THE IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS: A CASE OF AIR TANZANIA COMPANY

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A DESSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION OF THE OPEN UNIVERSITY OF TANZANIA

2019

CERTIFICATION

I, Bora Omary Ndanyungu, the undersigned certify that, I have read and hereby recommend for the acceptance by the Open University of Tanzania a research paper entitled ñThe Impact of Digital Marketing on Brand Awareness a Case of Air Tanzania Companyò, as partial fulfilment of the requirements for the degree of Masters of Business Administration of the Open University of Tanzania.

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Date

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DECLARATION

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Signature

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Date

DEDICATION

This work is dedicated to my late father Mr. Omary Ndanyungu for all the efforts and encouragement that he was doing when I was growing up as well as supporting me by making sure I joined Master Degree.

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First and foremost, I gives thanks to the Almighty God for the opportunity He gave me to pursue the studies and finally accomplish them. Second, my thanks goes to my parents my late father Mr. Omary Ndanyungu and my mother Siya Leonard Mkama. Besides that, I would also like to acknowledge all lecturers who were teaching us in class.

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ABSTRACT

The study identify the impacts of digital marketing on brand awareness with a case study of Air Tanzania with the following specific objectives; the first one was to identify digital platforms used for digital marketing at Air Tanzania, second objectives was to determine the digital marketing strategies used for brand awareness at Air Tanzania Company, third one was to determine peopleôs perception on the companyôs digital marketing activities and the last one was to determine how does digital marketing enhance companyôs brand image. The study cover methodology of the study; case study was at ATCL with 55 respondents, the data for this study was collected using the questionnaire and documentation review and both primary and secondary data was collected. SPSS and excel was used to group, compute and present data for analyses. the study found that digital platforms are more effective and they have huge impact in creating brand awareness due to the fact that most of Air Tanzania customers use internet to get information about the airline as well as they engage and interact in digital platforms of Air Tanzania for their different enquiries, therefore from the study I found digital marketing using digital platforms can increase customer engagement, increase communication and bring brand recognition and also, they are more effective compared to traditional media. Conclusively, the study provides the overview of the study and show the importance of using digital platforms for digital marketing in general in new era marketing. The study provide recommendation to various sectors to increase the use of digital platforms so as to get more engagement with their customer and targeted audience.

Key words, digital platforms, social media and information and communication technology

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LIST OF ABBREVIATIONS

ATCL	Air Tanzania Company Limited
ICT	Information and Communication Technology
SPSS	**S**tatistical **P**ackage for the **S**ocial **S**ciences

CHAPTER ONE

INTRODUCTION

1.1 Background Information

The business management is constantly renewed to create new concepts and strategies. It is in this context that marketing has emerged as one of the largest areas of the management of dynamism. Its importance within the company has grown significantly due to the new orientation of business to be focused on the producer now directed towards the customer. That is the great revolution of the last half century ending. Besides this, the technology has advanced to high level than ever. All possibilities of knowledge have been given new form by new advanced technology. One of those aspects is marketing as a tool of management and it has been given new form and strength (Mueller et al. 2011).

The advent and development of the Internet, and new form of communications and interaction such as e-mail and social media sites such as Facebook, WhatsApp, blogs and twitter, took the marketing strategies to advanced level from traditional marketing to technology marketing. Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use social media, such as Facebook, to generate content and to network with other users. The general availability of the internet has given individuals the opportunity to use social media, from email to Twitter and Facebook, and to interact without the need for physical meetings and all these has been facilitated by Web 2.0 applications.

All function of the digital marketing such as social media has brought the new form of managing the products of the company. The product develops brands which stand

and represent the product and company image, the whole management of the brand is now being a major function of the use digital marketing in the company. Through Web 2.0 which is a new advancement that has transferred the internet to a social environment by introducing social media, where individuals can interact and generate content online (Lai & Turban 2008). The marketers they have used that advantage to integrate the company brand to the user and general community, the emerged of that innovation gave users easier interconnectivity and participation on the web (Mueller *et al.* 2011).

Digital marketing through Social media it also have different impact in brand awareness including, enhancement of the brand popularity (de Vries et at all, 2012), facilitating word-of-mouth communication (Chen *et al.* 2011b), increasing sales (Agnihotri*et al.*2012), sharing information in a business context of the brand (Lu & Hsiao 2010) and generating social support for consumers (Ali 2011; Ballantine &Stephenson 2011). In addition, the networking of individuals through social media provides shared values, leading to a positive impact on trust (Wu *et al.* 2010).

Digital marketing is still identified as a relatively novel concept and referred to a set of online tools which support the brand awareness of the company mostly through social interaction. The new tool has brought the huge impact compared to traditional marketing strategies which use most traditional media such as television and newspaper of which its content is made and published by professional and itôs had little or no social interaction. Through digital marketing tools users can collaboratively create, search, share and evaluate the large amount of information

available online, as well as connect to, inform, inspire and track other participants (Hans et al., 2011).

In Tanzania like any other part of the world, the number of internet and social media user in recent years has grown dramatically and according to TCRA report of September 2019, 43% of Tanzanians are using and are active on internet.; this has led different firm to change it marketing strategies for brand management from traditional marketing by depending on radio and newspaper to internet and social media sites also from one way communication (monologue) to two-way communication (dialogue) Safko, L (2010).

However, apart from other impact of using digital marketing such as social media sites for brand awareness and increasing brand popularity also it has reduced marketing budget to firm as its brand accessed by large population within a short period. Most of the people use digital platforms to interact with friends, getting news or even engage with different people, some are even looking for business connection and due to those advantages, that resulted from using digital platforms and regarding to the fact that itôs a new technology need more research to investigate its performance in brand management, thatôs why this study intended to identify the impacts of digital marketing on brand awareness.

1.2 Statement of the Research Problem

Branding has emerged as a top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms have. Its impact is not well realized by some of the companies especially SME

(Malciute, 2012), since there is a new marketing technology which use digital tools such as social media which can help the company to create brand awareness and it also increase brand visibility. However, brands serve several valuable functions. At their most basic level, brands serve as markers for the offerings of a firm. For customers, brands can simplify choice, promise a particular quality level, reduce risk, and/or engender trust. Brands are built on the product itself, the accompanying marketing activity, and the use (or non-use) by customers as well as others. And another fact is since now most of the people spend most of their time on Mobile phones and internet to get all information they need to get ,they donâ have time to get information or current affairs on traditional media.

Brands thus reflect the complete experience that customers have with products. Brands also play an important role in determining the effectiveness of marketing efforts such as advertising and channel placement. Finally, brands are an asset in the financial sense. Thus, brands manifest their impact at three primary levels customer-market, product-market, and financial-market. The value accrued by these various benefits is often called brand equity which can be attained by brand awareness.

Most of the small and medium companies tend to underestimate the necessity of the planned marketing strategy for brand awareness due to its expenses and lack of knowledge on digital marketing technology (eMarketer, 2014). Deficit in resources affects the investment in marketing especially on building the brand, forcing either to ignore the importance of brand awareness of the company or to search for the alternative marketing strategies.

The presence of internet and social media nowadays is now a solution for easy brand awareness as alternative for traditional advertising and marketing tools Highley, (2010). In comparison with the use of digital platforms for advertising such as Facebook and WhatsApp, which provide word-of-mouth as a better message, receiver involvement in conversation which influences information search about the product, its evaluation and purchase. Digital marketing by using social media sites have a power to create word-of-mouth effect (Brown, et al., 2007). Therefore, despite of the challenges and understanding of new technology of the digital marketing still can be exploited in marketing practice of both big firms and SME for brand awareness. It has positive impact and its can be applied for low budget market on brand awareness. So, due to the above observation this study was based on providing the fact on the impact of digital marketing as the new market technology for brand awareness.

1.3 Objectives of the Study

1.3.1 General Objective

Generally, the study evaluates the impacts of digital marketing on brand awareness with a case study of Air Tanzania.

1.3.2 Specific Objectives

The following were specific objectives

i. To identify digital platforms used for digital marketing at the Air Tanzania
ii. To determine the digital marketing strategies used for brand awareness at Air Tanzania Company Limited.
iii. To determine people perception on the companyôs digital marketing activities

iv. To determine how does digital marketing enhancing companyôs brand image

1.4SpecificResearch Questions

i. What are the digital platforms used for digital marketing at the Air Tanzania?

ii. What are the digital marketing strategies used for brand awareness at the Air Tanzania?

iii. What is the perception of people on the companyôs digital marketing activities?

iv. How does digital marketing enhance companyôs brand image?

1. 5 Significance of the Study

Policy Development: This study will help to be used as basis for the government and other stakeholders of marketing and social media to plan and introduce new maters in developing and amendment of media policy so that social media and other digital platforms can incorporated in the policy as one of the new communication tools and put a framework so that can be used effectively and in good manner in all sectors.

Academic and Research Reference: Through this finding and analysis, will provide new knowledge and insights regarding the use of digital marketing for brand awareness due to the fact that, development of science and technology has change all aspects of life and the business management have been taken its part in that new technology, also will enrich research centre of the Tanzania Open University and Tanzania in general.

Personal advantage: The rational for this study was motivated by a personal interest in the social media and also the desire to investigate the impact and of the digital marketing on brand awareness. Also, as a marketer, the study will expand my knowledge and the concept of digital marketing by the use of digital platforms in brand awareness. The knowledge gained will increase my capacity in doing marketing at its best. Also, the study will contribute to my study as one of the academic requirements so as to be awarded Masterôs degree.

Practical value: It will be worthwhile to conduct this study simply because; the result will be used by different companies especially those with low budget of marketing to understand on how they can use digital platforms to increase their company or product brand awareness. It also will help companies and other stakeholders to understand challenges and solutions for the applications of the digital marketing in marketing.

1.6 Scope of the Study

This study focuses on evaluation of the impacts of digital marketing on brand awareness. In addressing this research problem, the study has the following specific objectives first is to identify digital platforms used for digital marketing, to determine the digital marketing strategies used for brand awareness to determine people perception on the companyôs digital marketing activities and lastly the study will determine on how digital marketing enhancing companyôs brand image.

1.7 Organisation of the Research

Chapter one gives out the introduction of the research, objectives, research question,

significance and scope of the study. Chapters two discuss both theoretical and empirical literature onthe impact of digital marketing on brand awareness. Chapter three covers extensively the methodology of the study, Chapter four covered data presentation and analysis while chapter five cover summary of the study conclusion and recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter the researcher review literatures starting with defining the key terms of the study, and then the empirical part was presented, which focus on the objectives of the empirical findings of the similar researches conducted in the past. Theoretical literature review also has presented in this chapter and lastly is the conceptual framework and hypothesis.

2.2 Definitions of the Key Terms

2.2.1 Marketing

There are many marketing definitions. The better definitions are focused upon market orientation and the satisfaction of customer needs. Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others (Kotler and Armstrong (2010). The definition is based upon a basic marketing exchange process, and recognises the importance of value to the customer.

2.2.2 Digital Platform

A digital platform refers to the software or hardware of a site any web-based platform for presenting content (things like Facebook, Twitter, Blogs, Websites, and sometimes SMS. This is in contrast to an analogy platform (like billboards, direct mail, telemarketing, events, word-of-mouth etc). For example, to market a book,

market campaign can be created by using digital platforms such as Word Press (for a blog), Facebook (to make a Facebook Page and presence), Twitter (for twitter handle), and sites like Good Reads what is important is to make sure all of the digital platforms are consistently branded (Lu et al. 2010).

2.2.3 Digital Markets

One of the most interesting applications of the possibilities of Internet in ecommerce constitutes digital markets. This is the points at which supply and demand of a certain product are to establish a relationship and/or transaction. These sites offered tools to find potential business partners, whether manufacturers seeking distributors, manufacturers seeking providers, or others. They are a meeting point and often negotiated between suppliers, manufacturers, distributors, wholesalers, retailers, etc., usually within a well-defined area and itôs facilitated by internet (Loudon and Della Bitta, 1993). Campaigns and branding are marketing strategies. Pretty much any marketing campaign or branding these days includes digital platforms. But campaigns and branding focus on the content, and how you use the platforms (Kapferer, 1997).

2.2.4 Social Media

Social media refers to activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios (Safko& Brake. 2010). Also, social media can be defined as the set of

connectivity-enabled applications that facilitate interaction and co-creation, exchange and publication of information among firms and their networked communities of customers (Larson & Watson, 2011).

2.3 Theoretical Literature Review

In this part of the study, researcher will enlighten the general concept of social media marketing and its components or tools.

2.3.1 Social Media Marketing

Social media marketing is the marketing strategies that smart businesses are employing in order to be a part of a network of people online (Deloitte, 2013). Business-to-consumer (B2C) marketers were quick to realize the value of Facebook as a branding opportunity. Entertainment companies, such as movie studios, book publishers, and music Social media marketing consists of the attempt to use social media to persuade consumers that one's company, products and/or services are worthwhile. Social media marketing is marketing using online communities, social networks, blog marketing and more (Akhtar, 2011). Social media marketing refers to the process of gaining website traffic or attention through social media sites.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media marketing has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media marketing serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social networking websites allow individuals to interact with one another and build relationships. Leveraging the power of content and social media marketing can help elevate the audience and customer base in a dramatic way. But getting started without any previous experience or insight could be challenging (Smith, 2009).

2.3.2 Dimensions of Social Media Marketing

2.3.2.1 Online Communities

A company or business can use the social media to build a community around its products/business. Vibrant communities create loyalty and encourage discussions, which can contribute towards business development and improvement.

2.3.2.2 Interaction

A Facebook page or Twitter account can notify all its followers of specific subject quickly and simultaneously (Berselli, Burger, & Close, 2012). Social networking sites enable greater interaction with the online community through broadcasting up-to-date, consumer relevant information (Fischer, &Reuber, 2011).

