THE ROLE OF BILLBOARD ADVERTISEMENTS IN PROMOTING TELECOMMUNICATIONS COMPANIES IN TANZANIA: A CASE STUDY OF TTCL AND AIRTEL TANZANIA BILLBOARDS

RACHEL SIMON KYALA

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR DEGREE OF MASTER OF ARTS IN MASS COMMUNICATION (MA MC) OF THE OPEN UNIVERSITY OF TANZANIA

2020

CERTIFICATION

The undersigned do certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania this dissertation entitled: *"The Role of Billboard Advertisements in Promoting Telecommunications Companies in Tanzania: A Case Study of TTCL and Airtel Tanzania Billboards"* in partial fulfillment of the requirements for Degree of Master of Arts in Mass Communication, (MA MC) of the Open University of Tanzania

…………………………………………

Dr. Darius Mukiza

(Supervisor)

……………….…………………

Date

COPYRIGHT

DECLARATION

I, **Kyala Rachel Simon,** do hereby declare that, this Masters dissertation titled as *"the Role of Billboard Advertisements in Promoting Telecommunications Companies in Tanzania"*is my original work under the Open University of Tanzania (OUT) and has not and will not be submitted for the award of the same or similar award by any other university.

…………………………………

Signature

…………………………………

Date

DEDICATION

This Masters dissertation is dedicated to my children Derek Duncan and Darvin Duncan for their encouragement and silent support resulted in the timely completion of this study.

ACKNOWLEDGEMENT

ABSTRACT

This dissertation examines the role of billboard advertisements in promoting telecommunications companies in Tanzania. A case study of TTCL and Airtel Tanzania billboards was used. Specific objectives of this research ware, first, to explore the reasons for TTCL and Airtel Tanzania using this mode of advertising and second, to determine the perceptions of TTCL customers and those of Airtel Tanzania on billboard advertisements. Third, it sought to assess the challenges facing TTCL and Airtel Tanzania in using billboards to promote their products and services in the country. Using a case study research design, this work employed a qualitative research strategy where by document review and in-depth interviews were used. The study employed one theory namely, Gratification Theory of the media. The purposive sampling technique was used. The total sample size of this study was 46, which included six marketing and branding officers of TTCL and Airtel companies and 40 customers from the two companies. Key findings indicate that, firstly, billboards were used because they had big impact and were effective in reaching large audience. Secondly, mobile phone company billboards persuade users to purchase services of either TTCL or Airtel companies. Thirdly, high costs were the major challenges facing TTCL and Airtel in their choice to use billboards in to market their services As with the original contribution, this dissertation suggests that mobile companies should continue using more billboards across the country to promote their products. Moreover, this study recommends that, since the world has drastically changed and the public is much more knowledgeable today, companies should advertise using real messages/services.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF ABBREVIATIONS

TTCL	Tanzania Telecommunication Company
TNS	Taylor Nelson Sofres
OOH	Out of Home
TPTC	Tanzania Post Telecommunications Corporation
ZANTEL	Zanzibar Telecommunication
UNCTAD	United Nations Conference on Trade and Development
BC	Before Christ
PCS	Provincial Civil Service
TCRA	Tanzania Communications and Regulatory Authority
UGA	Uses of Gratification Approach
NBCL	Nyanza Bottling Company Limited
TV	Tele-Vision
FDGs	Focus Group Discussions
DSM	Dar es Salaam
ROI	Return On Investments
CPM	Cost-Per- Mile

CHAPTER ONE

INTRODUCTION

1.1   Introduction

This chapter provides the background to the study, specific objectives, research questions and significance of the study. Moreover, the chapter contains statement of the problem, the scope of the study, limitation of the study and the chapter summary.

1.2   Background to the Study

Advertising has become ubiquitous in the present age. In this time of commercialization and consumerism, potential customers are deluged daily with advertisements in a variety of media that clamour for their attention. Indeed, the number of advertisements and the number of media and vehicles carrying them has soared in recent years (Krugman*et al.,* 1994). Recent evidence implies that all subsequent advertising effects, for instance liking and brand salience, begin with recognition and awareness (Stapel, 1998), national brands and retail advertisers alike have renewed incentive to spend their budgets on the media that best achieves those goals, billboards being amongst them.

Billboard advertising, which began with sign painting and large advertisements painted on buildings, has developed rapidly in the last few years in Tanzania, particularly with partnerships with foreign advertising agencies within the sector. It has become a major medium, along with television, radio, newspapers, magazines, the internet, and cinema.

The success of this mode of advertisement is due to its primary objective to gather and attract consumers' interest and attention (Elden, 2003). Due to this reason billboards are preferred by advertisers and marketers.

Ivanoski (2007) found that billboard advertising is the oldest form of publicizing goods and services and it is an articulation point in the describing history of mass communication; it is a demonstrated feature of the contemporary economic life. Furthermore, it is a form of communication that is paid for, identified by a sponsor directed target audience with the intention of creating awareness about goods and services (Asemah, Edegoh and Ojih (2013). Also, Duncan (2013) defines billboards as an outdoor sign or poster which is usually seen on freeways, highways and streets that are also referred to as outdoor advertising.

A study by TNS Mauritius (2015) concerning effective medium reveals: "Billboards make the environment look colorful, because they are well painted with bright and shiny colors, inviting and interesting messages". Billboards advertising are considered to be the top-most medium for brand outreach. It is a customer-focused — targeting potential buyer on their way to the market, on transit or at public places. (OOH, 2015).

Fernandez and Rosen (2000); Lohse and Rosen (2001) as cited in Wang et al (2002) ascertain that billboard advertisements are categorized into two major categories, namely, brand building which means activities associated with establishing and promoting a product for the purpose of publicity and creating conception, and

directional. Directional advertising is introducing the business in front of people who are actually after a certain particular product or service.

Members of the audience know what they need; however, they do not know who and where to get what they need. It is necessary to be in front of buyers towards the end of the purchasing cycle. It is further asserted that brand building is similar to product advertisement and is common in the traditional mass media like TVs, radios, magazines and billboards Rosen (2001).

The success of billboards is due to its primary objective to gather and attract consumers' interest as well as their attention Elden (2003). So it is revealed that, despite the various available methods of advertisement, many marketers opt for billboards because of their unique power to attract customers towards products and services on the market. (Kelly and Jugenheimer 2004; Sissors and Baron 2002; Taylor 1997; Vanden Bergh and Katz 1999 and Woodside, 1990.

Advertisers are concerned with the ways they can attract customers. According to Kelley and Jugenheimer (2004), Taylor (1997), and Woodside (1990), there are eight key welfares in using billboard advertising: (1) probable appointment of the advertisement close to the point of sale; (2) high introduction to consistent customers; (3) high reach; (4) 24-hour presence; (5) geographic rigidity; (6) financial competence; (7) visual impression from advertisement size and message inspiration and (8) brand attentiveness. Given these benefits, it is no wonder so many companies do not question the value in a billboard or various billboards.

However, with the huge amount of money involved and determination to put up billboards, the question must be asked: Are billboards actually effective as an advertising medium? Yes, advertisements are popular, can get the attention of a purchaser, and be easily seen, but none of these matters if billboards are not effective in achieving the goal of a company in using them.

In Tanzania, the history of billboards started in 1992; thanks to business liberalization policy whereby many companies were established in Tanzania, including those dealing in telecommunications companies. So as to get promoted, those companies advertised themselves through different media, including billboards, as well as Airtel Tanzania (www.revolvy.com/topic/Airtel Tanzania & item type).

TTCL and Airtel Tanzania companies both have been doing business for a long time. Airtel Tanzania (www.revolvy.com/topic/Airtel Tanzania & item type), currently commands around 45 per cent of the approximated 40 million mobile telecommunications consumers in the country, according to 2016 statistics, while TTCL which is a public organization has 9.milion total subscribers (https://www. ttcl.co.tz/). Its success came after starting advertising itself, especially through billboards.

Telecommunications business in Tanzania dates back to the colonial days when the East African Post and Telegraph Company was established in 1933 (https://www.ttcl.co.tz/). This provided services like postal services, telegraph and telephone services in Tanganyika, Kenya and Uganda. However, after the disintegration of the East African Community in 1977, Tanzania established the

Tanzania Posts and Telecommunication Corporation in 1978 (TPTC Act, 1977). This was the sole provider of telephone, telegraph and postal services till 1993.

In 1994, the government separated the Tanzania Postal and Telecommunication Corporation into three public corporations namely, Tanzania Telecommunication Company Limited (TCCL), Tanzania Postal Corporation (TPC) and Tanzania Communications and Regulatory Authority (TCRA). There was also partial liberalisation within the mobile operations and communication services. This involved the importation and installation of electronic equipment, Mureithi, (2002). The liberalisation of the economy opened the way for private telecommunications companies to join the telecom sector hence introducing the likes of; Mobitel, Tritel, Vodacom and Celtel as privately owned telecommunications companies and TTCL and ZANTEL as the telecom companies owned by the government (Twaakyondo et al, 2002).

According to El-Busaidy (2014), despite the Tanzania's industrial liberalization in 1992, which set in the evolution of advertising, one can still trace it to 1967 after the Arusha Declaration; whose pronouncement meant that all big businesses were nationalized, placing production, marketing and distribution in the hands of the State. (UNCTAD, 2002) However, this move did not last long due a number of factors, such as the economic crisis, the oil crisis and poor management, hence necessitating economic reforms in 1985. During this time, trade liberalization was introduced hence transitioning from a centrally planned economy to a market based economy where the prices of goods and services are determined by the forces of demand and

supply. This research seeks to find out the role of billboards in promoting telecommunications companies in Tanzania.

1.3   Statement of the Problem

Mobile companies, including TTCL and Airtel Tanzania, have for a long time been using billboards advertising to promote their businesses. A study by Achiya (2013) concerning billboards found that, "the buying behaviour is strongly influenced by image of the product which is built by the advertisers". Moreover, a study by Ivanoski (2007) reveals that high occurrence the nonstop presence and endless exposure is creating frequency level that is highest than any other media. It is the most effectively visible media exposed to any person out of home. Despite the positive effects of billboard advertising, the method of advertising seems to be more expensive than many others (OOH 2015).

Daudpota (2013) assets that, consumers may not think too much when buying low quality products as they are bought as desired, but for higher valued products, customers would go through some aspect such as socially, psychologically and personally, particularly when they come across billboard advertisements. This study seeks to explore the role of billboard advertising in promoting telecommunications companies in Tanzania.

