 1

Please, tick the appropriate answer and fill the empty spaces where necessary.

Section A: Profile

Qn1. Age of the Respondent

From   18 -30   (   )   Between 30-45   (   )   Between 45-60   (   )

Qn2. Sex

Male   (   )   Female   (   )

Section B: Print Media (newspaper) Advertising & Consumer Buying Behaviour

Question	Strong Agree	Agree	Neutral	Disagree	Strongly disagree
Newspaper advertisement changes perception towards a commodity					
I doubt buying a product because of newspaper advertisement					
I buy products because of newspaper advertisement					
Newspaper advertising makes people purchase Fast Jet services					
Newspaper advertising makes people to be brand loyal					
Newspaper advertising are unrealistic and exaggerated					

Section C: Radio Advertising and Consumer Buying Behaviour

Question	Strong Agree	Agree	Neutral	Disagree	Strongly disagree
Radio advertisement changes perception towards a commodity.					
I doubt buying a product because of its radio advertisement.					
I purchase products because of radio advertisement					
Radio advertising makes people buy Fast jet service.					
Radio advertising make people to be brand loyal.					
Radio advertisements are unrealistic and exaggerated.					

Section D: Television Advertising and Buying Behaviour

Question	Strong Agree	Agree	Neutral	Disagree	Strongly disagree
Television advertisements change perceptions toward a commodity					
I doubt buying products because of its television advertisement					
I buy products because of television advertisement					
Television advertisements make people to buy Fast jet product					
Television advertising makes people brand loyal					
Television advertisements are unrealistic and exaggerated					

Section E: Online Advertising and Consumer Behaviour

Questions	Strong Agree	Agree	Neutral	Disagree	Strongly disagree
Online advertisements change perceptions toward a commodity					
I doubt buying products because of online advertisement					
I buy products because of online advertisement					
Online advertisements make people buy Fast jet services					
Online advertising's make people to be brand loyal					
Online advertisements are unrealistic and exaggerated					