

**PUBLIC PERCEPTIONS TOWARDS BILLBOARD ADVERTISING IN
TANZANIA: A CASE OF DAR ES SALAAM**

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS
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TANZANIA**

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CERTIFICATION

The undersigned certifies that he has read and hereby recommends for acceptance by the Open University of Tanzania a dissertation titled. “**Public Perceptions Towards Billboard Advertising in Tanzania**” in partial fulfillment of the requirements for the Degree Master of Business Administration (Marketing) of the Open University of Tanzania.

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I, **Naila Abdalla El-Busaidy**, do hereby declare that this dissertation is my own original work and that it has been presented and will not be submitted to any other university for a similar or any other award.

.....

Signature

.....

Date

DEDICATION

This dissertation is dedicated to my family and my lovely father, Mr. Abdul Razak Ismail El-Qureshi who is my true role model in all aspects.

ACKNOWLEDGMENTS

I thank God for His mercy and grace for the time, energy and resources He has provided to me throughout the entire period of my studies as well as good health. I return the honor and glory to Him for the successful completion of this study programme. I wish to express my appreciation and gratitude to all who have contributed to the realization of this ambition. First and foremost, my profound gratitude goes to my supervisor Dr Philemon, of the University of Dar es Salaam whose instruction, guidance and encouragement facilitated this study. He was always there to attend to my calls and enquiries and provided all the support I needed for the completion of this dissertation. His invaluable instruction and supervision are highly appreciated. I also wish to express my sincere appreciation to the Faculty of Business Management Open University of Tanzania leadership and staffs. I also thank my course lecturers and colleagues in the Masters of Business Administration for their consistent and academic advice they accorded to me during the program. Lastly but not least, I take this opportunity to thank my family for their love and courage they gave me throughout the entire study period. God bless them with every good gift.

ABSTRACT

The main objective of this research was to examine the current public perceptions towards billboard advertising in Tanzania the case of Dar es salaam region. Specifically, were to analyze perceptual differences across demographic segments towards billboard advertising, to assess whether billboard advertising is informative and persuasive enough to influence consumers' purchase decisions, to determine the effectiveness of billboard advertising in comparison to other modes of creating awareness such as newspapers, radios and television and to assess the effectiveness of government regulations towards billboard advertising. The study employed both quantitative and qualitative survey methods based on a sample of 100 respondents. The study used questionnaires and relevant documentaries as the main data collection methods. Descriptive analysis of data using Statistical Package for Social Sciences (SPSS) and Content analysis techniques were employed. Thus the main findings of the study revealed that the perceptual difference across demographic segments towards billboard advertising was a positive one, in particular to males, younger and those respondents with lower levels of education. It was also found that billboard advertising is entertaining, informative although not credible enough. Nonetheless the public find it helpful in guiding their purchase decisions. In comparison with other media, the public ranked billboards' the second most effective advertising medium after the television. The public perceive billboard advertising regulations ineffective in particular to content and placement regulations, however tax regulations were effective. The study recommends that the government should apply billboards content regulations effectively since it has some dramatic effects to the public.

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LIST OF ABBREVIATIONS AND ACRONYMS

A-Level	Advanced Level
FGDs	Focus Groups Discussions
HOE	Hierarchy- of Effects
MBA	Master of Business Administration
NBS	National Bureau of Statistics
O-Level	Ordinary Level
UDSM	University of Dar es Salaam
UNCTAD	United Nations Conference on Trade and Development
Vol.	Volume

CHAPTER ONE

1.0 BACKGROUND TO THE STUDY

1.1 Introduction

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

Billboard advertising, which began with sign painting and large advertisements painted on buildings, has developed rapidly in the last few years in Tanzania, particularly with partnerships of foreign advertising agencies within the sector. It has become a “major medium,” along with television, radio, newspapers, magazines, the internet, and cinema. The success of billboard advertising is due to its primary objective to gather and attract consumers’ interest and attention (Elden, 2003). Due to this reason billboard advertisements are preferred by advertisers and marketers.