1.4   General Objective

The general objective of this study is to examine the role of TTCL and Airtel billboard advertisements in promoting companies in Tanzania.

1.4.1   Specific Objectives

(i)   To explore the reasons why TTCL and Airtel Tanzania use billboard advertisements;

(ii)   To determine the perceptions of TTCL and Airtel Tanzania customers on billboard advertisement and

(iii)   To assess the challenges facing TTCL and Airtel Tanzania in using billboards to promote their goods and services in Tanzania.

1.4.2   Research Questions

(i)   Why do TTCL and Airtel Tanzania use billboard advertisements?

(ii)   How do customers perceive billboards as an advertising method used by TTCL and Airtel Tanzania?

(iii)   What are the challenges facing TTCL and Airtel Tanzania in using billboards to promote their goods and services in Tanzania?

1.5   Significance of the Study

The findings of the study may help telecommunications companies understand the perception of the public on billboard advertisement. This could help managements to review or improve on this marketing strategy. The findings of this study may also help the telecommunications companies design better billboards with information that is both informative and persuasive.

The telecommunications companies could also understand the role that billboard advertising plays in promoting their goods and services. The findings of this study

might also provide academic information to the academia by filling the existing gap on billboard advertisement. They may generate new knowledge and information that would enable mobile telephone companies to understand the significant role played by billboards advertisements.

Information generated on the role of billboards in promoting goods and services of telecommunications companies could boost government revenue through taxes charged on billboards. The study could reveal to the readers the different types of outdoor advertising tools. This could also lead to the identification of the most efficient and effective tool used by the telecommunications companies in Tanzania. It is my expectation that, this study will also help other researchers in conducting comparable thesis in higher learning institutions.

1.6   The Scope of the Study

Although these companies are advertising all over the country, but the scope was billboards basing in Dar es Salaam city, and the researcher used Dar es Salaam city respondents.

1.7   The Limitation of the Study

There are so many advertisements promoting TTCL and Airtel Tanzania, but this study limited on billboards.

1.8   The Chapter Summary

This chapter has tried to explain the history of advertising and its functions of promoting companies, particularly by using billboards. Also it has tried to show the problems the researcher wanted to answer.

CHAPTER TWO

LITERATURE REVIEW

2.1   Introduction

This chapter deals with conceptual definitions, the reasons for the telecommunications companies to use billboards advertising, importance of billboard advertising, how customers perceive about billboard advertising, theory guiding the study, empirical literature, conceptual framework and research gap.

2.2   Conceptual Definitions

2.2.1   Billboard Advertising

Different scholars have defined billboard advertising differently. Lithgow (1990), in his study titled 'Using Billboards as an Effective Communications Tool', stated that billboard advertising is an effective way to target specific audiences daily, for a lower cost than other forms of media. To reach thousands of people, billboards offer the opportunity to creatively communicate with a large audience.

Khan (2016) has defined billboard advertising as the best way of introducing business products simply because it is an easiest marketing tool to communicate with different people in society. Billboard advertising plays an important role and it should be placed on the right place at the right moment, because the advertiser doesn't need to find potential customers.

Bonnette (2014) states that billboard advertising is a useful tool to a wealth of possibilities through its message, including cutouts, flourishes and even digital

displays. Digital billboards allow you to animate and update your advertisement frequently. When people stuck on traffic, whether they are pedestrians or riding in vehicles, they are most likely to notice an animated or static billboard with a message designed to make an impression in three seconds or less.

Then, looking at the similarities and differences on the above definitions, the main similarity is that, every scholar has pointed out that billboard advertising is the best, most useful and effective way of promoting business, especially increasing the rate of selling goods, products and services. Also it is widely exposed and hence easily seen by a large and targeted audience, which makes it easy to deliver the intended message.

Pertaining to differences, one scholar Bonnette (2014) has said that she is not sure whether those who see billboard advertisement message deliberately remember it or not. Other scholars say also others have said this kind of advertising is cheap, something which might be true or not.

2.2.2 Telecommunications Companies

As Caincross (2010), says:" Telecommunications companies are electronic communication organisations that have made the world to shrink. The simplicity rising and the speed of communication is generating a world where the miles are no longer a hindrance to do with our ability to work or interact together. Manual workers can code software in one angle of the world and pass it to a company a hundred miles away that will fold the code for marketing".

Hajir, Obeidat, Al-dalahmeh, Masa'deh (2015), points out that the mobile telecommunication sector is considered one of the most competitive sectors in the world; however, in recent years it has shown a massive growth. More time is needed to invest further in employing knowledge management organisation in order to manage awareness created within a company and this will help them to sustain their viable position in the quickly changing telecommunications sector. It is crucial for the mobile telecommunications sector to invest more in growth and accelerate the development of more creative goods and services.

Venkatram & Zhu (2012) say telecommunications companies are the key that currently facilitates productivity across economies and societies. The telecoms business is not only a significant contributor towards the economic activities, but is also a contributor to the progress of other businesses. Recently, developing nations have observed an important conversion within this sector following the impact it has had on their economies.

With regard to similarities and differences of definition of a telecommunications company, starting with similarities, researchers have stated that telecommunications companies are the ones that provide data transmission or services, thereby enhancing businesses in other sectors and improving economic growth in the process. With regard to differences, one scholar has studied telecommunications companies based on telephone packages and services. Among the researchers, there is no scholar who studied the role of billboard advertising in promoting telecommunications companies in Tanzania.

2.2.3 Brief History of Billboard Advertising

Evidence of advertising can be found in cultures that existed thousands of years ago, but advertising only became a major industry in the 20th Century (Chunawalla *et al.,* 2002). Archeologists have found evidence of advertising dating back to the 3000s BC among the Babylonians. One of the first known methods of advertising was the outdoor display, usually an eye-catching sign painted on the wall of a building.

Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travellers to a tavern situated in another town. In the early years of outdoor advertising, almost all posters were hand painted in large studios, which was costly and time-consuming. Printed advertising started with the invention of the movable-type printing press by German printer Johannes Gutenberg about 1450. This invention made the mass distribution of posters and circulars possible. Over the following centuries, billposting, outdoor signs and the invention of the first illustrated poster in 1796 paved the way for the current outdoor advertising further.

The trend ran towards overcoming the issues of space scarcity that automatically emerged as a result of posters only being placed on walls. Consequently, billposters invented their own structures and concealed their messages in high traffic areas. Today this structure is known as billboard (Lichtenthal*et al.,* 2004). The current outdoor advertising can be divided into three different categories: Billboards, Street Furniture and Transit.

Herein billboards are the most frequently used outdoor advertisement vehicles and can usually be observed in the shape of posters or wall murals (Lichtenthal *et al.,* 2004). "With time, billboard advertisements have been transformed and now use colourful digitally produced graphics, backlighting, sound, movement and three dimension images" (Kottler, 2003).

2.2.4   Roles of Billboard Advertising in Business

One of the big values of billboard advertising is that it introduces people to new things that they may otherwise have not known about (Hill and O'Sullivan, 2004). It aims at affecting behaviour, with which most advertising is associated in purchase behaviour—either to induce it in the first place or more commonly to maintain it in the face of intense competition.

Consequently, a manufacturer will use it to inform consumers about product differences, changes and availability, to persuade them to purchase the product. It also reminds infrequent purchasers about the product and to reinforce previous messages. Where competitive advantage is being sought through differentiation resulting from essentially intangible benefits, rather than obvious and visible differences, advertising is important in creating the differentiation.

2.2.5   Factors Associated with the Success of Billboards

Relatively few studies have attempted to examine factors associated with the effectiveness of billboard advertising. However, a few have provided very specific advice for outdoor advertisers. In examining the outcomes of outdoor advertising, some studies found that a novel or very creative execution could improve recall or

attention to billboards (Fitts and Hewett 1977; Hewett 1975). Thus, the use of a clever creative execution is one factor that has been hypothesized to correlate with effective outdoor advertising. In a content analysis of billboards, Blasko (1985) examined whether advertisers were following accepted creativity, principles associated with outdoor advertising. Drawing on Burton's '*Advertising Copywriting*' (1983) and the Traffic Audit Bureau's '*Planning for Out-of-Home Media*' (1977), Blasko (*ibid*) listed five main principles of effective billboard advertising: short copy (eight or fewer words in copy), simple background, product identification (billboard clearly identifies product or advertiser), simple message (single message communicated), and creative (use of clever phrases and/or illustrations). Studies conducted by Donthu *et al.* (1993) and Bhargava *et al.* (1994) found recall of billboards to be positively related to a variety of factors, including brand differentiation, emphasis on product performance, inclusion of price, use of a photograph, use of humor, use of colour, and a good location for the billboard. The 1993 study emphasised that advertising recall can be enhanced by using fewer words or unusual executions.

2.3   Characteristics of Billboards Message Content

Advertising theorists have been describing the critical stimulus features of various advertising media and their content (Rodgers and Thorson 2000).

2.3.1   Entertainment

Entertainment of advertising information is significantly related to advertising value of traditional advertising (Ducoffe 1995). People's feeling of enjoyment associated

with advertisements play the greatest role in accounting for their overall attitudes toward them (Shavitt*et al.,* 1998). Entertainment denotes its full ability to fulfill consumers' needs for "escapism, diversion, aesthetic enjoyment or emotional release" (McQuail, 1983). Entertainment is also a crucial factor for billboard advertising. It is essential that the message is concise and funny, and thus immediately captures consumers' attention (Katterbach 2002). Entertainment services can increase customer loyalty and add value for the customer. As most people have a natural playfulness, providing creative designs with a slight touch of humour on billboards is an effective way to attract customers.

2.3.2   Informativeness

Advertising plays an important and legitimate role in delivering information (Rotzoll, *et al.,* 1989). Rubin (2002) states that one of the most vital functions of advertising is to provide information. The quality of information placed on a company's billboard shows a direct influence on the customers' perceptions of the company and the company's products.

Accordingly, information delivered to them via billboards also needs to show qualitative features like accuracy, timeliness, and usefulness for the consumer (Siau 2003)*.* Schlosser *et al.* (1999) affirm that consumers' attitude towards advertising is influenced by informative and the advertisement's utility for building purchasing behavioural decisions. Thus, information is considered as a very valuable incentive in marketing because recipients react very positively to advertisements that transfer incentives (Varshney 2003).

Informativeness is also strongly associated to the advertising when it is transferred via traditional media vehicles (Ducoffe 1995). Consequently, media users may think that advertising has the ability to provide information to the audience and hence the basic reason for accepting the advertising itself (Bauer and Greyser 1968).