2.3.2.3 Sharing of Content

The sharing dimension is about the extent to which an individual ex-change, distributes and receives content in a social media setting (Babac, 2011).

2.3.2.4 Accessibility

The social media is easily accessible and takes minimal or no costs to use. Social media is easy to use and does not require any special skills, knowledge to use (Boeing, 2013).

2.3.2.5 Credibility

It is all about delivering your message clearly to the people, establishing credibility for what you say or do, connecting emotionally with your target audience, motivating the buyer and generating loyal customers. The social media provides a very good platform for all businesses (big or small) to network and reach out to their target audience, connect with them directly and generate trust by listening to what they have to say Romaniuk and Sharp, (2004).

2.3.3 Brand

Brand is a very broad subject and can cover aspects from logo to advertising, PR, mental image and crisis control. The actual word brand comes from the habit of branding livestock by hot irons in order for one farm (or farmer) to recognize their livestock from another. Nowadays almost everything has a brand; a company, a country, city, politician, an artist and so on. Marketing and advertising a brand are a form of sales (Sounio, 2010). The definition of brandhas changed throughout the years, since the economic environment has changed too. While some years ago a brand was perceived as the logo or trademark, nowadays the emphasis has grown to cover immaterial aspects as well for example mental image (Novitsky, 2007). Brand is not what you say it is, itôs what they say it is (Walker, 2014). The main goal of any branding activities is to be able to create trust and loyalty which often leads to the

possibility of charging a higher price for the product. Brand is built to create action (Goward, 2015). Brands are supposed to provide the consumers with aspects of both tangible and intangible, functional and hedonistic, visible and invisible under viable economic conditions for their businesses (Kapferer, 1998).

Moreover, the American Marketing Association offers definition of a brand as, a name, term, sign, symbol or any other feature that identifies one seller´s product or service as distinct from those of other sellers. Though branding is about managing the brands, nonetheless, according to Healey, branding is the process of continuous struggle between producers and customers to define that promise and meaning. (Healey 2008) Healey further states that branding as it is generally practiced today involves five components; customer relationship, storytelling, positioning, design and price. Today in the era of social media, branding is experiencing a new popularity resulting from new innovative applications and as a result there have been cases where branding has been less than successful. And therefore, marketers are beginning to find new appropriate channels (Rooney 1995).

2.3.3.1 Brand Awareness

Brand awareness can be defined in many ways; in everyday life brand awareness shows as the selection one makes in a grocery store as a consumer who picks a brand of coffee familiar to themselves instead of a strange brand. Brand awareness means the physical possibility of becoming aware of a brand, to knowing the brand and to finally, preferring the brand in comparison with others.

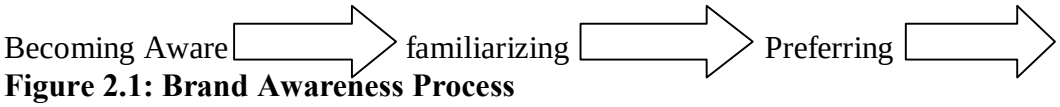

Figure 2.1: Brand Awareness Process
Source: (Aaker 1996)

Brand awareness is achieved by an ongoing process of active business, advertising, service and another PR. Hence, the actual process of building brand awareness is often referred as branding or building a brand (Sounio, 2010). The objective of these actions is to make the brand known to as many people as possible, with a positive image. Building a brand is unfortunately also connected to the amount of money one has in building it.

However, in most cases the money one invests into their brand pays off; for example, according to Forbes, Appleôs brand value itself is about $124 billion. The market value of Apple as a company is $483 billion. (Forbes, 2014) When investing in a brand and campaigning for its awareness, one needs to be consistent. Changing a brand name, logo or the personality of the brand often leads to diminished brand awareness and the loss of your initial investment in the brand building process (Novitsky, 2007). The company can lose the investment towards a brand for many different reasons. Not always the money invested towards a brand pays off; for example, in situations, where the marketing efforts have been misguided or aimed wrongly towards the wrong demographic. Also, the surrounding external environment can lead to diminishing the investment; for example, the economic situation, political atmosphere in a certain region or PR-scandals.

Keller and Davey (2001) describe building brand awareness as the way of ensuring potential customers know the categories in which the brand competes. They see brand awareness as the foundation of their equity model, as all other brand objectives then build on it. Likewise, Rossiter and Percy (1991) claim that brand awareness is the essential first step in building a brand. Yet while many authors support the

association between brand awareness and buyer behaviour (e.g., Nedungadi, 1990; Macdonald and Sharp, 2000) they have disagreed over the specific measures that should be used.

2.3.3.2 Measures of Brand Awareness

There are three widely used measures of brand awareness: top of mind, spontaneous and aided. Top of mind, or the first brand recalled in response to the product category cue, was one of the first brand awareness measures to receive attention, emerging as one of the best ópredictorsô of choice in Axelrodôs (1968) longitudinal study comparing different measures. Spontaneous awareness (i.e., unprompted recall of the brand name) and aided awareness (i.e., recognition of the brand name when prompted) are the other two commonly used measures.

Some researchers have argued that particular measures are more appropriate in different situations. For example, Rossiter and Percy (1991) argued that when options are present at the time of purchase (e.g., brands on a supermarket shelf) then aided awareness is relevant, when they are not, spontaneous awareness should be used. Likewise, (2011) distinguish between memory based, stimulus based and mixed (both) situations where the ability to spontaneously recall or recognize something have differing importance. Dickson and Sawyer (1990) suggested top of mind awareness is more relevant when a choice between competing brands is made quickly; they argued this measure should be applied to low involvement impulse purchases such as most products.

However, despite these convincing theoretical distinctions between the different brand awareness measures, Laurent, *et al.* (1995) reported empirical evidence that

the three different brand awareness measures tap the same underlying construct, which they refer to as ósalienceô. We infer ósalienceô to mean the propensity of the brand to come to mind in purchase situations (Romaniuk and Sharp, 2004). Salience measures that vary in their capacity to elicit the brand name might yield different, yet highly correlated results. This is what Laurent et al.ôs (2013) analysis seemed to show, i.e. that different brand awareness measures are systematically related, making the debate about the appropriateness of specific measures redundant. If all three awareness measures tap into the same underlying construct then building brand awareness is not a choice of spontaneous versus aided recall, but requires an overall improvement in the brandôs salience. All three measures will reflect increases in salience; with the changes in actual scores for each measure simply dependent on the relative difficulty of the measure used.

2.3.3.3 Online Branding

Grönroos (2005), the guru of service marketing, pointed out two elements that define branding from a service perspective. In the first element, he pointed out the characteristics of service as a perceived process in which a customer participates, which is also in line with Healeyôs (2008) arguments of components of branding (Healey 2008: 6). And in the second element according to Grönroos, is the image that corresponds to the intended brand (Grönroos 2005: 286). Considering the intensity of competition for customers, and the desire to build sustainable brand equity, customers therefore become the main focus for any marketing brand strategy.

Marketers should hence thrive to capture the attention of customer and create an image in the mind of customer that would make them want to share the marketers

brand with their friends. In most cases people are always eager to share something that is fantastic and of value to them. Even though the main purpose why Facebook, Twitter and other social media platforms were created was to link people together in collective conversation, in contrast, marketers found these platforms appealing to market their products/services despite the fact that their brands are not always welcome in social media. In fact, some online users view them as being intrusive and out of place Fournier& Avery (2011) Companies have found social media as a place where they can gain rich, unmediated customer insights much faster than before. This has given Social media an ability to boost brand awareness; encourage people to try products/services which might eventually lead to more sales returns especially when the campaign happens to go viral Chi, Hsu-Hsien. (2011).

Typically, a good brand is not about being chosen over a competitor in the market segment, but rather, it should offer a solution to the prospects problem. Therefore, online branding is not only about a new brand finding its way in the social media arena, but in reality, it is a brand that is already well established which can be replicated online. It is for this reason that a good branding strategy for both online and offline branding should be in place to support all channels to create mutual synergetic effect. Some companies have been able to have identical brands and values that are expected from experience of their offline brands for example, Ford motors online initiative.

Ford Company gave out 100 cars (Fiesta) to their online communities that included bloggers, filmmakers and social networks who were documenting and sharing their lives online. In this way Ford did not lead the discussions but rather the audience did.

This is how Ford managed to be one of the top five companies to gain brand potential in social media. Fournier & Avery 2011, cite four fundamental qualities that companies suggest that great brands share;

i.) The Consumer Promise

The contents on the web site and social media sites should convey the same message, and the brand promise should also be relevant and understood.

ii.) Build Trust by Delivering on That Promise

It is important to create a brand with a message that users will trust overtime. Honesty is very important.

iii.) Continual Improvement

The biggest social media opportunity lies in gathering insights to drive continual incremental improvements. These improvements can be realized through getting response from the online community on the shortcomings of a company/brand.

iv.) Innovating Beyond the Familiar

Fresh insight from the social media by way of interacting with the online community (Barwise& Meehan 2010). Bearing these four points in mind, any company deciding to use social media as a way of marketing should therefore be very keen on the kind of choices they make. Many social media networks have emerged; a marketer should hence choose the right medium depending on the intended target group. First and foremost, knowing the target group is vital as it leads to picking the application that would be effective for online marketing. In some cases, a marketer might decide to use various social media application within the same group to reach wider audience. In such instances, ensuring that all the activities align with each other is very crucial (Kaplan and Haenlein

2009). For example; there are companies that use more than one application for their online branding. As a matter of fact, using various applications can be very demanding that is why proper media plan integration is necessary. Social media networks are not flawless, however there are few challenges here and there that can be controlled by marketers and immediate foreseen pitfalls sealed off.

2.3.4 Traditional Advertising Channels

Traditional advertising channels refer to those old advertising media that existed before the advent of the internet. Over the years traditional advertising channels have been used in promotions, marketers have used traditional forms of marketing such as, sales promotion, media advertising, public relations and direct marketing to encourage prospects to take action or persuade existing customers to continue buying their products/ services.

This has been done with an aim of increasing sales through branding. However, Jaffe (2005) has deemed these forms of traditional media to be non-viable because of their inability to reach large mass audiences. In fact, according to Jaffe, these traditional advertising channels are dead but not buried (Jaffe 2005). This because some of these traditional channels are still effective and this argument is supported by O'Guinn, *et al.*, (2009). O'Guinn and his colleagues confirm that there are some circumstances for which traditional advertising are more effective. It would have been better if there was in-depth comparative study that is looking at each traditional advertising channel into detail (Calder et al. 1998). However, the consensus is that today with the development of social media phenomenon and the power of the internet, the traditional advertising methods are not very effective unless they are

supplemented with the power of online channel.

2.3.5 Digital Platforms Channel

Digital Marketing is facilitated by multiple channels, as an advertiser one's core objective is to find channels which result in maximum two-way communication and a better overall ROI for the brand. Today, hundreds of digital platforms can be found on the Internet and more are created continually. Some of the platforms available in the internet now are; Facebook, flikr, Twitter, Myspace, pinterest, LinkedIn, google+, Live journal, slide share, orkut, meetup etc. for the case of this study researcher has explain only few largest platforms that are most widely used as named by Brenda, (2012). These are described below;

Facebook: Facebook is a corporation and online social networking service. Its website was launched on February 4, 2004; the founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high-school students. Since 2006, anyone who is at least 13 years old was allowed to become a registered user of the website, though the age requirement may be higher depending on applicable local laws. Its name comes from the face book directories often given to American university students.

After registering to use the site, users can create a user profile, add other users as friends, exchange messages, post status updates and photos, share videos, use various apps and receive notifications when others update their profiles.

Additionally, users may join common-interest user groups, organized by workplace, school or college, or other characteristics, and categorize their friends into lists such as "People from Work" or "Close Friends". Also, users can complain or block unpleasant people. Facebook had over 1.18 billion monthly active users as of August 2015 (Gunelius, 2016). Because of the large volume of data users submit to the service, Facebook has come under scrutiny for their privacy policies. Facebook, Inc. held its initial public offering in February 2012 and began selling stock to the public three months later, reaching an original peak market capitalization of $104 billion.

YouTube: YouTube is a sharing website. The service was created by three former PayPal employees in February 2005. In November 2006, it was bought by Google for US$1.65 billion. YouTube now operates as one of Google's subsidiaries. The site allows users to upload, view, rate, share and comment on videos, and it makes use of WebM, H.264/MPEG-4 AVC, and Adobe Flash technology to display a wide variety of user-generated and corporate media video. Available content includes video clips, TV clips, music videos, movie trailers and other content such as video blogging, short original videos, and educational videos.

Most of the content on YouTube has been uploaded by individuals, but media corporations including CBS, the BBC, Vevo, Hulu, and other organizations offer some of their material via YouTube, as part of the YouTube partnership program. Unregistered users can watch videos, and registered users can upload videos to their channels. Videos considered to contain potentially offensive content are available only to registered users affirming themselves to be at least 18 years old (Barnes et al., 2011).

Instagram: Instagram is a popular photo-sharing app for smart phones. Compared with other social networks, Instagram is relatively simple it's focused exclusively on sharing photos with your friends. One reason for Instagram popularity is its simplicity. Rather than focusing on a lot of different features, Instagram has only one core feature, which makes it especially easy to share photos and see photos from friends. Filters are another reason people like using Instagram. Whenever photo is taken in Instagram, filter can be applied to give that photo a unique look. Filters can help transform an ordinary photo into something worth sharing without much effort (Esposito et al., 2010).

Twitter: Twitter is a free social networking micro blogging service that allows registered members to broadcast short posts called *tweets*. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. Tweets and replies to tweets can be sent by cell phone text message, desktop client or by posting at the Twitter.com website. The default settings for Twitter are public. Unlike Facebook or LinkedIn, where members need to approve social connections, anyone can follow anyone on public Twitter. To weave tweets into a conversation thread or connect them to a general topic, members can add hash tags to a keyword in their post. The hash tag, which acts like a meta tag, is expressed as #keyword (Chris, et al 2008).