2.3.3   Credibility

Adler and Rodman (2000) define credibility as the believability of the addressor and its perception in the listener's mind. In the context of advertising industry, MacKenzie and Lutz (1989) identify advertising credibility as consumers' general perception towards the truthfulness, reliability, trustworthiness and believability of an advertisement.

Credibility of an advertisement is affected by various factors, particularly by the company's credibility and the person who brings a message (Goldsmith *et al.,* 2000). But it is also influenced by the advertising medium. For example, Marshall and WoonBong (2003) found out that a message on the Internet achieves less credibility than a printed message unless the message is communicated by a strong brand.

2.4   Reasons why Telecommunications Companies use Billboards Advertising

Telecommunications companies prefer using billboard advertising because it gives customers hope to their products, goods and services Acuff (2016). Linton (2016) states that many companies, including those, which deals in telecommunications, consider billboard advertising an opportunity to grow their businesses, therefore they use digital advertising to enhance it. In 2014,communications companies were ranked in the Top Ten industry categories using billboard advertising with numerous

communications providers being the top spenders in this advertising category (e.g., Verizon, Samsung, and Metro PCS). According to Linton (2016), billboard advertising accomplishes the goals of getting you more subscribers and increasing revenue, same in telecommunications business. The greatest goal of using billboard advertising is to convince users to shift from their previous suppliers and come to them. It also strengthens their customer reliability by proving they have services fit for their needs, and that's why billboards are among the most powerful mediums in the area of increasing brand awareness.

2.3 Importance of Billboard Advertising

Richards (1980) rightly says innovative marketers use billboard advertising as having a big advantage when it comes to taking their messages to the target consumers in any way they can. Therefore, billboard advertising can be considered an effective and cost-capable way for capitalists to spread the word about their goods and services.

Moreover, Ivanoski (2007) states that in order to carry out advertising analysis, leaders need facts and they should undertake planning, application and mechanism. It is an involvement for marketing better decisions and provides indefinite advantage of intentional importance. Billboard advertising companies get statistics each day and use information technology. They need this for disseminating information on a daily basis.

According to Taylor and Franke (2003), a study of billboard users found that billboards were important because they were rated higher than other media, in terms of ability to communicate information easily, invite new clients and raise sales.

Cannon and Riordan (1994) testify that the ability to complete a hectic advertising environment is a vital benefit of billboards. Billboards have a special importance in that they are generally seen in a scenario where there is less competition for people's courtesy. As a result, they may appeal to advertisers because of their capability to get seen, especially at times and places when buyers are making an allowance for a purchase and totally ready to buy (e.g., billboards for tourist attractions, retail stores, and restaurants).

Hatter (2011) proposes that billboard designs should be simple and bold because consumers usually get a brief sight. Although the charges to design and manufacture a billboard might be high, the exposure facilitated by mode of advertising regularly justifies the cost. According to 'The Small Business Guide 2011 Edition'," billboards range in size from 5 by 11 feet to 14 by 48 feet. With strategic placement, billboards can generate sufficient business.

Wroblewski (2018) explains the importance of billboard advertising to media watchers, that after seeing a billboard, consumers perhaps jot down the contacts and may need to receive a direct mail piece and see an online advertisement from the same business before visiting it.

He says: "Billboards have proven over the years to be one of the most successful advertising mediums for consumers on the go because they are practically unavoidable," 'The Economics of Successful Billboard Advertising' says "Billboards usually make the most profit when they are accompanied by another advertising medium, such as TV or print.

2.5   Perception of Customers on Billboard Advertising

Ivanoski (2007) declare people are still thinking that advertising might be something that is not crucial and it is wastage of finance and time. Some of them think advertising through radio is cheaper and quicker than billboard advertising and it has more impact on customers.

According to Ivanoski, clients have diverse feelings as well as different points of view. Some declare to let the billboard do the work; others get something smaller or even bigger. Through the research of the perception of customers, it can be seen advertisements with a lot of viewers' viewings per month on billboard or any wallscape. The high impact, distant visibility, the attractive brightened design also other structures are researched, as effective approaches proposed for the consumer advertisement need, (Ivanoski, 2007).

2.6   Challenges of using Billboards Advertising

Fulgham (2015) says that although billboard advertising is an effective campaigning tool of goods and services, it also has its pros and cons; it is also among the high cost type of advertisements. For example, comparing to print advertisements, it is like an investment type of advertisement, which a company needs to invest on it, expecting positive results to make profit.

According to Fulgham, the advertiser should be very careful with the message portrayed in the advertisement in order to give out positive outcomes, also if not well visible, the message may not properly reach the targeted clients, bearing in mind considered that it is a kind of advertisement that it is meant to be seen by road users such as drivers and passengers.

Certain weather conditions may also be a challenge on billboards because these may destroy it or cause it not to be seen clearly. Clouds, storms and floods can cause poor visibility, rendering billboards advertising ineffective. Billboard advertising is also hindered by being outdated. Anything that is seen frequently can help to remind the public about something, but billboards are limited because of the high cost involved and are not permanent, so the advertiser should be very careful while putting the message so that people will not easily forget and hence continue to purchase the advertised goods and services. It can also be said that this is a short term advertising tool with limited information, simply because of the inadequate space, (Fulgham 2015).

According to Okhakume, (2013), government policies and adherence to global standards of statutory intercession, the local situation is surrounded by the confusion among administrations and agencies. For instance, state governments have strictly seized the local governments' right to billboard adverts taxes over their agencies, but because this arrangement is not consistently correct in some stations, the agencies found themselves exposed to double payment, one to the government agency and the other to the local government who claims to be paid, something which costs them significantly.

2.7   Theory Guiding the Study

In this study, the researcher uses The Gratification Theory (UGT) of the media which was developed in four stages. The first stage was developed in 1944 by Herta Hertzog and Wilbur Schramm and further in 1970 by Abraham Maslow. The second

stage came in 1969 by Jay Blumler and Denis McQuail and further in 1972 by Jay Blumler. Joseph Brown and Denis McQuail at this stage proposed four uses of media, which are diversion, personal relationships, personal identity, and surveillance. In 1973-74 Blumler, Brown and McQuail were joined by colleagues Michael Gurevitch, Hadassah Haas, and Elihu Katz. Then, the six conducted collaborative research on how people viewed mass media.

This theory states what people do with media rather than what media do to people. Also this theory is contradictory to the "Magic Bullet" theory, which states that the audience is passive. Elihu Katz first familiarised the 'Uses and Gratification Approach' (UGT), when he came up with the notion that members of the public use the media for their own advantage. This theory was contemporary because it contradicted older views that assumed the audience was a passive group. The UGT views the audience as active, meaning that they actively seek out precise media and content to attain certain results or gratifications that fulfill their personal needs, Spring (2002).

2.7.1   Reasons for Using the Theory

This *communication theory* is preferred because it is *positivistic* in its approach, based in the *socio-psychological* communication custom, and centres on communication at the *mass media* gauge. Why do people use media and what do they use them for? The approach of gratification discusses how users purposely pick out the media that will satisfy particular needs and allow one to develop knowledge, moderation, social connections and interactions, alteration, or escape.

It assumes that members of the audience are not passive consumers of media products. Rather, the audience has the power over their *media consumption* and assumes an active role in interpreting and integrating the media into their own lives.

Unlike other theoretical perspectives, UGT holds that members of the audience are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification. "As commonly defined by gratifications researchers, the term "audience activity" hypothesizes the selective orientation by audiences toward the communication process.

In brief, it suggests that media use is motivated by needs and goals that are defined by audience members themselves, and that active participation in the communication process may facilitate, limit, or otherwise influence the gratifications and effects associated with exposure. Current thinking also suggests that audience activity is best conceptualized as a variable construct, with audiences exhibiting varying *kind*s and *degrees* of activity, Levy & Windahl (1984).

2.8   Empirical Literature

2.8.1   International Empirical Studies

Taylor, Franke and Bang (1999) did a research on the use and effectiveness of billboards. The aim of that research was to address the gaps in the literature by reporting the results of a survey of business that uses or used billboard advertising. Two perspective theories were used as the basis for hypothesis on the study.

First, because people have inadequate statistics handling ability, part of the desirability of information comprises their capability to cut through gathering. Second, because billboards appear at specific locations, their benefits are associated with physical factors. As recommended by seriousness prototypes in purchase to the absence of a persuasive incentive such as significantly enough floor space for marketing, customers are more likely to shop at outlets that near their home. This involved 5,000 companies, which are main users of billboards. A survey was sent to 1,315 companies that were carefully chosen from a list using a simple random-sampling technique. The cover letter promised confidentiality of responses and presented respondents with a summary report of the findings. Usable responses were obtained from 348 companies, including 16 not currently using billboards. This small group of non-users was kept in the analyses to extend the range of available perceptions on billboard use. The effective response rate was 30.4%. This response ratio, though not high in remarkable terms, is similar to many recent surveys in the business literature (e.g., Dennis 2003; Morrison and Haley 2003). This study contributes to the study on the perception of people concerning the use of billboard advertising.

Taylor & Franke (2003) did a research titled business perceptions of the role of billboards in the US economy. It aimed focusing on issues linked to the policy debate, including targeting and content decisions. Lee and Calcott (1994) examined whether alcohol and tobacco advertisements are disproportionately targeted at minorities. Two sampling structures were used for the study. One was a national listing, provided by the Outdoor Advertising Association of America, comprising

more than 5,000 companies that use billboards. For the survey, a random sample of 1,315 companies was selected from the list. These companies were sent a cover letter asking for their participation in the survey, along with the questionnaire and corporate reply envelope. Confidentiality of individual responses was assured in the cover letter, and respondents were promised a summary report of the findings upon request.

Five weeks after the early mailing, a follow-up mailing was sent to those firms that had not responded to the initial mailing. Of the 1,315 survey questionnaires sent, 168 were presumed undeliverable. Responses were obtained from 348 of the delivered questionnaires, for a response rate of 30 per cent. Eleven of these respondents reported that they had not used billboards in recent years, and another response was not practical due to lacking the requested information. Potential non-response bias was assessed by comparing respondents to the first mailing list with respondents to the second mailing in terms of number of employees and number of billboards used.

Differences were not statistically significant, suggesting that non-response bias based on these proportions was not present in the sample. Moreover, follow-up phone calls were made or tried to a random sample of 97 non-respondents. In many cases (43 per cent), a current phone number could not be obtained for the business. The remaining calls pointed out that the reasons for non-response were not related to factors that could cause unfairness in the results. The major findings were that billboards offer a wide range of hypothetically valuable information to consumers. They concluded that small businesses would be affected by a lack of access to billboards.

This empirical literature can contribute something to my study to find the role of billboards advertising in promoting telecommunications business, because the findings show that the businesses that cannot use billboard advertisements might be affected economically.

2.8.2   Empirical Literature from Africa

Achieng (2009) did a study related to this researcher's on effectiveness of billboard advertising. The aim of the research was to find the effect of marketing on fast moving consumer goods, with special attention to soft drinks. She used two theoretical perspectives in the promotional role of billboards. Firstly, because human-beings have limited information processing capacity, part of the attraction of billboard involves their ability to cut through clutter. To deal with the large volume of advertisements shown, people engage in selective perception that involves screening out advertisements that are less relevant to them (Celsia and Olson, 1988, Mowen and Minor, 1998). Secondly, because billboards appear at specific locations, many of its advantages are linked to geographical factors. As suggested by gravity models in retailing, in the absence of compelling stimulus such as substantially larger floor space for selling, consumers are more prone to shop closer home. Bell, Ho, Tang (1998).

Edegoh, Nwanolue & Ezeh (2013) did a study which they entitled, 'Audience Assessment of the Use of Models in Billboard Advertising', and used consumers of Amstel malt in Nigeria. The study aimed at determining whether models in billboard advertising attract more attention from the audience than the product itself that is

advertised, finding out what arouses the interest of the audience most in billboard advertising, determining what influences action of audience in billboard advertising and assessing what audience recall most in a billboard advertisement. It argues that the use of attractive models in billboard advertising sometimes creates interference as audience focus their attention on the models rather than the advertised product. The theories used were the agenda setting theory, the uses and gratifications theory of the media, and the psychodynamic theory. The sample size of 373 was used drawn purposively from the population of Amstel malt consumers in Onitsha.

The work implemented survey research method and used a questionnaire as data collecting tool. The major findings showed that models in billboard advertising invite more attention to people than to products that are advertised and that audience memory models in billboard advertising more than the product advertised.

Therefore, it was concluded that audience attention was more on models used in billboard advertising. Based on this, it was suggested that billboard advertising should use models economically and make the product or service advertised more exposed on the billboard to ensure easy recall. Therefore, as a researcher, this study provokes our study to speculate whether billboard advertising has any role in promoting telecommunications business in Tanzania.

Roux, Waldt & Ehlers (2013) conducted a study named 'A Classification Framework for Billboard Advertising Media in South Africa', which aimed to describe the context and classification of Out of Home (OOH) advertising media in South Africa, and to provide a comparison of the characteristics of the major billboard advertising

media platform. Findings revealed that South Africans' attitudes towards billboard advertising were positive, which was considered to be a plus. The data collection method used was interviews. The studies above contribute a lot to this study because they show the indicator of the role of billboard advertising in promoting telecommunications business in Tanzania.

2.8.3 Empirical Literature from Tanzania

Sylvester (2004) is among the studies on the role of billboards in petrol business performance, which aimed to investigate the efficiency of outdoor billboards advertising in influencing the intention of petroleum customers to purchase in association to other media. A survey of 480 drivers commenced in the four highways of Dar es Salaam city using both critical and appropriate sampling procedure to draw respondents. Questionnaires, interviews and observations were employed to gather both qualitative and quantitative data for the study. It was established that there is a positive outcome to the efficiency of billboard advertisements.

It was also revealed that billboard advertisements displayed clear message to consumers and influenced sales to some extent and were preferred by fuel truck drivers to other media when it comes to fuel procurement. Since the study focused on the petroleum sector only, it is hard to specify the findings to other parts in the Tanzanian perspective.

Nevertheless, those studies did not provide the role of billboard advertisement to promote telecommunications companies, an account for the public perceptions towards tobacco billboard advisements sought by the current study. The relevance of

this study is that it provides the researcher with various advertisement media used in promoting various products in Tanzania, the modes sought to be compared with billboards when assessing their effectiveness in creating public awareness.

Leonidas (2013) conducted a similar study as mine, on the contribution of advertisement on increasing sales performance. The aim was to find out the contribution of advertising in increasing sales of Nyanza Bottling products. Interviews and the questionnaire employed in data collection from 50 respondents in Ilemela District in Mwanza Region. Both Qualitative and Quantitative approaches were employed in data analysis. At last he found that advertisement plays a great role in promoting products of Nyanza Bottling Company Limited (NBCL) to raise sales and generate attentiveness towards their products.

The study withdraws an explanation of the roles of advertisement and company's performance; however, the study fails to capture consumers' perception about billboard advertisements. For my study, this underscores the point that advertisement plays a bid role in promoting products, although it doesn't show out the role of billboard advertisements in promoting companies, particularly telecommunications companies in Tanzania.John (2012) conducted a study on perceptions towards Vodacom and Tigo TV advertisement among university students in Tanzania, with the aim to investigating university students' media knowledge, their understandings, and substitute perceptions about Vodacom and Tigo television animation advertisements. The collection of data was through interviews and questionnaires, and a survey of 40 respondents grouped into two separate groups of 20 university

students each, with one group comprising students educated in interpreting media issues, and another group included students who were not conversant with media analysis.

Although this study was about telecommunications companies, it indicated nothing on the role of billboard advertisements in promoting companies, particularly telecommunications companies in Tanzania. But it contributes a bit in my study, because it is concerned with advertisement.

Kapesi (2007) conducted a study on consumer's perception of advertising in Tanzania. The study aimed at examining the underlying beliefs that accounted for perceptions of advertising among Tanzanian consumers as a result of the country's trade. liberalisation policy adopted in the late1980s. Qualitative research approach was employed in the study and Focus Group Discussions (FGDs) was adopted in data collection for the study. The FGDs consisted of male and females drawn from different socio-income groups, aged between 18-45 years. Digital recording devices were used as data tools to record discussions. It was found that there is a positive perception of and favourable attitudes towards advertising in general.

It was also revealed that advertising is useful in product knowledge, availability and a factor in decision-making. Entertaining and humorous advertisements were said to have high recall rates. Some advertisements were pointed out as unethical and intrusive in the values and lifestyles of consumers, attracting the need to have advertising rules and regulations to guide both the media and advertisers on ethics.

This study, however, ignored other segments in studying consumer's perception of advertising such as demographic segments and also did not focus on billboards in particular.

Sylvester (2004) studied the role of billboards in petrol business performance with the aim of investigating the effectiveness of outdoor billboards advertising in influencing intention of petroleum consumers to make purchases in comparison to other media. A survey of 480 drivers was undertaken in the four highways of Dar es Salaam City using both judgemental and convenience sampling procedure to draw respondents.

Questionnaires, interviews and observations were employed to gather both qualitative and quantitative data for the study. It was found that there is a positive outcome to the effectiveness of billboard advertisements. It was also revealed that billboards advertisements displayed clear message to consumers and influenced sales to some extent and were preferred by petrol truck drivers to other media when it comes to petrol purchases. Since the study focused on the petroleum sector only, it is hard to generalise the findings and associate them with other sectors in the Tanzanian context.

2.9   Research Gap

Literature has shown the importance of billboards advertising. The historical overview is a summarised history of outdoor advertising from the 1800s and onwards. The aim is to give a general overview of the evolution of the medium over time, as well as the evolution of the analysis towards it.

Outdoor advertising is not a new phenomenon. Outdoor signs for local businesses have been colouring ancient cities in Rome, Greece and Egypt, albeit at a minor scale. That was during the 1800s when the extent of outdoor advertising considerably improved. The advancements reflected the increase in industrialisation and mass production of the rest of the society, due to the growth of cities and the increase of the population.

Recently, a wide range on several categories of products has been advertised on billboards, controlled by a variety of marketing and service businesses. In spite of the revenue growth, billboard advertising remains among the least researched of any mass medium.

Even among the limited number of studies that have been conducted on billboard advertising, few scholars have focused on the factors that drive its effectiveness. Selective perception has assumed something that involves demanding exposure, commitment, idea, and publication. In an advertising context, demanding exposure refers to people limiting the communication they see and hear, to those that is adaptive to their former theories and superiorities.

It is said that, demanding exposure symbolises the consideration of the advertisement, once it is wide open to it. It also includes the manner with which the customer joins the advertisement's content with previous beliefs. Finally, the selection they keep in mind is defined as recalling communications that are more reliable with one's previous views and own self-perception. When related to advertising, these stages obviously occur before the advertisement reaches to the

customer. At a minimum, consideration and recalling must take place. Advertisers must consider that demanding exposure is affecting the ability of the clients to get through a message. Because of the heavy volume of advertising to which consumers are exposed to, they should make the choice over what advertisements to introduce and which ones to improve.

Various academic articles, textbooks, and industry publications list the key advantages and disadvantages of billboards advertising in comparison to other media. No prior study in each segment of the literature review has examined the billboard advertising in promoting telecommunication business, particularly in Tanzania. However, this study aims at fulfilling this gap

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes and gives justification for the methodology and data collection techniques used. It contains research approaches, research designs, population, sampling techniques and sample size, unit of analysis and study area. Interviews were used as data collection techniques.

3.2 Approaches to Data Collection

According to Creswell (2009), research approaches are plans and procedures that are set and employed by researchers to collect, analyse and interpret data. This study used qualitative approach strategy because it has a particular value in understanding visual means and expression of election advertisements. Furthermore, the qualitative approach is the best way to reflect on how people, through advertising, construct and interpret realities (Geske, 2009). Jackson, Drummon, &Camara, (2007: 23) cite Denzin and Lincoln (2000) as saying that the aim and function of qualitative enquiry is to understand the meaning of human action by describing the inherent or essential characteristics of social objects of human experience.

3.3 Research Design

Creswell (2009) defines the research design as a plan or proposal to conduct research. According to him, it involves the intersection of philosophy, strategies of inquiry and specific methods. In this study, the researcher adopts case study research design to reach the overall aim of the research. The choice of a case study research

strategy was prompted by a number of reasons. The case study has a distinctive advantage over other research strategies when "how" or "why" questions are being posed to discover a current social phenomenon and when the researcher has little or no control over events (Yin, 2003). The case study also offers an opportunity to explain why certain outcomes may happen, more than just find out what those outcomes are (Denscombe, 1998,p.31). By using the case study, the researcher was able to focus only on telecommunication billboards that were under investigation, give them wide and in-depth exploration, and finally explain what the researcher was establishing.

3.4 Area of the Study

The study was conducted in Dar es Salaam City particularly at the headquarters of TTCL and Airtel. These areas were specifically selected because main interviewees were based in these offices. Even customers who were interviewed were found in these offices.