Tweets, which may include hyperlinks, are limited to 140 characters, due to the constraints of Twitter's Short Message Service (SMS) delivery system. Because tweets can be delivered to followers in real time, they might seem like instant messages to the novice user. But unlike IMs that disappear when the user closes the

application, tweets are also posted on the Twitter website. They are permanent, they are searchable and they are public. Anyone can search tweets on Twitter, whether they are a member or not. Here is an example of how to use Twitter (Deloitte. (2013).

Let's say you are interested in learning more about cloud computing. First, you could search Twitter to see if anyone is talking (tweeting) about cloud computing. A quick search reveals that lots of Twitter members are talking about cloud computing (Esposito et al., 2010). Now you could do one of several things. You could simply keep tabs on cloud computing by returning and searching Twitter each day (not very efficient -- but effective) or you could join Twitter and follow people who have posted tweets that catch your interest. As a Twitter member, you can post your own tweets or you can just remain a follower and lurk. Twitter uses an open-source Web framework called Ruby on Rails (RoR). The API is open and available to application developers (Barnes et al., 2011).

Blogs: Blog (a truncation of the expression weblog) is a discussion or informational site published on the World Wide Web consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). Until 2009, blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently, multi-author blogs (MABs) have developed, with posts written by large numbers of authors and professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups, and similar institutions account for an increasing quantity of blog traffic. The rise of Twitter and other micro blogging systems helps

integrate MABs and single-author blogs into societal new streams. Blog can also be used as a verb, meaning to maintain or add content to a blog (Chris, et al 2008).

The emergence and growth of blogs in the late 1990s coincided with the advent of web publishing tools that facilitated the posting of content by non-technical users. (Previously, knowledge of such technologies as HTML and FTP had been required to publish content on the Web) Majorities are interactive; allowing visitors to leave comments and even message each other via GUI widgets on the blogs, and it is this interactivity that distinguishes them from other static websites. In that sense, blogging can be seen as a form of social networking service. Indeed, bloggers do not only produce content to post on their blogs, but also build social relations with their readers and other bloggers. However, there are high-readership blogs which do not allow comments, such as Daring Fireball (Chris, et al 2008).

Many blogs provide commentary on a particular subject; others function as more personal online diaries; others function more as online brand advertising of a particular individual or company. A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. The ability of readers to leave comments in an interactive format is an important contribution to the popularity of many blogs. Most blogs are primarily textual, although some focus on art (art blogs), photographs (photo blogs), videos (video blogs or "vlogs"), music (MP3 blogs), and audio (podcasts). Micro blogging is another type of blogging, featuring very short posts. In education, blogs can be used as instructional resources. These blogs are referred to as Edu blogs (Chris, et al 2008). On 16 February 2011, there were over 156 million public blogs in existence (Social Bakers, 2011).

According to critics and other bloggers, Blogger is the most popular blogging service used today. However, Blogger does not offer public statistics. Technorati has 1.3 million blogs as of February 22, 2014 (Boeing. (2013).

Flickr: This is a photo sharing and video hosting website that was created by Ludicorp in 2004 and acquired by Yahoo! in 2005. It is available in ten languages and has a total of 51 million registered members and 80 million unique visitors (Hersant, 2011). Unlike the above-mentioned networking sites that offer only one type of account, Flickr offers two types of accounts, Free and Pro. Free and pro account differs in the number of photo upload allowance: With Free account, one is allowed to upload 300 MB of images and two videos per month, whereas Pro account users can upload an unlimited number of images and videos every month and receive unlimited bandwidth and storage. This networking system is compounded by different groups.

Any member of Flickr is permitted to start a group which he can monitor and set restrictions for. It is against terms of service for businesses to use Flickr for the purpose of advertising, yet still businesses can get indirect marketing exposure via Flickr. A company can use its website address as their flickr screen name, the screen name will then be attached to every photo upload and every message (this is an opportunity to mention business name and website address) posted to the group discussion. It is also possible to upload quality photos related the business and writing appropriate text describing each photo but avoiding hard sell that is prohibited.

2.3.6 Self-regulation

The ICC Code has integrated rules that apply to marketing communications using digital interactive media throughout the guidelines. There is also an entirely updated section dealing with issues specific to digital interactive media techniques and platforms (Erdoĵ muк, et al., 2012). Code self-regulation on use of digital interactive media includes:

i.) Clear and transparent mechanisms to enable consumers to choose not to have their data collected for advertising or marketing purposes;

ii.) Clear indication that a social network site is commercial and is under the control or influence of a marketer;

iii.) Limits are set so that marketers communicate directly only when there are reasonable grounds to believe that the consumer has an interest in what is being offered

iv.) Respect for the rules and standards of acceptable commercial behaviour in social networks and the posting of marketing messages only when the forum or site has clearly indicated its willingness to receive them

v.) Special attention and protection for children (Esposito et al., 2010).

2.3.7 Theories of the Study

The following is the theory related to the development of information technology and its impact to the marketing.

Sarnoff's Law: This law is credited to David Sarnoff, who was an American businessman and pioneer of American commercial radio and television networks. He was the founder of National Broadcasting Company (NBC). Sarnoff law was coined

to relate to the value of a radio station to the number of listeners. In its view the value of network increases in direct proportion to the number on listeners on that network. Therefore, a network with 100 members is considered to be 10 times more valuable in terms of reach ability contrary to a network with only 10 members (Evans 2008). In social network perspective this theory equally implies that the more people are connected to a brand through social network, the more the effect. The figure below is an evidence of how this law applies to networking of individuals.

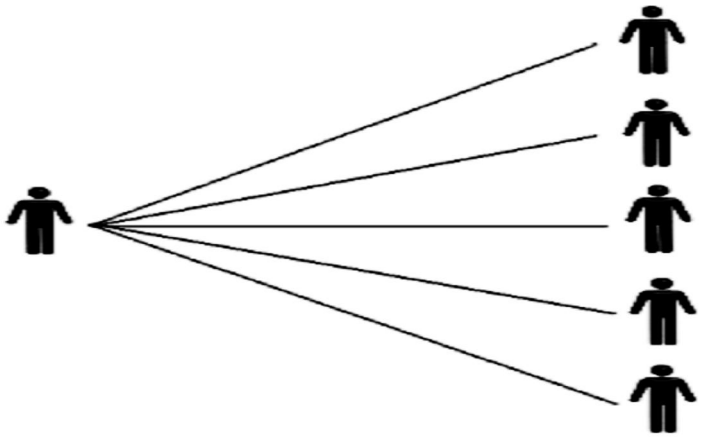

Figure 2.2: A Network Representative of Sarnoff's Law
Source: mshare.net (2012)

Metcalfeôs Law: This law is attributed to Robert Metcalfe, a Massachusetts Institute of Technology (MIT) graduate; one of the inventors of the Ethernet and founders of the networking firm 3com.The network characterizes many of the networkôs effects of communication technologies and networks such as the social network, internet and the World Wide Web. The law stipulates that, the greater number of users with the service, the more valuable the service becomes to the community. Therefore, this law taken on a social network context, may denote that every new accepted or added member on the networking site makes the user`s profile more valuable in terms of the law. (Evans 2008).

Most people associate with the things they love and get value from; they also tend to talk about the cherished things to friends and relatives. It is through the sharing, which in this case can be done on the social networking site that the chain of connectivity is expanded further to others. This can imply to marketer that the increase is a result of the satisfaction derived from their products and services. The figure 3 below supports the theory; the increase on network chain has an impact on how far the message can reach. Figure 2.3 below supports the theory; the increase on network chain has an impact on how far the message can reach.

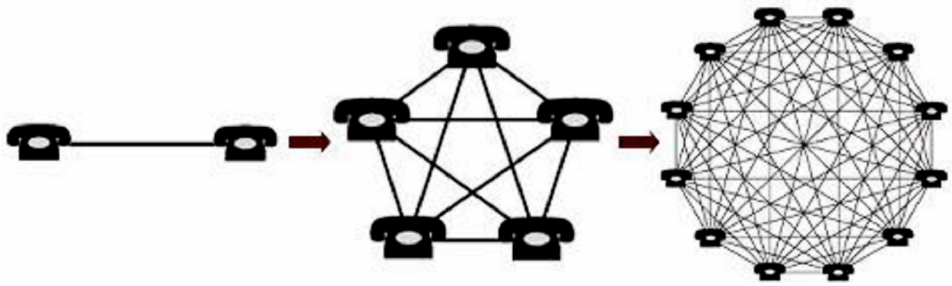

Figure 2.3: Metcalfe's Law

Source: mshare.net (2012)

Reed's Law: According to Reedôs law, the function of large network can increase highly with the size of the network. Reedôs law was formed by David P. Reed, a computer scientist at Massachusetts Institute of technology (MIT), working in the area of computer networking. This law applies to the social networks in use. The law emphasizes on the impact on network value by recognizing and supporting groups of members. A well-connected network encourages the formation of strong subgroups and flow of communication that put more emphasis on relevant and important information within the networks (Evans 2008). The supporting group of the members can be built by creating opportunity to each person added to the network to also be in a position to connect with each other. To every addition of a new person, the number

of new connections is also expanded and hence the formation of more subgroup. Below is figure 2.4 showing the connectivity within networks.

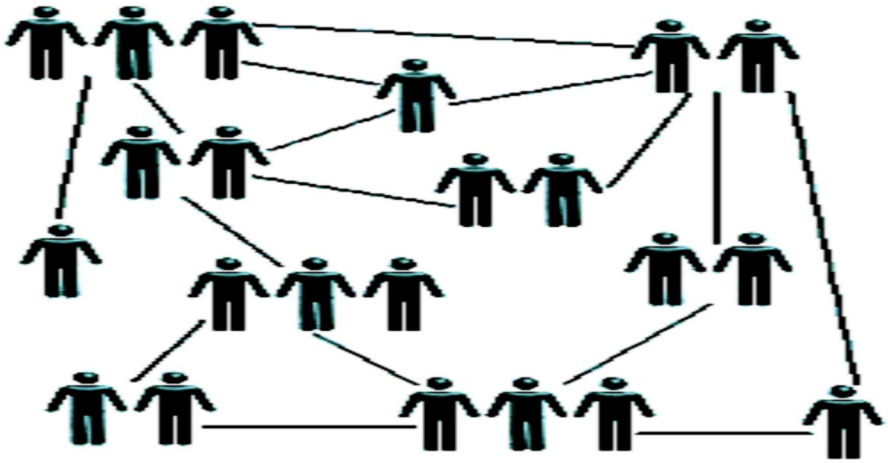

Figure 2.4: Showing the Connectivity within Networks
Source: mshare.net (2012)

Technology Acceptance Model: To understand, predict and explain why customers accept or reject a certain information system; researchers have developed and used this model to understand the acceptance of users of the information systems. The technology acceptance model (TAM) that was introduced by Davis, Bagozzi, and Warshaw 1989) is one of the most cited models that researchers used to study underlying factors that motivate users or customers to accept and adopt a new information system. The primary goal of TAM is to provide an explanation of factors affecting technological acceptance in general especial technology associated with computer. In addition, this model helps researchers and practitioners to identify why a particular system of information is unacceptable or can be useful to a certain activity (Davis, 1989).

Davis suggested that using an information system is directly determined by the behavioural intention to use it, which is in turn influenced by the users' attitudes

toward using the system and the perceived usefulness of the system. Attitude and perceived usefulness are also affected by the perceived ease of use. According to TAM, greater perceived usefulness and the perceived ease of use of an information system will positively influence the attitude toward this system. The attitude, in turn leads to a greater intention to use the system, which positively affects one's actual use of the system. TAM supposes that, other thing being equal, perceived usefulness is influenced by the perceived ease of use because the easier a technology to use, the more useful it can be.

Perceived usefulness (PU) is defined as the degree to which a person believes that using a particular system would enhance his or her job performance. Perceived ease of use (PEU) refers to the degree to which a person believes that using the system will be free of effort. Attitude (ATT) explains a person's favourable or unfavourable assessment regarding the Behaviour in question. Intention (INT) is a measure of the strength of a person's willingness to use effort while performing a certain Behaviour. The external variables in the model refer to a set of variables that can influence information system adoption indirectly through perceived ease of use and perceived usefulness (Davis et al., 1989). According to Kapferer, J. N. (1998), constructs of TAM are almost measured in the same way in every context.

Furthermore, TAM is a reliable instrument and empirically sound, several meta-analysis studies have provided sufficient data about TAM to be highly credible and rationally explain up to 40 percent of the behavioural intention to use. In addition, this study has applied TAM to evaluate customerôs intention to use digital platforms and the intention of the marketers to adopt or use digital platforms for creating brand

awareness.

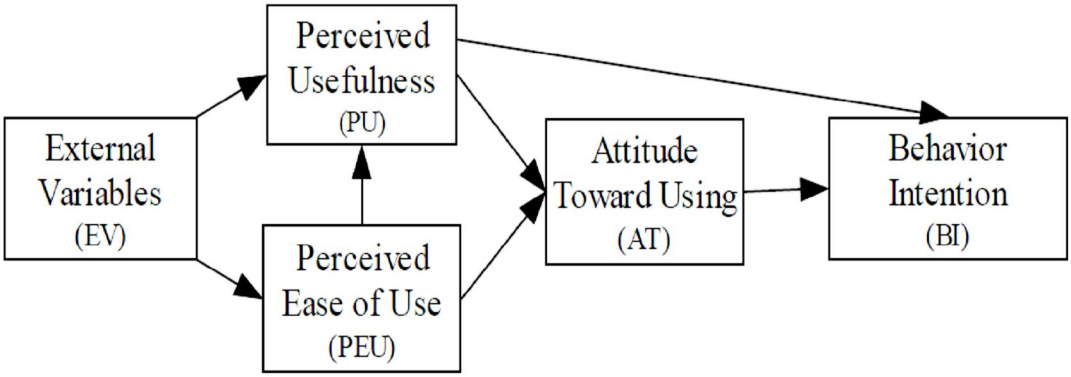

Figure 2.5: Technology Acceptance Model
Source: Luarn and Lin (2004)

Perceived Usefulness: Perceived usefulness (PU) is one of the main constructs of the technology acceptance model (TAM) (Davis 1989). Usersô acceptance of computing facilities was one of the initial developments of this theory (Davis *et al.* 1989). The theory has since been developed by many scholars in different areas (Adams *et al.* 1992; Gefen& Straub 2000; Gefen,*Et. al.* 2003; Pavlou 2003). TAM argues that constructs have a strong influence in the acceptance of systems by a user (Pavlou 2003). The original definition of perceived usefulness by Davis (Davis 1989) is ôthe degree to which a person believes that using a particular system would enhance his or her job performanceô It is one of the main reasons why people are receptive to new technology (Davis 1989).