3.5 Population of the Study

According to Polit and Hungler (2009), population means an aggregate or totality of all the objects, subjects or members that conform to a set of specifications. This study employed two types of population, namely, TTCL and Airtel branding and marketing officers and customers. Telecommunication branding and marketing customers were selected because they knew why their companies were using billboards, challenges of using billboards to market mobile companies' products and the impact of these billboards. Customers were selected because they were in a good

position to answer the question on how they perceive the use of billboards to market telecommunications products.

3.6 Sample Size

This study adopted a non-probability sampling strategy using convenience and purposive sampling. The study purposely interviewed six marketing branding officers employed by TTCL and Airtel companies respectively. Moreover, the research interviewed 40 customers, of whom 20 were users of TTCL products while 20 were Airtel consumers. These were conveniently found at TTCL and Airtel headquarters respectively.

3.7 Data Collection Techniques

This research used interviews to collect data from TTCL and Airtel marketing and branding officers and their customers.

3.7.1 Interviews

Creswell (2009) defines interviews as an excellent way to learn in-depth information from a person for the primary research project. This method was used to collect data from marketing and branding officers as well as customers. In-depth interviews were conducted to answer the three objectives. The interviews between marketing and branding officers as well as customers lasted between 30 and 80 minutes.

Before interviewing, the researcher explained the objective of study questions. The purpose of this was to elicit detailed answers from them. Moreover, the interviewees

were assured that their identities would not be revealed during and after the study. Only the names of those who agreed for their names to be revealed are mentioned in this study. The names of interviewees who declined to be identified have been omitted to comply with confidentiality conditions. The style of interviews was semi-structured. The language used was Kiswahili, but later the researcher translated the quotes from interviewees into English and kept the intended meaning in brackets. Then the interviews took a formal structure after the researcher asked the interviewees based on their narrations and responses to the questions.

3.8   Data Analysis

3.8.1   Analysis Procedures of Interviews

3.8.2   Coding Procedures

In this study, the researcher was the main coder of all coding steps. The researcher was assisted by two coders. Before the coding, the researcher trained the two coders because training is an important aspect of objectivity in content analysis research (Kolbe& Burnett, 2009; Neuendorf, 2012). These two coders were trained during a 55-minute session. It should be noted that the two coders neither knew the hypotheses nor the research questions involved in this analysis.

Before the coding process, the main researcher read a coding scheme to both coders, explaining the classification and operationalisation of each variable. After the two coders had familiarised themselves with the coding scheme they were exposed to data collected. The coders asked the main researcher some questions for clarification and procedures. After these questions, a sample was distributed to both coders. In

order to achieve objectivity, the researcher advised the coders to work independently. Moreover, the researcher advised them to analyse data without the input of others.

3.8.3   Analysis Procedures for Interviews

This study employed a thematic analysis method to analyse data from the interviews. The researcher read line-by-line all the data from the interviews. After this process, the researcher categorised the data into themes that were read for analysis.

3.9   Validity of Data

3.9.1   Validity

According to Leung (2015, p.324), validity means "appropriateness" of the tools, processes, and data. In this research, validity was achieved by undertaking multiple methods to investigate the problem from different angles and strengthen the validity of the findings. Moreover, all interview questions were directly linked to the research's aim and objectives and covered all aspects of the topic. Data was also transcribed and analysed. For instance, data collected using Kiswahili language was translated into English.

Furthermore, all the instruments the researcher used in focus group discussions and interviews were pre-tested. The instruments were presented before the lecturers in the Department of Mass Communication at the Open University of Tanzania—OUT to assess if they were appropriate. Errors were corrected after the pre-test session. Finally, all secondary sources of the data used were assessed to determine the validity of information given.

3.10   Transcriptions

Materials that were analysed consisted of transcriptions from interviews and notes taken. To ensure that transcripts represented the spoken text, the interviews were transcribed verbatim. After the first reading, the researcher checked the transcriptions and made the necessary changes. Furthermore, all interviews were transcribed following the first two days after the interview to make it easier to remember the context in which statements were made, such as irony and body language. These preventive measures were taken due to controversies surrounding the issue of transcriptions. Many scholars argue that transformation from oral to written text represents a (re-) construction rather than a direct copy (Kvale, 2006). Transcribing verbatim and as soon as possible after interviews was, therefore, done to heighten representativeness of the transcripts to the spoken material. All information that could be used to identify a specific person was left out of the transcripts and presentation

3.10.1 Units of Analysis

Trochim (2006) defines the unit of analysis as the "who" or the "what" that the researcher is analysing in his study. The units of analysis during the interviews with interviewees were reasons, perceptions and challenges on the use of billboards used to market telecommunications products.

CHAPTER FOUR

DATA FINDINGS, PRESENTATION AND DISCUSSION

4.1   Introduction

This chapter presents, interprets and discusses data collected from different sources. Interviews were the methods used to collect the data. It also seeks to assess the challenges facing TTCL and Airtel Tanzania in using billboards to promote their goods and services in Tanzania. The findings will be presented below according to the order of the specific research objectives.

4.2   Objective One: To Explore the Reasons for TTCL and Airtel Tanzania using Billboard Advertisements in Tanzania

The first objective of this study aimed at exploring the reasons for TTCL and Airtel Tanzania using billboard advertisements in Tanzania

4.2.1 Key Findings from the TTCL and AIRTEL Marketing and Branding Officers

Key findings from marketing and branding officers indicated that billboards' were used because they had big impact and were effective in reaching a wider audience.

4.2.2 Impact

All the four marketing and branding officers from TTCL and Airtel said they used billboards because they had great impact in marketing their companies' products. For example, one of the officers at Airtel Tanzania said:

Billboard advertisement is the most widely spread and oldest form of communication. It is believed that the location of billboard advertising needs to be in an area where targeted people are most likely to see it. The researcher supports Roux (2014) who says that the location can be, for example; in moving transit, buildings, public facilities, inside leisure areas, parking areas and stationary transit, which gives a free hand for product advertising.

The researcher in this study believes that billboard advertising is normally used as the main or support media in campaigns, because of its capability to extensive coverage. At this juncture, the researcher supports Raninen & Rautio (2002), who say that using billboards as a substitute media form is important in case if primary media, such as a print and a broadcast are unavailable.

Moreover, this researcher believes that billboards have advantages because of their offers which include long exposing times, geographical selectivity to direct the advertisement to a particular segment which reminds one of a last-minute deal, impact on peoples' choices and allows psychedelic display for products. At this juncture, the researcher supports Todor (2016) who says that billboard advertising has durability and level of trust, because it has less frauds than online marketing.

However, it should be noted that billboard advertisement faces limitations too. Sometimes a brief sentence makes pointing out the wanted message difficult. Even though outdoor advertising can target to a particular segment, targeting the wanted target group is difficult, when there is non-selectivity to a certain target group.

It should be taken into consideration that billboard advertising has multiple ways to impact on brand awareness. It is stated that in marketing communications, especially advertising, is an important tool to sustain and generate brand awareness. The researcher supports Vuokko (2003), who says that billboard advertising has cognitive ability to create brand awareness of a corporation brand, a product brand and a certain target group. The researcher also believes that billboard advertising keeps audience updated on a company's actions, flaws and new features.

The researcher believes that creating strong brand awareness increases a brand's likelihood to become part of consumers' consideration process. Brand awareness impacts on brand knowledge and brand image, which together establish a strong brand relationship. That is why this researcher supports Isohookana (2007), who says that billboard advertising is one of the tools to marketing a brand. Moreover, this researcher supports Isohookana, who explains that the objectives of advertising are in four levels of object hierarchy, which are persuading, resembling, strengthening and informing. This is to say, persuading makes a product more desirable, informing means of creating awareness of goods or service features and existence, reminding effect on new purchase of a product and strengthening the feelings of goods purchase in a customer's mind.

4.2.3   Reaching Large Audience

The findings of this study reveal that telecommunications companies use billiards because they are effective in reaching large audience. For example, one of the respondents said:

We normally use short and sweet messages in order to arouse an action from our potential customers. Moreover, our billboard adverts are always visually (photo & colour) engaging for people to remember our brand messages.

The research assumes that the principal aspects of its effectiveness are cost saving and greater market coverage. Billboards are surely an efficient method to publicisegoods and services anywhere and anytime. Technological furtherance has also played a major role in supporting its cost-effectiveness. In earlier days, billboards were generally painted by hand, and this was a high-priced and time-consuming undertaking. However, with today's cutting-edge computer technology, they can now be designed with the aid of computers and printed on vinyl paper, and then fixed onto the backcloth. The end result is a super ordinate advertisement in much less time at an affordable price.

Figure 4.1: One of the Airtel Billboards which Respondents Say were Very Effective

This researcher believes that the elements of successful billboard advertising require different considerations from the marketer. On this, the researcher supports Helmer (2016) who says that key locations and physical attributes affecting the visibility is taken and modified from are very crucial when thinking of an effective billboard advertisement. In this context, this researcher again supports Helmer who says that the first thing to consider is to decide the location of the planned advertisement and making sure it is placed on the side of road where most potential customers can view or read it.

This implies that traditional marketing, such as billboard advertising, can create faster and more effective results than digital marketing, when advertisements are placed in good locations near the targeted audience.

Figure 4.2: A TTCL Billboard Located at One of the Roads in Dar es Salaam City

The researcher supports Todor (2016) who says that the next thing to consider is posing the right angle and measuring the distance from traffic.

In addition, deciding the target audience is important, weather it is pedestrians, vehicle passengers or both. This implies that the type of road impacts on the physical and location aspects of billboard advertisement. This researcher also supports Helmer (2016) who says that the height, size and illumination of the billboard are crucial when deciding on effectiveness.

This implies that billboard advertising is like a form of communication that is primarily used to influence a group or individuals to take action in the interest of a company. This researcher supports Ryans (1996) who says that awareness of trademark and innovative communication in relevant advertising of brands is very effective as it boosts consciousness and product sales because it is a media that is easily accessible to many people around the globe.

This implies that billboards, which are the basis of this research, are one of the forms of advertisement that are very relevant when it comes to conveying a message to the public. It is seen that doing campaign periods, posters have a huge effect.

4.3 Specific Objective Two: To Determine the Perceptions of Customers of TTCL and Airtel Tanzania on Billboard Advertisement

The second objective of this study aimed at determining the perceptions of customers of TTCL and Airtel Tanzania on billboard advertisement.

4.3.1 Key Findings from the TTCL and AIRTEL Marketing and Branding Officers

Key findings from customers, marketing and branding officers indicated that mobile phone company billboards' persuade users to purchase services of either TTCL or Airtel companies. Other respondents said billboards were misleading. Other respondents said Airtel and TTCL billboards were informative. Also, some customers said Airtel and TTCL billboards influenced their purchasing behaviour.

4.3.2 Persuading Customers

The findings indicated that customers were persuaded by mobile phone companies' billboards to join and using their services.

> *For example, one of the TTCL customers said: "The alluring image designs, tempting price offers and simple effective messages of TTCL billboard advertisements greatly influenced me to subscribe and continue using TTCL services."*

The findings are consistent with Evans et al, (2006) who pointed out that advertising can be seen as an external motivator that through its attractiveness and stimulation forces is able to influence the customers' attitudes toward the product or service and encourages the consumer-producer relationships as well as purchase and post-purchase interactions. The findings also concurred with Kapesi, (2007) study on understanding the consumer's perception of advertising in Tanzania.

The study examined the underlying beliefs that accounted for perceptions of advertising among the Tanzanian consumers as a result of the country's trade liberalisationpolicy adopted in the late 1980s. The research findings conclude that

there was a positive perception of and favourable attitudes towards advertising in general. It was also established that advertising is useful in product knowledge, availability and a factor in decision making. Entertaining and humorous advertisements were said to have high recall rates.

4.3.3 TTCL and Airtel Billboards Misleading

Some TTCL and Airtel customers said some billboards are misleading. For example, one of them had this to say: *Airtel billboard advertising is deceptive and do not communicate the truth.''* The findings reveals that billboard advertises by using some words that are thought to be there to cover the advertiser's back rather than to help or protect the consumer. It can also be advertising that uses words such as "priced from" and consumers know they are unlikely to be able to buy the product at that price. Other weasels are seen to be 'terms and conditions apply' and 'limited numbers available'.

According to respondents, billboards advertise serious products, mainly mobile services that highlight substantial benefits but they are vague in their communication of the implications or downsides. This implies that respondents find billboard advertising not credible and instead, they are seen as purposefully misleading or are not fully informative, trivial and confusing.

Some of these characteristics impact on the personal usefulness of advertising as an information source, but also have potential societal consequences by making commonplace the telling of half-truths and other self-serving deceptiveness, which leads to cynicism.

4.3.4 Airtel and TTCL Billboards are Informative

The findings from customers indicate that Airtel and TTCL billboards are informative. For example, one of the respondents using TTCL services said: **TTCL** billboard advertisements are a source of information about company's mobile phone and services."

One of the most vital functions of an advertisement is to provide information. In formativeness of the advertising message is a strong influencing factor on consumers' perceived value of a product, and also shows strong the influence on consumers' attitude. Another respondent pointed during the survey that Airtel billboard advertisements are used by Airtel to communicate about products or services, particularly new ideas. He said:

> *"If there were no advertisements around you, you would end up just going round picking up things, so advertising is good because you find out about new things coming out".*

This implies that billboards keep the public informed on new products, informing them about specific brands and educating them about particular product features and benefits. Thus, there are no doubts that all, no matter what age, wanted this information. The fear of missing out is real. People value the information provided by billboard advertisements. They recognise that billboard advertisements are not out to entertain, but are there to provide useful, interesting information. The findings concurred with Rubin (2002). Individuals use advertisements to seek necessary and valuable information to support their purchase-related decision-making and to remain updated.

4.3.5 Airtel and TTCL Influence Customers Purchase Behaviour

The research findings reveal that billboards influenced some respondents to purchase products. For example, one of the TTCL respondent said: "TTCL billboards' particularly alluring image designs, tempting price offers and simple effective messages advertisements greatly influenced my decision to purchase a TTCL line".

The findings were consistent with Evans *et al.,* (2006), who pointed out that advertising can be seen as an external motivator that, through its attractiveness and stimulation forces, is able to influence the customers' attitudes toward the goods or services, and encourages a consumer-producer relationships: purchase and post-purchase interactions.

The findings also concurred with Kapesi, (2007) study on understanding the consumer's perception of advertising in Tanzania. The study examined the underlying beliefs that accounted for perceptions of advertising among the Tanzanian consumers as a result of the country's trade liberalisation policy adopted in the late 1980s. The research findings concluded that there was a positive perception of and favourable attitudes towards advertising in general.

It was also established that advertising is useful in product knowledge, availability and a factor in decision making. Entertaining and humorous advertisements were said to have high recall rates. Some advertisements were pointed out as unethical and intrusive with regard to the values and lifestyles of consumers, calling for a need to have rules and regulations for advertising to guide both the media and advertisers on ethics.

4.4 Specifics Objective Three: To Assess the Challenges Facing TTCL and Airtel Tanzania in using Billboards to Promote their Goods and Services in Tanzania

The third objective of this study aimed at assessing the challenges facing TTCL and Airtel Tanzania in using billboards to promote their products and services in Tanzania

4.4.1 Key Findings from the TTCL and AIRTEL Marketing and Branding Officers

Key findings from marketing and branding officers indicated that only the cost aspect was mentioned to be the major challenges facing TTCL and Airtel in using billboards in Tanzania.

4.4.2 High Costs/ Expenses

Some respondents said putting up billboards was too expensive. For example, a TTCL marketing officer said: "Billboards in Tanzania are very expensive compared to their returns on investments".

(ROI.") Another marketing officer from Airtel Tanzania said: "There is the high cost element to overcome…To circumvent this, we normally go for open tender and competitive bidding in order to realise value for money."

Although the cost of designing and manufacturing a billboard can be expensive, the exposure garnered from the advertising often begins the minute after installing the billboard. This study concurs with the 'The Small Business Guide 2011 Edition,'

which states that billboards range in size from 5 by 11 feet to 14 by 48 feet. With strategic placement, billboards can generate ample business. In some instances, such as billboard advertising, the billboards can pique a consumer's interest and provide driving directions to boot, resulting in direct and nearly immediate higher sales.

However, billboard advertising can be relatively inexpensive, depending on the size and location, but the expense must be weighed against the kind of message you want to get across. Billboards are a very quick read, so they shouldn't contain a lot of information.

This type of advertising can be a great option if your campaign is one of awareness and branding, but it should be avoided if you want to convey a lot of information about your product or service. *Six words* are the ideal amount of copy on a billboard, and that could severely limit your ability to communicate with potential consumers.

Billboard pricing, as is the case for most advertising, is based on a *CPM model,* which is the cost for one thousand impressions. Of course, CPMs vary between companies and even particular billboards. According to the *Outdoor Advertising Association of America*, the average CPM for bulletins (large format billboards) is between $3 and $18, and the average CPM for posters (smaller format billboards) is between $1 and $13. So, assuming you have 100,000 impressions per month, a bulletin would cost between $300 and $1,800 and a poster would require between $100 and $1,300per month.

The location of a billboard is probably the most important factor when determining its cost. Other than determining how many people will be in the area, the physical

location will also affect how visible it is. Addressing questions like the following will all play a role in determining how much an owner will charge. Is the billboard part of people's natural gaze? Is there anything partially blocking the view? What else are people doing as they pass by? Are there any eyesores nearby?

For example, billboards that are on the opposite side of the highway will cost less than those on the same side of traffic, seeing as drivers and passengers are more likely to look that way as they go by. Thinking about how someone will actually interact with the sign or poster is important when looking to lease a space for your advertisement.

The popularity of a location will also sway the price of a billboard. A billboard in a rural area can cost as little as $ 250, whereas one in an advanced urban area can cost tens of thousands of dollars.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1   Introduction

This study has been about the role of billboard advertisements in promoting telecommunications companies in Tanzania. It is followed by previous observations and recommendations for future action.

5.2   Summary of Findings

5.2.1   Main Issues in the Theoretical Conceptualisation and Literature Review

This study sought to examine the role of the billboards in promoting TTCL and Airtel companies in Tanzania. The study was guided by three specific objectives namely, to explore the reasons why TTCL and Airtel Tanzania use billboard advertisements in the country; to determine the perceptions of TTCL and Airtel Tanzania customers on billboard advertisement and to assess the challenges facing TTCL and Airtel Tanzania in using billboards to promote their goods and services in the country.

The need to study role of the billboards in promoting TTCL and Airtel companies in Tanzania was prompted by this researcher's quest to help telecommunications companies understand the perception of the public on billboard advertisement. This could help the managements of the companies to review or improve on this marketing strategy. The information that has been generated on the role of billboards in promoting the goods and services of telecommunications companies could help the government to undertake the best way of charging taxes on billboards.

The study specifically focused on three objectives.

5.2.2 Objective One: To Explore the Reasons why TTCL and Airtel Tanzania use Billboard Advertisements in Tanzania

The first objective of this study aimed at exploring the reasons why TTCL and Airtel Tanzania use billboard advertisements in the country. Key findings from marketing and branding officers indicated that billboards' were used because they had big impact and were effective in reaching large audience.

5.2.3 Objective Two: To Determine the Perceptions of TTCL and Airtel Tanzania Customers on Billboard Advertisement

The second objective of this study aimed at determining the perceptions of customers of TTCL and Airtel Tanzania on billboard advertisement. Key findings from customers, marketing and branding officers indicated that mobile phone company billboards' persuade users to purchase services of either TTCL or Airtel companies. Other respondents said billboards were misleading.

5.2.4 Objective Three: To assess the Challenges Facing TTCL and Airtel Tanzania in using Billboards to Promote their Products and Services in Tanzania

The third objective of this study aimed at assessing the challenges facing TTCL and Airtel Tanzania in using billboards to promote their products and services in Tanzania. Key findings from marketing and branding officers indicated that only the cost aspect was mentioned to be the major challenges facing TTCL and Airtel as the companies seek to use billboard advertising.

5.3　General Conclusions

This study concludes that billboard advertising is entertaining and informative. With regard to credibility of billboard advertisements, respondents state that they generally do not trust them. Respondents feel that most billboard advertisements are purposefully misleading by not being fully informative, but nonetheless, they guide them in making purchase decisions.

Finally, this study concludes that in general, as the empirical data show, people generally have positive opinions about billboard advertising. They think that the creative aspects of billboards help break through the clutter in the overloaded media environment and provide useful messages that can influence consumers to be interested in the advertised goods s or services.

In her concluding note, this researcher would like to assert the growing importance of billboard advertising. She believes that it will grow further in terms of advertising expenditure and exposure in the coming years.

5.4　Recommendations

5.4.1　For Action

(a) Impact

The researcher found that billboards are used because they have a big impact and were effective in reaching large audience. This study recommends that mobile phone companies should continue using more billboards all over Tanzania to promote their products.