The constructs introduced by TAM can be applied in a wide range of ways (Adams *et al.* 1992). These can also be used to predict consumer behaviour in e-commerce (Gefen& Straub 2000; Pavlou 2003). TAM is among the popular theories in Information Systems (IS) as it emphasises intention to use a system. Its instruments have been validated in different research (Pavlou 2003).

In the present study, only perceived usefulness and intention to buy have been selected as main factors to develop the proposed model. One of the main reasons for omitting perceived ease of use from the present study is that, it is argued, this construct has an indirect effect on user acceptance through PU (Gefen& Straub 2000). Previous researchers have been consistent in arguing that PU has a positive direct effect on acceptance of a system (Gefen*&c* Straub 2000; Pavlou 2003). There are different aspects that define PU in a digital marketing or e-commerce environment. For instance, the quality of a website in terms of system, service and information quality has a significant impact on perceived usefulness, which in turn encourages consumers to buy. Businesses can concentrate on information, service and system quality to improve their websites, and also enhance perceived usefulness in their consumers Kaplan and Haenlein, (2010).

2.4 Empirical Literature Review

This part covers the empirical reviews which exhaust most of the studies that have done by other scholars and they have the same direction with digital marketing and branding.

2.4.1 Empirical literature Review World Wide

A finish thesis study in 2011 showed that from 271 SMEs biggest part (about 39%) of respondent companies used 0-1% to marketing from the companyôs turnover. Close second group was about 38% of SMEs who spend 1-3% to marketing. Only 8, 68% of the SMEs spend over 6% of the turnover to marketing. When the study was conducted, about 27% of the companies did not utilize digital marketing at all Dickson and Sawyer, (1990). Almost half of the online ad expenditure goes towards

search, which basically means SEO in all search engines (for example Google, Bing and Yahoo) and tools like Google AdWords. There are other search engines besides Google, but particularly in Finland, Google is the most commonly used and has the most developed tools for search- advertising.

Globally, Google has 67, 5% share in the search engine markets (Hartig, 2014). The main benefits of digital marketing compared to traditional marketing are that it is easy to reach thousands of people at the same time by utilizing popular sites, tools and applications like Facebook and Google. The shift in the marketing industry towards digital marketing is seen yearly, and the future or the field is moulded through all the different rising platforms and tools (Aghaei, *et al.,* 2012). Another amount able benefit of digital marketing is that the investor can easily track their ROI (return on invest) by click data. This data is mainly gathered with cookies.

The study done by Highley, (2010) on the Importance of Being Social, A look at Social Media Marketing with a Comparison of the United States versus the European Union found that there increasing of more relevant and intelligent ideas for marketing the products, the study found a company can have more than three social media sites such as Facebook, Instagram, Twitter, Blogs and WhatsApp that can be used for advertising their products and services, the implications of the findings is, These innovation can makes things easier for customers but more challenging for companies with traditional mindsets, structures, and practices. While according to (Hans et al., 2011) on their study on usersô willingness to pay on social network sites they found that Customers are setting the pace in this race and they are willing to participate in sharing and conversation on the social media sites at any cost.

Therefore, for that case, the company with their marketing strategies that can keep up with the customer will share the winnersô circle (Hans et al., 2011).

Retailers can improve their Facebook page appeal by adding games, contests, and interactive applications, which can attract more users (Di Pietro and Pantano 2012). However, retailers also need to be educated on consumerôs attitudes when it comes to social media marketing. A deeper understanding of how consumers perceive social marketing will help ensure marketing strategies are effective. Consumer activities of consumption, participation, and production are not related to just one motivation according to Masika, (2013) who concluded that consumer activities are a combination of a variety of motivations. The classic notion of individuals as mere consumers is out dated; consumers can now be seen as active producers of business value because user generated content is reducing the influence of traditional marketing tactics (Masika, 2013). Awareness of consumerôs motives is important because it provides a deeper understanding of what influences users to create content about a brand or store.

Hersant, (2011) stress that a retailer must go beyond the advertising aspect of social networking sites and find ground breaking ways to use them as a way to conduct conversations with consumers, instead of a one-way communication network. Kim, et, al, (2010) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, MySpace, YouTube, and Twitter to voice their opinions-both positive and negative.

Consumersô participation with a brand on social media reinforces the need for retailers to be active participants in social networking sites and the virtual brand communities they create. Since social media sites can be exploited for the information it provides on consumer behavior with regards to their purchasing intentions, research further suggests that businesses should incorporate social networking sites into their business model or promotional mix. A business model is a system of co-dependent structures, activities, and processes that serve as a firmôs organizing logic and create value for customers, itself, and its partners Kim, et, al, (2010).

Mangold and Faulds (2009) recommend that social media should be regarded as an integral part of an organizationôs integrated marketing strategy and should not be taken lightly. As Curran et al. (2011) points out, almost 1 in every 13 person in the world is an active Facebook user, which points to the potential of finding a ready market for any product or service. Social networking sites are being utilized to enhance a companyôs brand appeal and increase their target market because new technologies allow for more personal, targeted communications, as well as increased consumer participation in the creation of marketing and brand related information.

Mangold and Faulds (2009) stress those traditional communication examples, which relied on the classic promotional mix to create integrated marketing communications, must give way to a new paradigm that includes all forms of social media as potential tools in designing and implementing integrated marketing communication strategies. Retailers are paying attention when it comes to social media because it provides a key component that businesses have struggled to collect

for years: feedback (Gonzalez 2010).

According to Edelman, what has stayed the same even when the means of branding have changed rapidly is the fact that customers still want a clear brand and value promises. The change is seen in the ñtouch-pointsò where the consumers are most open to influence, and the means of interaction with them in those touch points (Edelman, 2010). These touch-points can be studied more deeply through *service design*, where one can map the interaction and influence situations during a process of encounter with the consumer. The global spending of advertising in the internet has grown from $18 billion to $63 billion between the years 2005 and 2010 (Percy, 2014). In the year 2014, the spending had reached a staggering $137 billion and it is estimated that by 2018 the internet advertising expenditure will reach $205 billion (eMarketer, 2014).

According toeMarketer, (2014) the Social media marketing budgets in many companies continue to rise. According to the results, businesses currently allocate 6% of their marketing budgets to social media, an allotment they expect to increase to 10% during the next year and 18% over the next 5 years. Marketing budget it can be understood that even though many are still experimenting and learning how best to use social media tools, these results indicate that marketers think social media marketing is here to stay and will play an increasingly important role in their work in acquiring and retaining customers in the future.

According to the study conducted by Howe (2006) found that digital platforms is the tool for marketing communication as its informing consumers about the companyôs

products they offer and its help to provide brand about the companyôs products and services they offer, the study conducted the survey by visiting different companies social media sites and found people follow and share the companies news. A study by Hans et al., (2011) found that 80% of marketers believe their role is fundamentally changing, and that 40% believe they need to reinvent themselves to keep pace. According to Kaplan, (2010), in his study found that, new technologies like digital platforms are just the beginning as more innovation will be coming. Also, he recommends that marketing leaders need to rethink how they approach people and process that they need to attract talent in areas like data science, social media, and web analytics that didnôt exist five years ago. And they need to create opportunities for their employees to re-skill and reinvent themselves too.

Chu (2011) examined the link between Facebook brand related group participation, advertising responses, and the psychological factors of self-disclosure and attitudes among members and non-members of Facebook groups. The study determined that users who are members of groups on Facebook are more likely to disclose their personal data than non-members are. Chu (2011) explains group participation and engagement with online ads requires a higher level of personal information because users openly reveal their connections with Facebook groups and promote brands or products when they pass on ads to their friends.

Facebook groups provide channels that consumers deem useful when seeking self-status in a product category, as does passing on viral content about brands to their social contacts (Chu 2011, 40). According to Keller, (2001) users perceive advertising differently depending on the social network, which suggests user

motivations for online social networking may play a vital role in defining consumerôs responses to social media marketing.

Di Pietro and Pantano (2012) conducted further research using the TAM to discern that enjoyment is the major factor that influences consumers to use social networks as a platform for assisting in their buying decisions. They found that the fun provided by social media sites such as Facebook, as well as the opportunity it provides users to ask for suggestions in an easy and entertaining way, motivates individuals to pay more attention to the products promoted on Facebook. Facebook promotes a consumer to consumer approach, exploited by consumers to share experiences and create a common knowledge on products and services; on the other, it provides managers a direct channel for communicating with clients through a business to consumer approach (Di Pietro and Pantano 2012).

On the study that was conducted byDamian et., al, (2012). on the impact of social media, she tried to compare consumers purchase behaviour that is influenced by traditional media and social media using the purchase funnel. Therefore, the study found that, regarding the purchase funnel, the effects of social media are really important as a social feedback loop is created through the use of Social Media and will highly influence the consideration stage of the purchase channel.

According to a study conducted by eMarketer. (2014). (a market research firm) consumer trust in advertising has decreased 41% over the past three years (Elkin 2005). The prototypical consumer of social media seems to enjoy the trust and the message retention provided by this means of communication. The traditional forms

of marketing and advertising are downplayed by word-of-mouth which, according to WOMMA (Word of mouth Marketing Association), is favored by 92% of consumers. The study conducted by Dickson and Sawyer, (1990) showed that about 88% of the respondent SMEs stated their reason for embarking social media as gaining more awareness. The top two reasons for consumers to follow companies in Facebook are interesting information and content, as well as personal interest towards the company.

2.4.2 Empirical literature Review in Africa

Masika, (2013) found that, the use of mobile marketing can provide advertisers with a big opportunity of enhancing consumer exposure to brand, thus increasing brand awareness. This study investigated mobile marketing practices at Safari com and how they influence brand equity. The results show that some marketers are confident in mobile as a means of enhancing equity due to the high customer adoption of mobile app and mobile web. Top brands such as Safaricom are spending significant amounts of money on mobile advertising for brand building and for reinforcing the sales push. Mobile phones are making it easier for cross-media messages to get to individuals more than any other connected devices.

Mutua (2016), explore the effect of experiential marketing on brand perception with a focus on Coca Cola Kenya. The study found that the customersô feelings are the measurable standards of the intangible value of the brand. Customerôs quality perceptions influence the pricing decisions of products in the company. It was determined that there is strong brand association as customers perceive brands to be of high quality. From the study, it was examined that Coca Cola Kenya conducts

customer research to understand their brand and competitors. The study also found that Coca Cola Kenya has established competitive strategies to differentiate from competitors. Use of media is one of the strategies that have been used to increase the publicity of the company in experiential marketing. The study also found that the products endorsed by celebrities gain immediate credibility from consumers. Walker, (2014) found that brand loyalty gives the company enough time to respond to competitive moves by competitors. The study confirms that interaction with consumers has shaped attitudes towards the brand. The study found that the company has loyal customers and spend less on marketing their products. Experiential marketing was found to be a guerrilla tactic to keep advertising costs low.

Tandoh (2015), the study concludes that Coca Cola Kenya uses unintentional participation procedures in exposing new brands. According to the study, brand awareness changes the perception of consumers about a brand in a positive way. The study also concludes that there is strong brand association as customers perceive brands to be of high quality and that interaction with consumers has shaped attitudes towards the companyôs brand. The study recommends the use of experiential marketing as it creates brand awareness that changes the perception of consumers about a brand in a positive way. The study also recommends organizations to conducts customer research to understand their brand and competitors. From the study, it was recommended that organizations should enhance brand loyalty as it gives companies enough time to respond to competitive moves by competitors.

Cox (2010) also investigated the correlation between age and attitude and found that social network user attitude toward online advertising formats (i.e. blogs, video, and

brand channel or page) differed to some extent across age groups. She explains that users who fall in the 18-28 age brackets had strong positive attitudes towards blogs, video, and brand channel ad formats. This was because users found these ad formats to be eye catching, informative, and amusing. The 35-54 age groups preferred ad formats on video and brand channels because they found them to be more eye catching, informative, and had better placement within the online page layout. Overall, online advertising formats with positive attributes are welcomed by users; however, ads that are intrusive or interfere with online social networking activities, such as pop up, expandable, or floating formatted ads were disliked by network users.

2.4.3 Empirical Literature Review in Tanzania

Njawa (2015) in his study showed that consumers have the tendency to rely on their heuristics of choosing a known brand. *Heuristics* is a term used to describe the methodology or process of problem solving, where a person arrives to a certain decision (not always the most logical or optimal) by a shortcut, for example stereotyping, common sense or familiarity. The results of the replicated study showed that in a situation, where consumers had the choice between an unknown brand and a known brand, about 90% of the subjects chose the known brand.

Furthermore, the results showed that in the presence of brand awareness, the subjects were less likely to use price as an eristic. In situations where brand is unknown, consumers used other criteria such as packaging and ingredients. Only 10% of the subjects informed that the only criteria they used were price. (MacDonald and Sharp, 2000) The *brand equity*, which is the added value of a brand, derives from brand

awareness, brand loyalty and brand associations,

Also, another study conducted by Highley, (2010) its findings come up with the reason on why there is highly need of using digital platforms or social media in marketing, the reason that have been observed during the study, that is Size of social media user: Facebook has over 250 million users globally. On an average, 70-100 tweets happen by the second. An average user on Facebook has 120 friends. This is the kind of enormity Social networking sites espouse and with this comes the license to communicate powerfully. But the study recommends that; when such large numbers are involved, there is a danger of something going wrong and when it does, it happens in a big way (Highley, 2010).

Kaaya 2015, it was found that brand image has a small positive relationship on sales whereby the intermediated variable customer awareness had small significant effect on brand image and sales. Therefore, the study found that, regarding the purchase funnel, the effects of social media are really important as a social feedback loop is created through the use of Social Media and will highly influence the consideration stage of the purchase channel.

2.5 Research Gap

According to review of literature reveals that though social media and advertising has been researched, but not the impacts of digital marketing on brand awareness from a business perspective. However, the work of Harris and Raeôs, (2011) titled, ñbuilding a personal brand through social networkingò is the closest study that looked at the social media networks and branding. Nevertheless, Harris and Raeôs

work purely focused on building personal image (brand) using social networks. also looked at the impact of social media from a personal view in his Harvard business review article. Also, many studies focus on the relationship between social media marketing and brand equity, where Babac study examines the impact of social media use on the brand equity of magazine brands (Babac, 2011). And therefore, since there is little knowledge concerning the impact of digital marketing through the use of digital platform such as social media on awareness from a business level, this study is to evaluate the impacts of the digital marketing on brand awareness.

2.6 Conceptual Framework

After the review of the above literature, therefore, the researcher proposed a Conceptual framework below for the study. The conceptual framework behind the study focuses on the independents and dependents variables. Digital marketing are the independent variables and brand awareness is the dependent variables. In order for the firm to bring brand awareness to the customers and general community should adopt new information and communications technology by using digital marketing instead of traditional marketing or analogy.

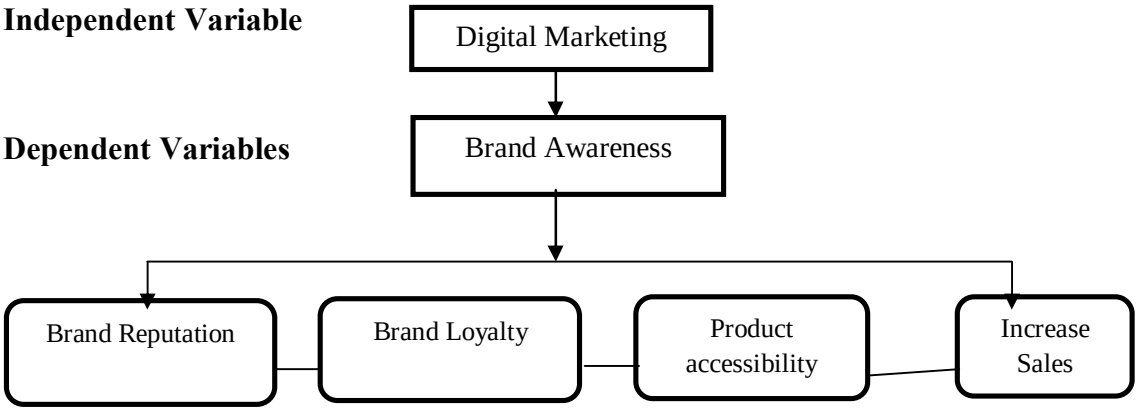

Figure 2.6: Conceptual Framework Diagram
Source: Own Construct, (2016)

2.7 Theoretical Framework

Digital Marketing: This is the social interaction of advertising and sale product and company image through the use of digital platforms such as social media (Loudon and Della Bitta, 1993).

Impact of Digital Marketing: These are the result brought by the use of digital platforms in advertising and selling of product and bring brand awareness of the company or organization.

Brand Awareness: Brand awareness means the physical possibility of becoming aware of a brand, to knowing the brand and to finally, preferring the brand in comparison with others.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents methodology of the study. Specifically, it presents the study area, the design of the study, study population, sample size and sampling procedures, methods of data collection as well as data presentation and analysis procedures.

3.2 Research Design

Case study design has been employed during the study. In this regard, case study is a design which deals with analysis and interpretation of few cases in the environment Chi, (2011). This is an empirical inquiry that investigates contemporary phenomena within a real-life context, when the boundaries between phenomena and context are not clearly evident and in which multiple sources of evidence are used Kotler and Armstrong, (2008). In this study, the case study design has enabled the researcher to deeply study the impacts of digital marketing on the brand awareness with the case study of Air Tanzania company Limited. Furthermore, case study design has also enabled researcher to employ different data collection methods and that the design was recommended because data collected from employment of case study were valid and comprehensive.

3.3 Study Area

The study conducted at Air Tanzania Company Limited head quarter in Dar es Salaam region the researcher chooses Air Tanzania Company Limited due to the fact that; Air Tanzania Company Limited itôs a famous brand and it has manage to capture big market share in among air travel industry in Tanzania and they used

digital marketing also for advertisement.

3.4 Study Population

The study population included marketing officers at the Air Tanzania Company Limited and their customers.

3.5 Sample Size and Sampling Design

3.5.1 Sample Size

This study comprised of 55 sample sizes whereby 10 respondent they were staff or officer from Air Tanzania Company Limited marketing department and 45 customers. This is due to the fact that the sample serves as the best and adequate unit of analysis as subjects since they were useful in providing direct responses to answer the research questions. In that case, the study consisted of the sample size of 55 respondents as calculated below, from marketing and customer section. The sample is well described in table 3.1.

The selection of the sample size calculated through the following formula by Taro Yamani;

$$n= N/1+N(e)2$$

Where; n= corrected sample size, N = population size, and e = Margin of error (MoE), e.

N= 64, e= 0.05; therefore;

n=64/1+64(0.05)2

n=64/1+64(0.0025)

n=64/1+0.16

n=55.17

n=Approximately 55

Therefore, sample size is 55

Table 3.1: Sample Size Distribution

Items	Frequency	Percentage	Sampling Design	Data Collection Tools
Air Tanzania Staff	10	20	Purposive Sampling	Questionnaire
AirTanzania Customers	45	80	Purposive Sampling	Questionnaire
Total	55	100		

Source: Field Survey Data (2019)

3.5.2 Sampling Design

Sampling is a process or technique of choosing a sub-group from a population to participate in the study. It is the process of selecting a number of individuals for a study in such a way that the individuals selected represent the large group from which they were selected (Ogula, 2005). Non probability sampling is used in some situations, where the population may not be well defined. In the case study there was not great interest in drawing inferences from the sample to the population. It includes Purposive/Judgmental Sampling Procedure In purposive sampling procedure; the researcher chooses the sample based on who he/she thinks would be appropriate for the study. The main objective of purposive sampling is to arrive as at a sample that can adequately answer the research objectives.

The study used mostly purposive sampling technique because the respondents they were picked were only knowledgeable and skilled on issues being inquired for the acquisition of adequate and reliable primary data. The sampling technique was performed since the study area had massive population with the fact that not all are embedded with the knowledge on digital marketing.

3.7 Data Collection Methods and Approach

Primary Data collection methods, the study used different methods in collecting primary data including;

3.7.1 Documentation Review

Secondary data they have been considered with both published data and unpublished data. Published documents which has been used werethe annual report of ATCL for the year 2015, 2016, 2018 and unpublished report includes ATCL newspapers, ATCL officialôs records and statistics and letters. Advantages of secondary data were that; they are cheap and inexpensive, accessible, already available, saves time and efforts, unobtrusive, avoids data collection problems and lastly, they provide a basis for comparison (Kothari, 2004). Therefore, the researcher decided to collect secondary data through the use of documentation review mostly were written documents preferred such as organization brochure, journal and magazine.

3.7.2 Questionnaires

A number of questions has been prepared in a clear flow, those questions are both closed and open-ended categories pre-selected by the researcher. For closed-ended question is that they require a lower cognitive load on the respondent. They reduce the amount of thinking that a respondent needs to undertake to complete the task. This generally has leads to higher response and more accurate data. The advantage is they are easier for the researcher to code and analyse. This is of tremendous importance. A sample questionnaire has been attached in appendix one of this study.

This instrument has been used in this study due to the following merits; it is low cost encored as the fact there was highly number of respondents who spread into different

department, the method it is free from the bias of the interviewer; all the answers they werein respondentsô own words, respondents they had adequate time to give well thought out answers, respondents, who they were not easily approachable, there were highly possibility of reaching them (Kothari, 2004). Generally, 55 questionnaires they were distributed to all 55 respondents; this has been done so as to ensure all required information was collected. Another objective for distribution of questionnaire was to supplement other data collection tools such as documentation review.

3.8 Type of Data

3.8.1 Primary Data

Primary data means original data that has been collected specially for the purpose in mind. It means someone collected the data from the original source first hand. Data collected this way is called primary data. In this study data they were gathered by researcher and her assistance.

3.8.2 Secondary Data

Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social sicience include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes.

3.9 Research Quality

3.9.1 Validity

To ensure validity, triangulation technique was applied in this study by using

questionnaires and secondary data analysis concurrently and this was done through piloting of the data collection instruments used to collect data. The data collection instruments were designed in such a way that they reveal the truth about the impacts of digital platforms on brand awareness. Issues developed from conceptual framework were compared with issues obtained during questionnaire and other informationôs from documentation review as to ensure construct validity.

3.9.2 Reliability

In order for reliable data to be collected, the researcher design the questionnaires through an elaborated procedure which involves a series of revisions under the guidance of the study supervisors to ensure that fieldwork can be conducted by using high quality data collection. Cronbachôs alpha test statistics and also quotes and statement from questionnaires was used as references to ensure reliability.

3.10 Data Analysis, Measurement and Presentation

Data was analysed both qualitatively and quantitatively. The reason for using both approaches is due to the fact that they complement each other. Data from interviews was be transcribed from interview to form notes. Then all the data from interviews and document analysis was re-read and organized to form codes by relating with research questions and literature review. Through re-reading and reflecting from codes and data collected the categories was formed and developed themes. To make meaning, data was theorized before being written in narrative form. Data from questionnaires was analysed using simple statistically analysis methods. The main tool which was used for data analysis is Microsoft Excel and statistical package for social science (SPSS). Calculations for percentages, Tables, figures and charts was

used to provide a quick picture of different situations observed from the collected data.

CHAPTER FOUR

PRESENTATION OF RESEARCH FINDINGS, ANALYSIS AND DISCUSSIONS

4.1 Introduction

The chapter describes the presentation of the results of data analysis and their interpretation. The chapter is well presented in line with the research questions guiding the study whereas the information to assure the generation of the inquired new knowledge for that matter.

4.2 Respondents General Information

The participants to the study as respondents are designated for the purpose of describing the overview of the employees and customers at the Air Tanzania Company Limited and in line with digital marketing. However, the overview is well described using the profile of the participants to the study with mainly three variables of age, gender and the education level which are described in the following manner.

4.2.1 Age

Participants were to reveal their age in the process of information gathering whereas the collected information in line with their age is well shown in Table 4.1. It shows findings on age of respondents that 6 (10.9%) respondents were 18 -30 years; 35 (63.6%) were 31-45 years; and 14 (25.5%) were 46-60 years. This implies that most ofthe employees in Air Tanzania and their customers aged between 31-45 which is active age for work and most of them they can be counted as educated and well experienced age with certain degree of experience in the practice that they have been

at work for some time. Also, that age group imply that most of the people dealing with Information technology such as social media are youth group as they have born in computer and internet era.

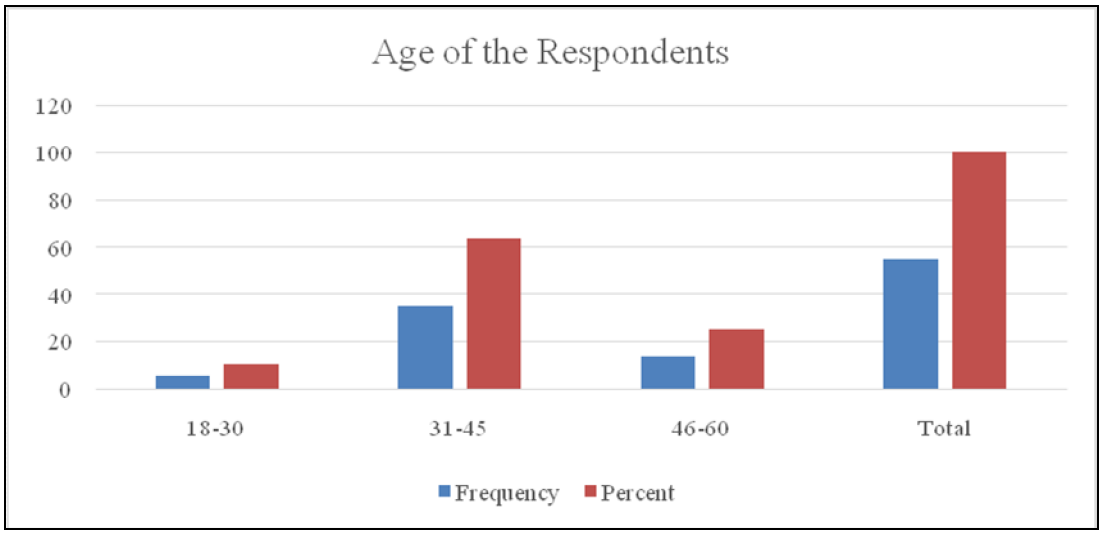

Figure 4.1: Age
Source: Field Data (2019)

4.2.2 Gender

Respondents were once again required to disseminate information on their sex categories whereas the collected facts are shown in Table 4.1.