(b) Misleading

The findings found some respondents complaining that what was advertised on billboards was misleading as it was at times contrary to reality. This study notes that the world has changed and that the public is more knowledgeable today, so it recommends that companies should advertise by posting genuine messages as regards goods and services they provide.

(c) Cost

The findings indicated that companies had the challenges of the high costs of advertising using billboards. It is recommended that these companies should focus more on social media advertising and in particular, go for info-graphics, in order to minimise cost.

5.4.2 For Further Studies

Further studies should concentrate on the role of social media on promoting mobile phone in Tanzania.

REFERENCES

Achieng, J. A (2009) Effectiveness of billboard advertising; a case of soft drinks in Nairobi.

Achiya (2013) From book "Genetic Programming Theory and Practise XIII (pp21-38) *ACM,* 46(4), 91 – 94. http://dx.doi.org/10.1145/641205.641211

Adler, R. B., & Rodman, G. (2000). *Understanding human communication*, (7th edition).

Alden, D. L., Mukherjee, A., Hoyer, W.D. (2000). The Effects of Incongruity, Surprise, and Positive Moderators on Perceived humor in Television Advertising.

Assael, H. (1981). *Consumer Behavior and Marketing Action,* Boston: Kent

Bauer, R. A., & S. A. Greyser (1968). *Advertising in America: The Consumer View*. Boston:Harvard University

Bhargava, Mukesh, & Donthu (1999). Sales Response to Outdoor Advertising, *Journal Of Advertising Research*, July/August

Bhargava, Mukesh, and Caron (1994). "Improving the Effectiveness of Outdoor Advertising," *Journal of Advertising Research,* 34 (March/April),

Blasko, V. J., (1985). "A Content Analysis of the Creative Characteristics of Outdoor Advertising: National Vs. Regional Differences," in *Proceedings of the 1985 Conference of the American Academy of Advertising,* Nancy Stephens, ed., Tempe, AZ Brassington, F. & Pettitt, S. (2000). Principles Of Marketing 2nd Ed., Pearson Education Limited., Harlow, England

Brierley, S. (2002). *The Advertising Handbook*, Routledge, London, UK 69

Burgoon, Michael, Frank, H., & Edwin, D. (1994). *Human Communication, London: Sage.*

Burton, P. W. (1983). *Advertising Copywriting,* 5th ed., Columbus, OH: Grid.

Cannon, M., & Riordan E. (1994). Effective Reach And Frequency: Does It Really Make Sense? Journal Of Advertising Research

Celsi and Olson (1988). "Is Billboard Advertising an Effective Tool in the Marketing of Home Appliances"

Celsi and Olson (1988). "Is Billboard Advertising an Effective Tool in the Marketing of Home Appliances"

Chunawalla, S., Kumar, J., Sethia, J., Subramania, G., & Suchak, V. (2002). Advertising Theory And Practice, 5th Edition,. Himalaya Publishing House, Mumbai, India

Cunningham, A., & Coleman, R. (2003). Outdoor Recall, An Examination of Outdoor

Daudpota, A. H (2013). Impact of Billboard Advertising on Consumer Buying Behaviour.

Denscombe, M., (2000). Forskningshandboken, Lund:Studentlitteratur

Dhunna, Chakrabarti, Katiyar, Mallick, & Harish, (2012). Marketing Promotion: Concept, objectives and tools. http://de.slideshare.net/vdotharish/promotion-concept-objectoves-and-tools.

Donthu, N., Cherian, J., and Bhargava, M. (1993), Factors Influencing Recall of Outdoor Advertising, *Journal of Advertising Research, Mumbai,* India

Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*

Duncan (2013). Influence of Billboard Advertisement in Promoting

E.S. Asemah, L.O. Edegoh and E.U. Ojih (2013). Public Perception towards billboards Advertisement

El-Busaidy, Naila Abdalla (*2014*) Public Perceptions Towards *Billboard Advertising* in Tanzania. Master's thesis, The Open University of Tanzania.

Elden, M. R.Y. (2003). Advertising Copy Writing, Letiflim Yaynlar, Istanbul, Turkey.

Elden, M. R.Y. (2003). Advertising Copy Writing, Letiflim Yaynlar, Istanbul, Turkey.

Ephron, E., (2004). Sauce For The Outdoor Goose, *The Ephron Letter* (January), Available At Www.Oaaa.Org/Outdoor/Sales/Files/Outdoor_ 01_04.Pdf

Esu & Ebitu (2010) Promoting an Emerging Tourism Destination. Global Journal of Management and Business Research, Vol. 10 (1) pp. 21 – 28

Evans, M., Jamal, A. & Foxall, G. (2006). Consumer Behavior, West Sussex, John Wiley & Sons Limited Experiment," *Journal of Business,* 48. Experimental Design to Evaluate an Outdoor Advertising Campaign," *Journal of Advertising,* 70

Fernandez and Rosen, (2000); Lohse and Rosen, (2001) as cited in Wang et al (2002) ascertain billboards advertisement

Fitts, R. L., & Hewett, W. C. (1977). "Utilizing the Before After with Control Group

Fitzgerald, M. and Arnott, D. (2000). Marketing Communications Classics, Thomson FtWorth, TX: Harcourt College Publishers.

Gedenk, B. (2006) billboard advertising, Scholarly article

Godin, S. (1999). Permission Marketing: Turning Strangers Into Friends And Friends Into Customers, New York: Simon And Schuster.

Goldsmith, R. E., Lafferty, B.A. & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*,

Grover, R. & Vriens, M. (2006). *The Handbook of Marketing Research: Uses, Misuses, and Future Advances*, Sage.

Hajir, Obeidat, Al-dalahmeh, Masa'deh (2015) The role of knowledge management infrastructure in enhancing innovation at mobile telecommunication companies in Jordan. European Journal of Social Sciences 50 (3), 313-330

Healey, J. (1974). A Model Of Communication Impact And Consumer Response, Advances In Consumer Research,

Hellriegel, D., Slocum, J. & Woodman, R. (1992). Organizational Behaviour 6th Ed. New York; West Publishing Co.

Hewett, W. C. (1975). "The Significance of Human Curiosity in an Outdoor Advertising

Hill, L. & O'Sullivan, T. (2004). Foundation Marketing 3rd Ed., Prentice Hall, Printing Pearson Education, Harlow, England.

Hussain, G. and Nizamani, R.K. (2011). "Factors Affecting Consumer Attention in Billboards Advertising", South Asian Journal of Management Sciences, Vol. 560-64.

Hussey, S. and Hussey, R. (1997). *Business Research.* Macmillan Press Ltd, Basingstoke.

Ivanoski (2007) Master thesis dedicate on the phenomenon Outdoor Advertising, by Toni Ivanski – PhD

Jerry Acuff (2016). Sales Leadership Training Programs

John, E. (2012). Do Animated TVs Advertisements Matter? Exploring Perceptions about

John, E. (2012). Do Animated Tvs Advertisements Matter? Exploring Perveptions about Vodacom and Tigo TV Advertisements Among University Students in Tanzania. Global Media Studies, Master thesis, Karlstads Universitet.

Journal of the Academy of Marketing Science *Journal of the Academy of Marketing Science,* 18 (3), 229–237.

Kapesi, B., (2007). Consumers' Perception Of Advertising In Tanzania, Master Thesis, DSM, Tanzania 71

Katterbach, W. (2002). Die SMS-Verkäufer. *Impulse*, February 1st, 2002

Katz, 1999; Woodside, (1990). Vanden Bergh, Bruce G., and Helen Katz (1999), *Advertising*

Katz, H. (2003). The Media Handbook: A Complete Guide To Advertising Media Selection, Planning, Research, And Buying, 2nd Ed., Mahwah, NJ: Lawrence Erlbaum.

Kelley and Jugenheimer (2004), Taylor (1997), and Woodside (1990). Kelley, L.D.

Jugenheimer, D.W. (2004) 'Advertising Media Planning: A Brand Management Approach'.

Khan (2016). Kamran Khan, S. H. (2016). Billboard Advertising and Customer Attention: A Pakistani Perspective. International Journal of Scientific and Research Publications, Volume 6, Issue 3.

Kitchin R. & Nicholas J. (2000), *Conducting Research in Human Geography: Theory,*

Kothari, C.R. (2004). *Research Methodology: Methods and Techniques*, *2nd.edition*, Wiley Eastern, New Delhi.

Kotler, P. and Keller, K. (2006). *Marketing Management, 12th Edition,* New Jersey, Prentice Hall, Englewood Cliffs, UK.

Kotler, P., (2003). *Principles of Marketing, European Edition,* London: Prentice Hall, Printers Pearson Education, Harlow, England .

Kreitner, K. and Kinicki, A. (1995). *Organizational Behavior*, Chicago, USA

Krishnaswami, R. (1993). *Methodology Of Research In Social Sciences*, Himalaya Publishing House, Delhi, India

Krugman, D. M., Reid, L.M., Dunn S.W., & Barban A.M. (1994). Advertising: Its Role In Modern Marketing, Orlando, The Dryden Press, USA

Kumar, A. (2012). "The Effect of Billboards Advertisements on Consumer: A case of Kurukshetra & Kaithal Cities of Haryana State". *A journal of Science, Technology & Management, Vol 1 (1).*

Lavidge, R. J. & Steiner, G. A. (1961). *Model for Predictive Measurements of Advertising Effectiveness*, Journal of Marketing Vol 25 Oct.

Learning, China.

Lee and Calcott (1994) A Content Analysis of Animation and Animated Spokes-Characters in Television Commercials. Article *in* Journal of Advertising 23(4):1-12 · June 2013 *with* 459 Reads

Leonidas, I. (2013). "The contribution of advertisement on increasing sales performance: A case of Nyanza Bottling Company Limited Mwanza". A

research paper on the fulfilment of the requirements for the award of Bachelor Degree of Art in Public 72

Leonidas, I. (2013). "The contribution of advertisement on increasing sales performance: A case of Nyanza Bottling Company Limited Mwanza". A research paper on the fulfilment of the requirements for the award of Bachelor Degree of Art in Public 72 Relations and Marketing, submitted in the department of Public Relations and advertising, St. Augustine University of Tanzania.

Levy & Windahl (1984). Levy, M. R., & Windahl, S. (1984). Audience activity and gratifications: A conceptual clarification and exploration. *Communication Research, 11*(1), 51-78.