Table 4.1: Gender

Gender Type	Frequency	Percent
Male	40	72.7
Female	15	27.3
Total	**55**	**100.0**

Source: Field Data (2019)

Table 4.1 reveals findings on gender of the participants as respondents that 40 (72.7%) of the respondents were male; and 15 (27.3%) respondents were female. This implies that Air Tanzania Company Limited indeed is prone to be employed or practiced by anyone either a man or a woman provided that is able to deliver and

also shows both genders can use airline transport. The assertion is complemented by Kril, J., (2013) that marketing and airline works in any country regardless of the size, economic status and others can be practiced by anyone among individuals either male or female provided the fact is competent and able to produce as per requirements.

4.2.3 Education

Respondents furthermore it was important to reveal information on their level of education and competence such that facts are clearly described in Figure 4.1.

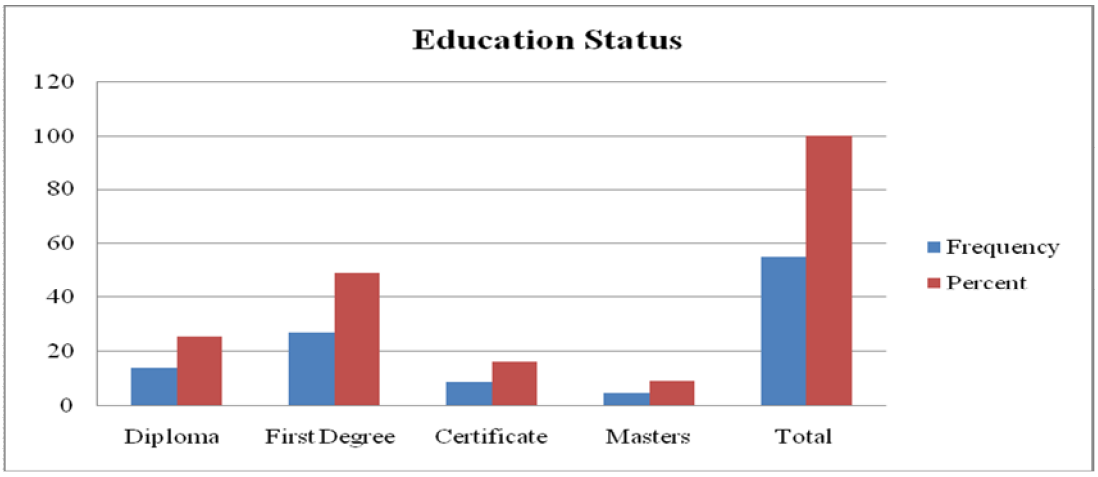

Figure 4.2: Education of the Respondents
Source: Field Data (2019)

Figure 4.2 shows results on the respondents as participants to the study level of education that 14 (25.5%) respondents had diploma qualification and 27 (49.1%) respondents had first degree qualification. Also 9 (16.4%) respondents had certificate qualification and 5 (9.1%) respondents possess masterôs qualification. This implies that the airline sector comprises elite group for both workers and passengers, as it has been shown in the figure above, there is different level of education that some are highly qualified while others had limited qualifications.

This finding is in line with Ahmed, et., al, (2014) that most of the public officers and practitioners in the government entity are a combination of highly qualified and some still possess limited qualifications. At the moment the government of Tanzania is recruiting graduates in all vital positions in the government entities.

4.3 Data Analysis and Discussion of the Findings

4.3.1 Digital Platforms Used for Digital Marketing at the Air Tanzania

The figure 4.3 shows the trend of social media used by ATCL; the aim is to correlate with objectives number one. As it has shown below the most preferred was you tube which was agreed by 50% and strongly agree by 50%, Instagram which is agreed by the respondents 60% strongly agreed by 30% and 10% they were neutral, Twitter 50% strong agree and 30% strong agree, 10% were neutral while 5% they disagree and strongly disagree respectively. For the LinkedIn 50% were strongly agree and 30% strongly agree, while 10% they disagree and strongly disagree respectively. Google+ it has a little use by ATCL as it was disagreed by 40% and strongly disagree by 10% and 10%, they were neutral while only 10% agree and strongly agree respectively. Also Blog as digital platforms agreed and strongly agreed by 40% respectively while it has also disagreed and strongly disagreed by 10% respectively

Facebook it has agreed by 30% and strongly agreed by 40%, neutral 10% while 10% they were disagreed and strongly disagree respectively. It is concluded from this research that the digital media is playing a key role in creating brand royalty since advertising it has changed from traditional to digital, so, there is a much scope available in this area. As it is very much clear from the research that consumer

interest is increasing in this type of marketing platform most of the companies in Tanzania including ATCL have successfully created their brand image and brand association by engaging various activities of digital media. This finding is complying with the study conducted by Curran et al. (2011), which found that social media sites such as Facebook are better than other advertising avenues because it stores information on all its users thus ensuring marketing reaches a retailerôs specific target market. Social media sites are a great stage for retailers to create an experience and retailers can use information stored on social media sites to improve user experience with their brand

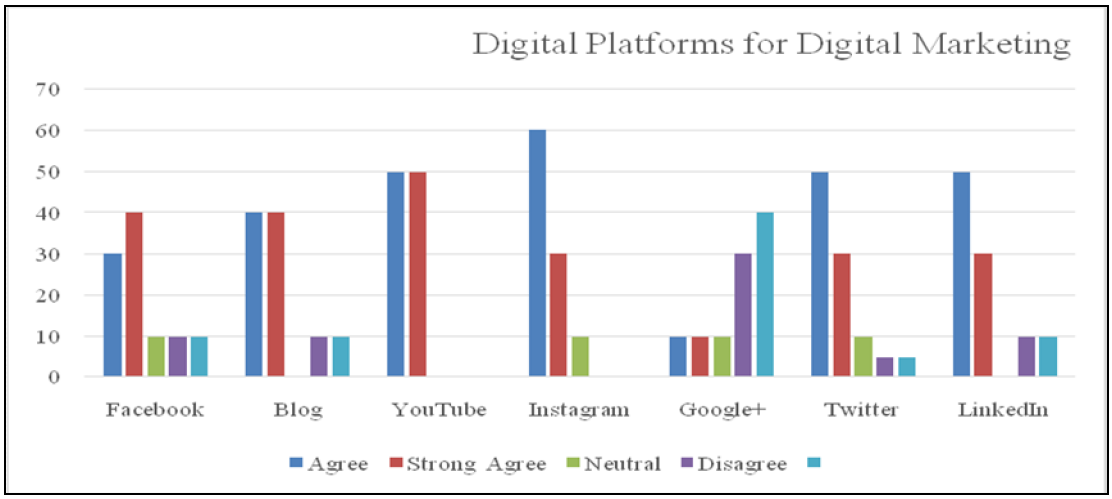

Figure 4.3: Stakeholder Ranking of Social Media Sites
Source: Field Data (2019)

4.3.2 Digital Marketing Strategies for Brand Awareness at ATCL

The figure 4.4 shows digital marketing strategies for brand awareness at ATCL, the study has found that ATCL is using the following strategies for brand awareness for the company. Those strategies shown with the figure below; the aim is to correlate with objectives number two. The most strategies used is the social media marketing which was strongly agreed by 60% and agreed by 40% of the respondents, email marketing which is agreed by 50% and strongly agreed by 30% of the respondents,

and neutral were 10% of all respondents while disagree and strongly disagree they were 5% respectively. Followed by search engine which was agreed by 30% strongly agreed by 40% while 30% they were disagree and strongly disagree respectively?

Content marketing is also used as strategy for brand awareness which was agreed by 40% and strongly agreed by 50% while 10%, they disagree. Retarding adverts is not regularly used by the ATCL as about 60% which is more than half of the respondents they donôt agreed on its use. The Linkert scale was, agreed and strongly agreed by 20% respectively and disagreed by 20% while 40% they strongly disagree. Viral marketing was agreed by 40% and strongly agreed by 50% while 10% they were neutral. Affiliate marketing was also used as digital marketing strategies for brand awareness at ATCL as it was agreed and strongly agreed by 40% of the respondents respectively while 20%, they were neutral. The study also complies with Neti (2011) who study on the social media and explain the benefits of social media which includes: brand reach and awareness, consumer interactions through transactions, referrals and reputation management.

Figure 4.4 Digital Marketing Strategies for Brand Awareness at ATCL
Source: Field Data (2019)

4.3.3 People Perception on The Company's Digital Marketing Activities

The figure 4.5 shows people perception on the company digital marketing activities as they use for brand awareness at ATCL, the study discovers the following as it shown in figure 4.5; the aim is to correlate with objectives number three. Most people perceive that digital marketing it increase communication between the company and customers as its agreed by 60% and strongly agreed by 40%, also respondent said it increase engagement between the company and customers also staff and the company as it agreed by 40% and strongly agreed by 60% of the respondents. They are also creating personal connection as it agreed by 70%, 20% strongly agreed and 10% they were neutral, when the company use digital marketing it increase brand recognition as it was agreed by 40%, strongly agreed 40%, disagree and strongly disagreed by 10% respectively.

Also 70% agreed and 10% they were strongly agreed that digital marketing it is just marketing strategies while 10% they were disagreeing and strongly disagree respectively. Whereas other respondents said that digital marketing strategies it increases financial capacity as it agreed by 40% and strongly agreed by 30% and it was disagreed by 10% while 20%, they were neutral. Generally, in todayôs world digital media is important because it is cost effective, develop more awareness and also the queries put forward by the consumers are answered by the companies quickly. Through digital media companies constantly improve themselves and try to create a good image about the product. Digital media is growing in Tanzania as the number of people using Internet is on the rise as it has shown in the figure 4.5. Keeping this in view companies can increase their customer base and build upon the

loyalty that is there among their existing customers.

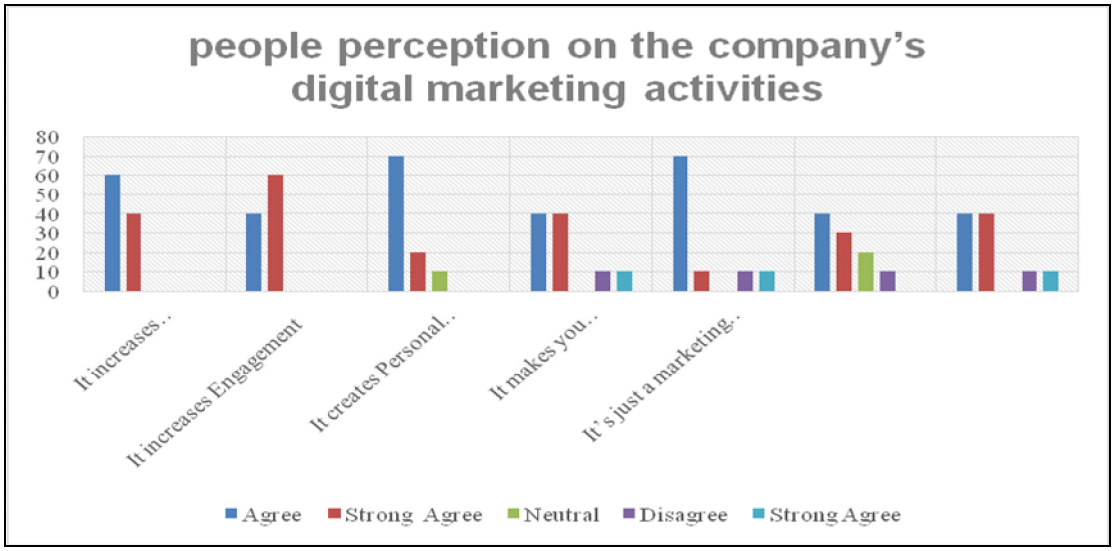

Figure 4.5: People Perception on the Company's Digital Marketing Activities
Source: Field Data (2019)

4.3.4 Digital Marketing and Company's Brand Image

The figure 4.6 shows the Linkert scale which explain how does digital marketing enhance the brand image of the ATCL; the aim is to correlate with objectives number four. As it has shown in the figure 4.6 below; most of the respondents comment that digital marketing increase exposure of the company or product and it increase traffic who are viewers or visitors, this has been agreed by 55% and strongly agreed by 5% and 5% they were neutral while 20% they disagree. Also 55% agree and 25% strongly agree that digital marketing enhance company brand image since it helps to develop loyal customer and 10%, they were neutral while 5% they were disagreed and strongly disagree. Most of the customer comment that digital marketing enhances company brand image since it increases search ranking and generate lead as it has agreed by 70% and strongly agreed by 10% of the respondents while 10%, they disagree and strongly disagreed respectively.

Lastly, it establishes thought leadership as it has agreed by 40% and strongly agreed by 10% of the respondents and 10%, they were neutral while 20% they were strongly disagreed and disagree respectively. The result also complies with the study conducted by Arora and Sharma (2013) which state that; There are three strategic roles that help to build the brand. Marketers must use social media to serve their brand building objectives. It can help the brand to: build a relationship to become more trusted, differentiate through an emotional connection to become more remarkable and unmistakable; and nurture loyal fans to become more essential.

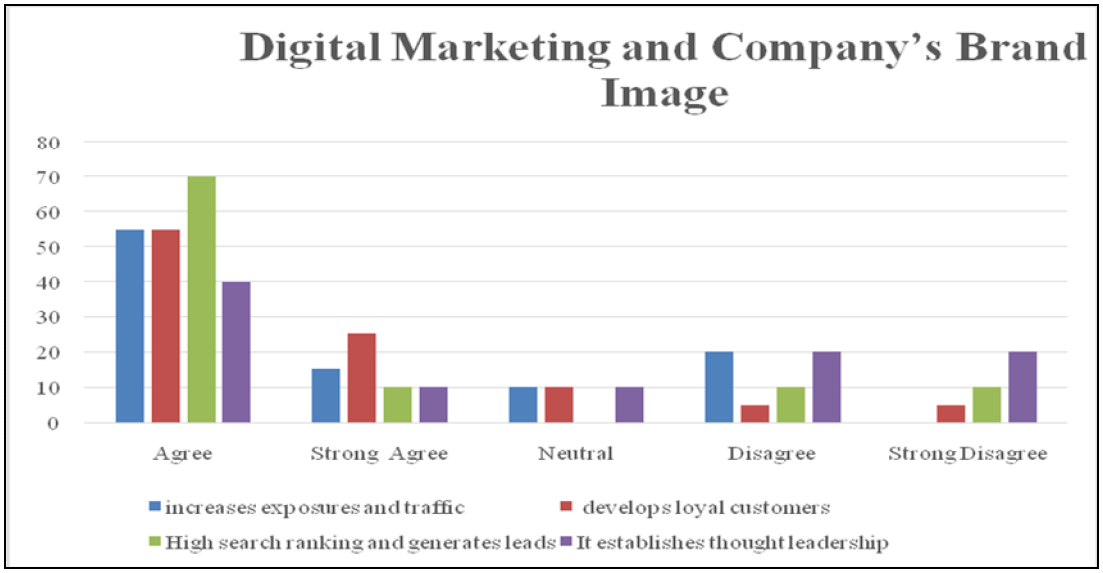

Figure 4.6: Digital Marketing and Company's Brand Image
Source: Field Data (2019)

4.4 Respondent from Customers

4.4.1 Frequency on Using Internet

The figure 4.7 shows to what extent does the ATCL customers used internet, the result was 80% they said they use internet frequently, 10% they use internet often, 10% they use interment occasionally. Therefore, it can be concluded that all ATCL customers are using internet and most of them which is 80% they use it frequently.

The result shows that ATCL to use digital marketing is the right option since their customer have access to it.

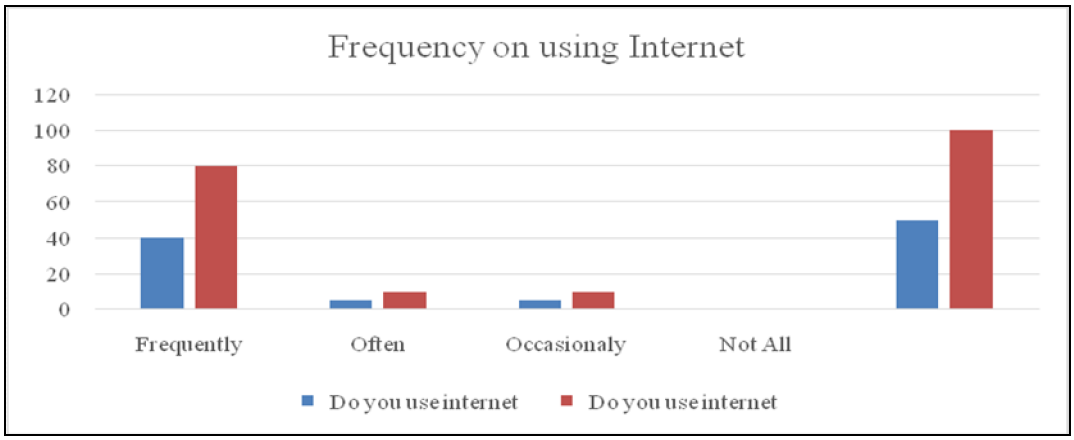

Figure 4.7: Frequency on Using Internet
Source: Field Data (2019)

4.4.2 Checking an Advertisement on the Internet

The figure 4.8 shows to what extent does the ATCL customers used their internet services to look on advertisement, the result was 40% they donôt look at them until they appear on their device such as phone, 30% they check them occasionally while 10% they check them frequently and regularly respectively. Therefore, it can be concluded that all ATCL customers are using internet but they donôt have tendency of checking on advert until they appear when they are searching on other things.

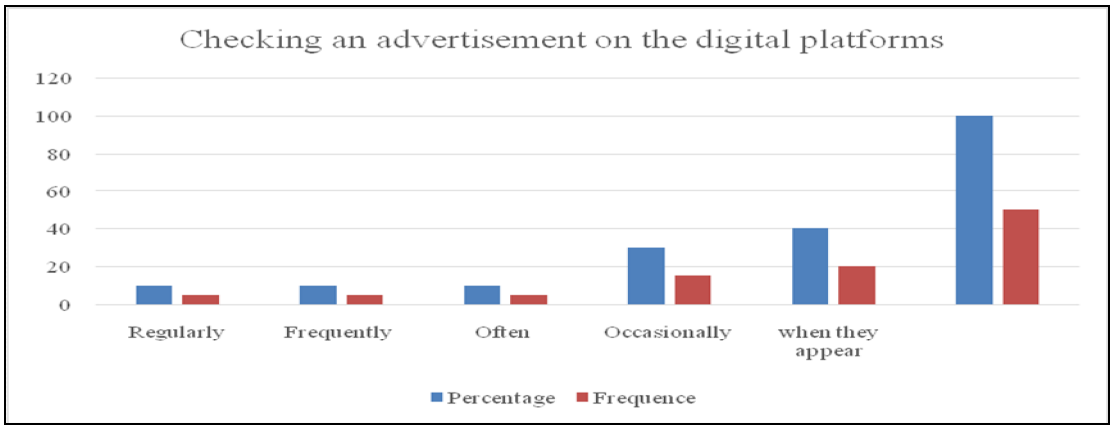

Figure 4.8: Checking an Advertisement on the Internet
Source: Field Data (2019)

4.4.3 How do you know ATC

The figure 4.9 shows on how does ATC customer came to know the ATCL, the result was 50% they said they found it in social media while 25% they know ATCL through their friends and 25% also they came to know ATCL when they were looking and searching for the best channel. Therefore, it can be concluded that most of the ATCL customers depending on the social media to know about ATCL.

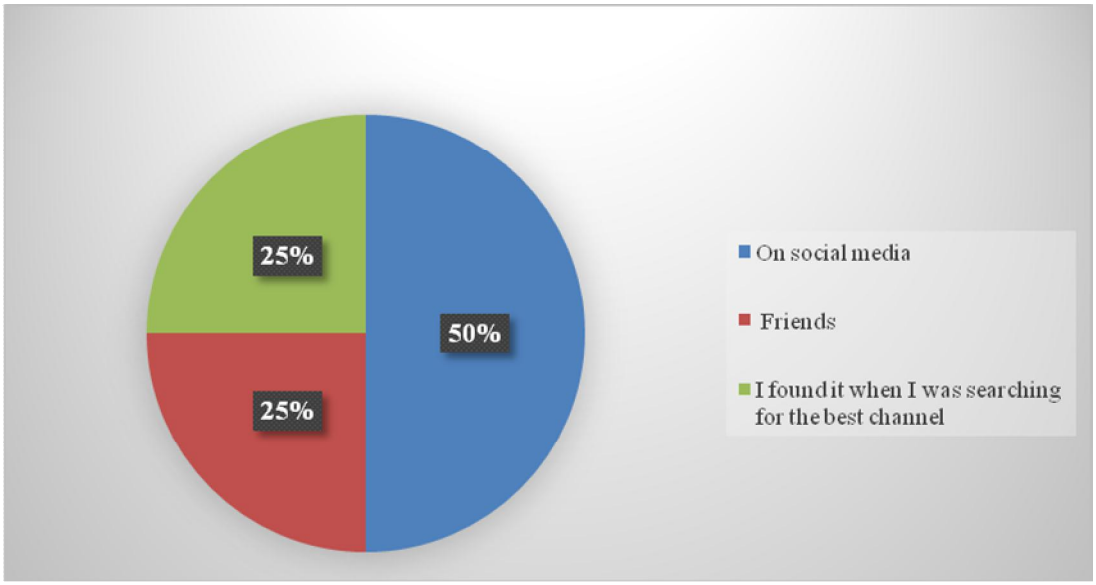

Figure 4.9: How Do You Know ATCL
Source: Field Data (2019)

4.4.4 Ticketing Booking

Figure 4.10 shows on how does ATC customer book their ticket, the result was 40% they said they book ticket by visiting company office, 30% they said they book ticket through online link which is ATCL website and also 30% they book ticket by using an agent. Therefore, it can be concluded that most of the ATCL customers depending on the ATCL office to book their tickets and not social media while they use social media to know about ATCL and getting information,

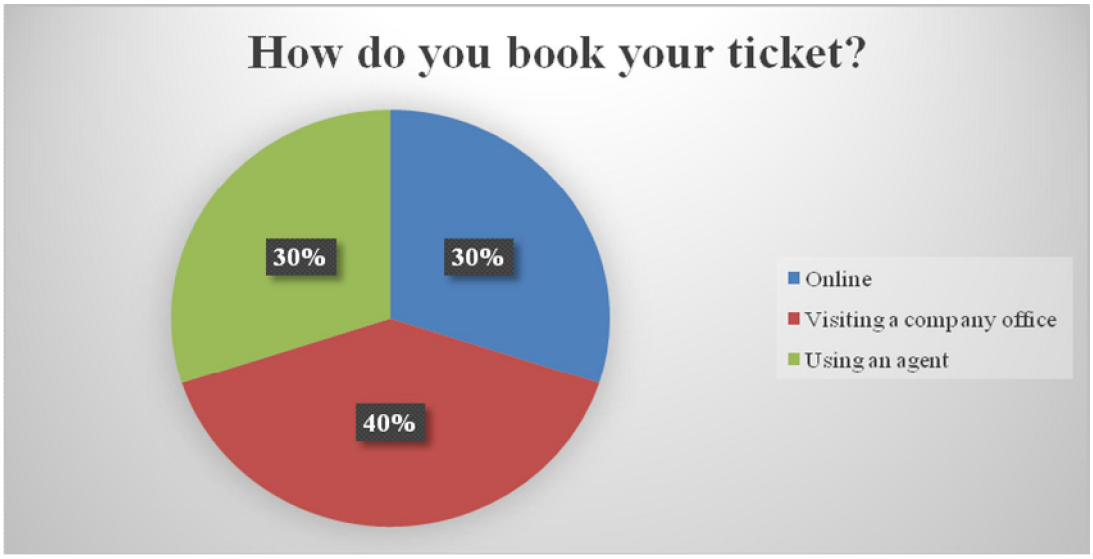

Figure 4.10: Ticketing Booking

4.4.5 People Perception on The Company's Digital Marketing Activities

The figure 4.11 shows people perception on the company digital marketing activities as they use for brand awareness at ATCL, the study discovers the following as it shown in figure 4.11; Most people as customers perceive that digital marketing it increase communication between the company and customers as its agreed by 50% and strongly agreed by 50%, also respondent said it increase engagement between the company and customers also staff and the company as it agreed by 60% and strongly agreed by 40% of the respondents.

They are also creating personal connection as it agreed by 80%, and strongly agreed by 20%, when the company use digital marketing it increase brand recognition as it was agreed by 50% and strongly agreed by 50%. Also 40% agreed and 40% they were strongly agreed that digital marketing it is just marketing strategies while 10% they were disagreeing and strongly disagree respectively. Also, other respondents said that digital marketing strategies it increases financial capacity as it agreed by 20% and strongly agreed by 30%, 20% were neutral while 20% they disagree.

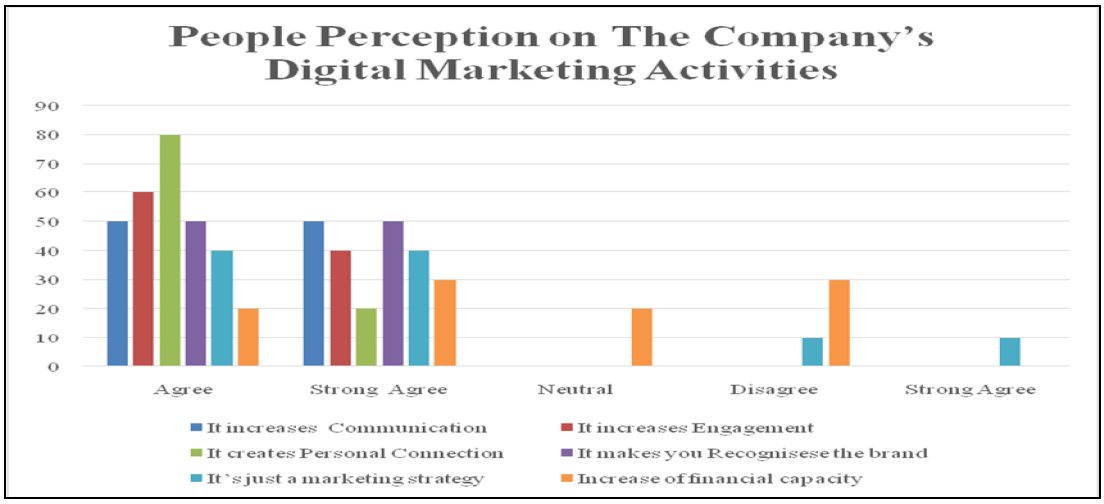

Figure 4.11: People Perception on The Company's Digital Marketing Activities

4.4.6 Effectiveness of Digital Platforms over Other Local Media Channel

The figure 4.12 shows people perception on the effectiveness of digital platforms over other media channel on the company brand awareness. The study found that ;Most people 60% comments that digital platforms are more effective on the brand awareness compare to other media channel such as radio and newspaper, also 10% they said they are effective, while 20% they said they are less effective and 10% they said they are not effective compared to other local media channel such as radio and newspaper in making brand awareness.