Lichtenthal, J.D., Yadava, V. & Donthu, N. (2004). Outdoor Advertising for Business Markets. *Industrial Marketing Management*

Linton (2016) Do billboards still work? – with Wes Linton May 16, 2016|Book-Passion To Thrive.

Lithgow, D. M. (1999). The effective use of billboards as a communications.

Mackay, A. (2005). The Practice Of Advertising, 5th Edition, Elsevier Butterworth Heinemann, Sydney, Australia .

MacKenzie, S. B. and Lutz, R. L. (1989). An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context. *Journal of Marketing.*

Mai, L.W. and Schoeller, G. (2009). "Emotions, Attitudes and Memorability Associated withTV Commercials," *Journal of Targeting*, *Measurement and Analysis for Marketing,*

Malhotra, N. K (1999). Marketing Research, New Jersey: Pearson Education

Malhotra, N. K. (2010). *Marketing Research*, New Jersey: Pearson Education

McQuail, D. (1983). *Mass Communication Theory: An Introduction*. London: Sage
Publication. *Methodology and Practice,* Prentice Hall, London

Miles, M. B. & Huberman, M. (1994). Qualitative Data Analysis. Thousand Oaks,
CA:Sage Publications Inc.

Morrison and Haley 2003) Account Planning and the Advertising Curriculum

Mowen and Minor (1988). Consumer Behaviour; *Prentice-Hall international
editions*

Mureithi, (2002) The African Journal of Information and Communication 2002 (3),
58 74

Mustafa, G., Sukran, K. and Olgun, K. (2010). "The effect of outdoors
advertisements on consumers: A case study. Studies in Business and
Economics, year 5, No 5 Issue, August 2010.

Nsimba, S.E.D. and Sussman, S. (2006). "Tobacco Advertisements and Promotion in
Tanzania: A review of Negative Public Health Implications for Current and
Future Generations". Tobacco Industry Disease, Vol. 3 No 2:41-43 73

Okhakume, (2013). *'Evolution of Outdoor Advertising in Nigeria*

OOH, (2015). Out-of–home-advertising. Retrieved from Wikipedia, the free
encyclopedia

Ozhan, D. A. (2004). The Symbolic Use of Mobile Technology Among Turkish
Consumers. *Journal of Euro-Marketing*

Park ,J., Stoel, L., & Lennon, S. (2008). Cognitive, Affective And Conative Responses To Visual Simulation: The Effects Of Rotation In Online Product Presentation, Journal of Consumer Behavior

Patton, M., (1987). *How to Use Qualitative Methods in Evaluation*, SAGE, California Pawns and Queens, Oxford University Press.

Richards (1980) Oracles on "Advertising": Jef I. Richards and Catharine M. Curran *Journal of Advertising*

Roberto Fulgham (2015). Advantages and Disadvantages of Billboard Advertising

Rodgers, S. & Thorson, E. (2000). The Interactive Advertising Model: How Users Perceive and Process Online Advertisements. *Journal of Interactive Advertising*, 1(1),

Rosen (2001) Fernandez, K. V. and Rosen, D. L (2000). "The effectiveness of information and color in yellow pages advertising", Journal ofAdvertising (29:2), 2000, pp. 61-73

Rotzoll, K. B., Haefner, J. E., & Sandage, C. H. (1986). *Advertising in contemporary society,*West Chicago, IL: South-Western Publishing Company.

Roux, Waldt & Ehlers (2013). A classification framework for out-of-home advertising media in South Africa

Rubin, A.M. (2002). The uses-and-gratifications perspective of media effects. In Bryant, J., & Zillmann, D. (Eds). *Media Effects: Advances in theory and research*, Mahwah, NJ: Lawrence Erlbaum.

Sabokwigina, D., Malima, D. and Mpogole, H. (2013). "SMS Advertising in Tanzania: Factors affecting consumer attitudes" IST-Africa 2013 Conference

Proceedings, Cunninghum, K and Cunninghum M (Eds), IIMC International Information Management Corporation 2013.

Saunders, M. Lewis, P. & Thornhill, A. (2000), *Research Methods for Business Students (3rd Ed)*, Pearson Education Ltd, Harlow.

Schlosser, A., Shavitt, S., & and Kanfer, A. (1999). Survey on Internet User's attitudes toward Internet advertising. *Journal of Interactive Marketing,* 74

Shavitt, S., Lowrey, P. and Haefner, J. (1998). "Public Attitudes Towards Advertising: More Favourable Than You Might Think", Journal of Advertising Research, July-August 1998.

Siau, K. S. (2003). Building Customer Trust in Mobile Commerce. *Communications of the ACM,* 46(4), 91 – 94. http://dx.doi.org/10.1145/641205.641211

Söderlund, M. (2005.*,* Mätningar och mått – I marknadsundersökningarnas värld, Liber, Malmö

Spring (2002). Television political advertising effects. *Journal of advertising volume 31, 2002*

Stapel, J. (1998). Recall and Recognition: A Very Close Relationship. *Journal of Advertising Research*

Stout, P., & Rust, R. (1993). Emotional Feelings And Evaluative Dimensions Of Advertising: Are They Related? Journal Of Advertising

Sylvester, M., (2004). The Role Of Billboards In Petrol Business Performance For Dar Es Salaam City, MBA Thesis/Dissertation, Dar es Salaam, Tanzania

Sylvester, M., (2004). The Role Of Billboards In Petrol Business Performance For Dar Es Salaam City, MBA Thesis/Dissertation, Dar es Salaam, Tanzania.

Taylor & Franke (2003) Use and Effectiveness of Billboards. Public Perceptions of Billboards: A Meta-Analysis George R. Franke &Charles R. Taylor Pages 395-410 | Published online: 20 Jun 2017

Taylor, Franke and Bang (1999) Use and Effectiveness of BillboardsPerspectives from Selective-Perception Theory and Retail-Gravity Models

Thompson, J. (1998). Fox Kids Outdoor Study, Mindshare, USA Traffic Audit Bureau (1977). *Planning for Out-of-Home Media,* New York: Malbridge,

TNS Mauritius (2015). The beauty of effective out of home advertising in Africa. Published by *Lyn Jones;* lynj@continentaloutdoor.com

UNCTAD (2002), Investment Policy Review, The United Republic Of Tanzania, Switzerland.

UNCTAD (2002), Investment Policy Review, The United Republic Of Tanzania, Switzerland. Venkatram, R., & Zhu, X. (2012). Factors influencing the telecommunication industry growth: A case study of China and India. Journal of Marketing, 67-91.

Vakratsas, D. and Ambler, T. (1999). *How Advertising Works: What Do We Really Know?* Journal of Marketing

Varshney, U. (2003). Location Management for Mobile Commerce Applications in Wireless Internet Environment. *ACM Transactions on Internet Technology*

Vodacom and Tigo TV Advertisements Among University Students in Tanzania. Global Media Studies, Master thesis, Karlstads Universitet.

White, B. (2002). *Writing Your MBA Dissertation*, London: Contimum

Woodside, Arch (1990), "*Outdoor Advertising as Experiments,*" New York: Sage.

Yin, R. K. (1994). *Case Study research: Design and Method (3th ed)* SAGE
Publications

Yin, R. K. (2004). *Case Study research, Design and Methods*. Thousand Oaks, CA:
SAGE Publications.

APPENDICES

Appendix I: Interview Guide Questions

To Telecommunications Companies

1. When did you start using billboard advertising?

2. Why do you use billboards advertising?

3. What challenges do you face by using billboard advertising?

4. How do you solve them?

5. How do they cost you financially per year?

6. Do you get profit from using billboards as advertising tool?

7. What is other strength of using billboard advertising for your business in profit making?

8. Have you ever considered stopping using such kind of advert? Yes/ No, why?

9. So far, how do you get feedback from your customers about the impact of billboards adverts?

10. What more do you want to tell the public concerning billboard advertising on your business?

1. Je, mnatumia mabango kutangaza bidhaa zenu?

2. Ni sababu zipi zilizowafanya kutumia mabango kutangaza bidhaa zenu?

3. Aina gani za ujumbe mnazotumia kutangaza bidhaa zenu kupitia mabango?

4. a).Ni manufaa gani kampuni yenu inapata, mnapo tumia mabango kutangaza bidhaa zenu?

   b). Je mnapata mrejesho kutoka kwa wateja wenu mnapotumia mabango kutangaza bidhaa zenu?

   c). Wanachukuliaje?

   d). Wanasemaje kuhusu matangazo yenu?

5. Je, mnakutana na changamoto zozote mnapotumia mabango kutangaza bidhaa zenu?

   a). Iwapo ndiyo, ni zipi?

   b). Mnazichukuliaje changamoto hizo?

- Do you use billboards to market your products

-What are the reasons that make you to use billboards to market…

-What kind of msgs do you use to promote your products?

via billboards,

whatmsgs do you use to adverts,

-what are the benefits/ importance do company get when using billboards to market your products. Do you receive customer's reaction when you market your products? How do they react, what do they say about your adverts.

-do you face challenges when using billboards to market your products; if yes what are the challenges. How do you solve them?

CUSTOMERS.

-what subscribers do you use/ mobile network. Why, nnkilikushawishi. How do you get to know? If adverts what kind…where is it locatet. What msg do you remember / face and invite you to the subscriber.

-is there any challenges do you face when using the services, as you saw in adverts

- can you say something about the billboards

MASWALI KWA WATEJA WA BIDHAA ZA MAKAMPUNI YA SIMU

1. a). Unatumia mtandao gani wasimu?

b). Uliufahamuje mtandao huo?

Iwapo ni kupitia matangazo, ni aina gani ya matangazo?

Iwapo ni bango uliliona wapi?

c). Ujumbe gani unaoukumbuka uliokuvutia mpaka ukaamua kujiunga na mtandao huu?

2. Je, zipo changamoto ulizowahi kukutana nazo tangu ulipoanza kutumia mtandao huo, tofauti na matarajio uliyokuwanayo kwa mujibu wa matangazo?

3. Unaweza kuelezea chochote kuhusu mabango?

ANSWERS FROM CUSTOMERS

1.Using Airtel , because the network is fine

-knew through billboard advertising at Ubungo bus stand

- I well remember the message that convinced me to use Airtel was 'wide network for cheap price'.

- In terms of advantages of using Airtel, in relation to the billboard advert I saw, the cost is indeed low, especially on money transactions, both, sending and receiving.

In terms of challenges, sometimes I do not get the desired bundles. For example UNI -offer package.

What I can say concerning billboards is;

-billboards make environment attractive.

-They invite people to become consumers of a certain particular product according to the adverts, in terms of benefits. For example low cost and promotions.

ENDS/ams