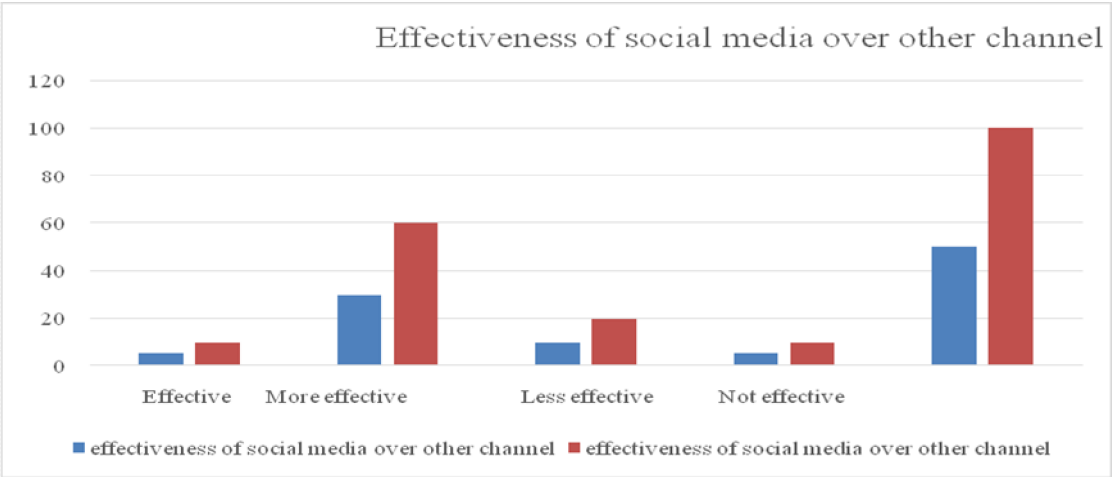

Figure 4.12: Effectiveness of Digital Platforms Over Other Local Media Channel
Source: Field Data (2019)

CHAPTER FIVE

SUMMARYOF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter highlights the summary of the study supported by the conclusion and the recommendations.

5.2 Summary of the main Study

The study identify the impacts of digital marketing on brand awareness with a case study of Air Tanzania with the following specific objectives; the first one was to identify digital platforms used for digital marketing at the Air Tanzania, second objectives was to determine the digital marketing strategies used for brand awareness at Air Tanzania Company Limited, third one was to determine people perception on the companyôs digital marketing activities and the last one was to determine how does digital marketing enhancing companyôs brand image. All objectives used to develop specific research questions which used to develop questionnaires. Data were collected by using those questionnaire and respondents they were ATCL staff and customers. Then, collected information from the questionnaires were grouped and computed in SPSS version 23.0 for analysis and presentation of the gathered analytical data.

Descriptive statistics were produced to provide information on the profile of the respondents, data was analysed using content analysis approach which were narratively described with themes to support the findings while the empirical study was the basis on which the research was built. Data was collected from total numbers of 55 respondents, most of them (63.6%) were aged 31-45 and the lowest age group

was 18-30 which makes 10.9% of the total respondents where the mean age was 27.5 which shows there is active workforce at the company and most of the customers, they were youth. most of them were respondents found to be with high level of literate as (5) 9.1% had Master Degree and (27) 49.1% had first degree also most of them they were male which count 72.7% of the total number of the respondents.

Findings indicated that digital platforms are more effective and they have huge impact in creating brand awareness. And most of the ATCL customer use internet and they are aware with social media which is increasing the need of ATCL to use digital platform to bring awareness of their products. The first objective of the study was to identify digital platforms used for digital marketing at the Air Tanzania, the study found that all popular digital platforms such as Facebook, Linked In and google+, ATCL they use them for raising awareness of their brand. These platforms they are well connected and known with their customer since theyôre also using interment and social media.

The second objectives were to determine the digital marketing strategies used for brand awareness at Air Tanzania Company Limited, the study found that ATCL are using several digital platforms such as email marketing, content marketing, viral marketing search engine maximisation as they have shown on figure 4.3 above. These strategies are most popular in digital communication. The third objectives were to determine people or customer perception and staff perception on the companyôs digital marketing activities. The study found that both staff and their customer have got same perception on the digital marketing strategies or activities.

The findings address that those strategies increase communication between customers and company, and also it facilitates customer engagement and personnel engagement while others they have comment that digital marketing it increase brand recognition as presented in figure 4.4. The last objectives were to determine how does digital marketing enhancing companyôs brand image. The study found that, digital marketing increase exposure and traffic, it develops loyal customer and it establish thought leadership of the product or brand of the company as it presented on the figure 4.5 above. The study also found that digital platforms are more effective than other local media channel such as radio and newspaper as was commented by customer.

5.3 Implications of the Findings

This study it has huge impacts to the government, politicians and marketer since it will provide the ground for all companies which need marketing services to use digital media for their advertisement. It is being realised through the result of the study, also result provide literature for policy makers of the company or government to make the marketing policy.

5.4 Conclusion

This paper has pointed out the impact of digital marketing platforms on how they enhance brand awareness of the company where by ATCL was the case study, the result has shown that the new era of science and technology has change the means of communication from traditional media channel such as newspaper and radio to digital platforms such as google, blogs, email, Facebook tweeter. Those digital platforms have proven to be more effective by both customers and the company

which they use them and the study found that internet is the normal for every customer of the ATCL or airline business in general. Most of the customers using internet and social media to look on information whenever they appear on their phones or computer which gives them opportunities to get information posted by companies such as ATCL. People they donôt wait for newspaper or radio to get information rather they search on social media.

Brands awareness could be raised through internet marketing tools, which notify, remind, and convince customers about their brands, products, or services. The client may encounter with the brand in various ways, for example, reviewing videos, playing games, spending time on the site or by communicating with other customers, watching advertisements. In order to increase brand awareness, it is necessary: to increase interaction with your brand, build positive brand associations, increase brand loyalty by linking it with the target audience, and motivate customers to get acquainted with your brand and associated products.

Publications in various media channels strengthen its positions in the consumer's mind, the brand becomes recognized. Brand awareness is created through advertising, promotion, selling, and public relations through internet. Internet marketing includes not only advertising on the websites, but also e-mails, and social networks. Social media marketing involves the use of internet social media tools (Facebook, Twitter, and LinkedIn) to reach consumers in innovative ways and to increase brand awareness. Social networking helps to promote the company and its brand awareness.

Brand awareness are created through advertising, promotion, selling, public relations, and direct marketing. The company needs to communicate the values of the brand and then reinforce brand associations to start the wheel of usage and experience, and keep it turning. Through the combination of the stimulus of consistent communications and satisfactory usage and experience, brand awareness, confidence and brand equity are built.

5.5 Recommendations

This study has made a purpose of providing information to assist different airlines companies to use digital platforms so as to increase their brand awareness and to be well connected with their customer. Therefore, after all observation of this study, the researcher recommends the following;

5.5.1 To the Government

The government should promote digital marketing to every area of the economy especially in commerce and should facilitate to reach to more people so that they can use for different transacting. This will be huge step of using digital marketing also to enable and foster adherence and compliance to ethical standards services among practitioners with or without their consent. This is due to the fact that the practice burns all meetings, as well as practices and loop holes which caused persistence of malpractices to keep on occurring which were unethical between customers and staff.

5.5.2 To the Policy Maker

Another recommendation is for policy makers and politicians such as Member of Parliament, they should enact laws that abide all the communication companies to

reduce the cost of using internet so that to increase the digital communication hence will increase e-business.

5.5.3 To Tanzania and Companies

This study recommends that people they should engage more on more useful use of digital platforms such as for business purpose and also for the companies they should use more digital platforms to communicate with their customers and also facilitate purchasing instead on depending meeting face to face. The last recommendation is, company such as ATCL should upgrade its digital marketing strategy level from simple marketing campaigns aimed at selling and customer to read posted information, to creating a content that will let the customers engage with the brand and let them feel that their opinion is important to the company.

5.6 Limitations of the Study

Air Tanzania company limited was the study area and the main focus was to determine if they are using digital marketing for brand awareness and what digital platforms are they using to do that. The study has faced several challenges during data collections and results findings that includes

i. Time: During data collection, I had a very limited time because of other commitments of work that I had because I gave birth in the middle of the research study. I had no choice but to look for an assistant who helped me to collect some of the data.

ii. Availability of respondents, It was very challenging to get all the respondents starting with Air Tanzania staff they are always busy due to the nature of their work to get them I had to ask permission to their head of departments,

and to get customers was also very difficult most of them were always busy with their errands so I had to cope with the schedule.

iii. Financial burden, I was burdened with expenses during the research study because at first, I never thought i will need to hire a research assistant, therefore the initial budget was not enough I even had to get a loan due to the fact that I just had a baby and at the same time I had a research assistant that I am supposed to pay.

5.7 Further Study

This study is based on, to determine the impact of digital platforms on the brand awareness with the case of ATCL. Itôs the opinion of the researcher that the next study should focus only on the negative impact brought by online purchasing. This study will be important since it has a lot of risk and some customer complains about losing their money or its safest policy.

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APPENDICES

Appendix 1: Questionnaires

Dear Sir/Maadam,

RE: REQUEST TO RESPOND TO THE QUESTIONNAIRES

The caption above is concerned.

I am BORA OMARY NDANYUNGU, a student of Open University of Tanzania pursuing Master of Business Administration. I kindly request you, to assist in providing much information to the questions as possible which represents your true views.

The study is for academic purposes only; therefore, all information provided will be treated as confidential and will be used for academic purpose only.

Your co-operation towards a smooth realization of the intended goal will be highly appreciated.

Thanks in advance

Yours sincerely

BORA OMARY NDANYUNGU

QUESTIONAIRE: Section 1

1. Demographic

Please select the response that best describes your answer

a) Which of the following age category are you?

i. Below 25 ☐

ii. 26-36 ☐

iii. 37-47 ☐

iv. 48-58 ☐

b) What is your education level?

i. Secondary education ☐

ii. College ☐

iii. University ☐

c) Marital status

i. Married ☐

ii. Single ☐

iii. Divorced ☐

iv. Widow ☐

1.) What is your position in Institutional management……

2.) Do you have computers?

i. Yes ☐

ii. No ☐

3.) Do you have an ICT Department?

i. Yes ☐

ii. No ☐

4.) If yes state the number of IT professional employees é é é é é é é é é é é é é .

5.) Is there application of ICT in daily operationé é é é ..

i. Yes ☐

ii. No ☐

6.) What kind of digital platforms do use/prefer for your marketing purpose?

i.) é é é é é é é é é é ..

ii.) é é é é é é é é é é ..

iii.) é é é é é é é é é é é ..

iv.) é é é é é é é é é é é .

7.) Do you think that new trends in media marketing are effective? Please explain

é é

8.) What according to you and your company is the best way of marketing a product?

i.) Through traditional marketing

ii.) Digital marketing

9.) What are the advantages of digital marketing over traditional marketing?

i.) é é é é é é é é é é ..

ii.) é é é é é é é é é é ..

iii.) é é é é é é é é é é é ..

iv.) é é é é é é é é é é é .

10.) What are challenges faces by companies in Tanzania in using digital platforms for marketing purpose (experiences from your company)

i.) é é é é é é é é é é ..

ii.) é é é é é é é é é é ..

iii.) é é é é é é é é é é é ..

iv.) é é é é é é é é é é é .

11.) What are measures that can be taken by government and other stakeholders to address those identified challenges

(Suggestions based on experienced problems from your company)

i.) é é é é é é é é é é ..

ii.) é é é é é é é é é é ..

iii.) é é é é é é é é é é é ..

iv.) é é é é é é é é é é é .

12.) What type of products and services does your company sell?

13.) Does your company have an E-commerce website?

14.) Describe your typical customers viewers of your services and products, i.e. demographics, geographical location etc.

Section B: Social Media Strategy & Branding

1.) What are your major forms of advertising or promotion of your brand?

2.) Since you have a website, do you use social media for marketing/brand awareness?

3.) How long have you been using social media to create brand awareness?

4.) In your company, what are the benefits you get by using social media for advertising your companyôs brand and its products?

5.) What challenges does your business face in using social media?

6.) Have you ever encountered a negative comment(s) online about your company or products? If show did you deal with the situation?

7.) What other ways have you used to minimize the impact of these challenges?

8.) What measures have you taken in ensuring brand security online?

9.) Do you use any other forms of advertising your services and product apart from online (digital) advertising ï

i.) YES ☐

ii.) NO ☐

10.) Please name these Ăotherť advertising channels (e.g.TV, brochure etc.) that your business also uses apart from online channels?

11.) Do you find these advertising channels to be effective? If yes, please explain how?

12.) If you are asked to rate the effectiveness of these Ăotherť marketing channels in comparison to social media networks, would you say that they are

i.) MORE EFFECTIVE ☐

ii.) LESS EFFECTIVE ☐

13.) Have you ever encountered a negative comment(s) online about your company or products? If so, how did you deal with the situation?

14.) What other ways have you used to minimize the impact of these challenges?

15.) What measures have you taken in ensuring brand security online?

16.) Do you use any other forms of advertising apart from online advertising - YES/NO

17.) Please name these Ăother advertising channels (e.g.TV, brochure etc.) that your business also uses apart from online channels?

18.) Do you find these advertising channels to be effective? If yes, please explain how?

19.) If you are asked to rate the effectiveness of these Ăother marketing channels in comparison to social media networks, would you say that they are

20.) How do you incorporate the different kinds of marketing channels into your marketing plan?

21.) Use of online activities by companies in their marketing efforts:

22.) What are the reasons of your company to choose digital marketing?

i.) Customers Stay Updated

ii.) Customers Can Compare Online

iii.) Clear Product Information for the Customer

iv.) Reduction in Personal Carbon Footprint

v.) 24/7 Shopping

Customers' Questions

1. Do you use internet

Regularly Frequently Often Occasionally not at all

2. What kind of digital platforms do use/prefer often?

i.) Facebook

ii.) Twitter

iv.) You Tube

v.) Blogs

iii.) Instagram

3. How often do you check an advertisement placed on the digital platforms?

Regularly Frequently Often Occasionally not at all

4. How did you know Air Tanzania service and products at the first time?

i.) On social media

Specify SM sitesé é é é

ii.) Friends

iii.) I found it when I was searching for the best channel

THE END- Thank you