In Tanzania, the evolution of the advertising sector has a long history. The country was operating in a free market economy up to 1967 when all businesses were nationalized through the Arusha declaration, which advocated placing all the major means of production and distribution in the hands of the public. During this socialist era, the State-owned media enjoyed high degree of monopoly due to the socialistic tendency which was

the result of centrally planned economic system which never saw the need for such things as advertising.

The economic reforms took place after the trade liberalization in 1985, when the country decided to initiate the process of transition from a centrally planned economy to a market-based economy (UNCTAD, 2002). The business environment started re-shaping and became more competitive as a result firms needed to design new strategies to survive. Commercial and radio advertising become prominent in that period. The trend moved slowly from newspapers, magazines, local television to outdoor advertising. At present, more and more marketers from varied industries are turning to billboard advertising to increase the effectiveness of their promotional campaigns. Major companies like soft drinks manufacturers, telecom service providers, banks and others have already allotted a major portion of their advertising budgets for outdoor advertising to reap the many benefits of billboard advertising such as better reach, cost efficiency, ability to reach specific target audience, scope for creativity, longevity and constant exposure.

1.2 Statement of the Problem

In recent years billboard advertising has shown precocity in our country just like all over the world major streets and thoroughfares of metro have been converted as an advertising space no one can seem to stop. Without proper regulations, the omnipresent pieces of billboards that are now proliferating are bound to cover the skyline and even worst, maybe the road itself. The growing numbers of billboards have raised concerns and debates of proliferation and the impacts that come with them. Despite the criticisms, government regulations and advanced development of modern technology such as the websites, television, radio, newspapers and magazine, online advertising, many companies in Tanzania are increasingly using billboards as a means of reaching their potential buyers.

However, despite contribution to revenue growth, billboard advertising remains one of the least researched of any mass medium (Katz, 2003). Even among the limited number of studies that have been conducted, few have focused on factors that drive its effectiveness and perceptions of the public (Donthu et al., 1993). Henceforth this study is aimed at assessing the reality of the way in which the public perceive billboard advertising.

1.3 Objectives of the Study

1.3.1 General Objective

The main objective of this study was to examine the current public perceptions towards billboard advertising in Tanzania.

1.3.2 Specific Objectives

- (i) To analyze the perceptual differences across demographic segments towards billboard advertising
- (ii) To assess whether billboard advertising is informative and persuasive enough to influence consumers' purchase decisions
- (iii) To determine the effectiveness of billboard advertising in comparison to other modes of creating public awareness such as radio, television and newspapers.
- (iv) To assess the effectiveness of the current government regulations towards billboards advertising

1.4 Research Questions

- (i) What are the perceptual differences across demographic segments towards billboard advertising?

- (ii) Is billboard advertising informative and persuasive enough to influence consumers' purchase decision?
- (iii) Do consumers perceive billboard advertising a more effective media than other modes of creating public awareness?
- (iv) Are the current government regulations towards billboards advertising effective?

1.5 Significance of the Study

This study identified its significance to four interested parties; these are academicians, business people, advertising media and policy makers. The study contributes to the currently available literature on billboard advertising. The findings from this study are expected to be relevant to business people who want to reach customers and gain competitive advantage to embrace and rationally decide on the most appropriate advertising channel to be used. Advertising media finds it useful in tailoring their offerings. This study is also expected to enable policy makers and advertisement regulatory authorities in revising their policies, rules and regulations related to billboard advertising.

1.6 Scope of the Study

This study was restricted to the public in the three municipals of Kinondoni, Ilala and Temeke in Dar es Salaam.

1.7 Organization of the Study

This work is divided into five chapters. The first chapter is an introduction of the study. It presents the background, purpose, research questions, and significance of the study and scope of the study. The second chapter provides a review of literature related to the study.

It comprises of theoretical studies on consumers perception towards advertisement, theories and empirical studies on billboard advertisement. The third chapter deals with research methodology, containing study approach, research strategy, study area, population of the study and sample and sampling procedure. It also consists of data collection techniques, data analysis and presentation as wells validity and reliability of the instruments used in data collection. Then the fourth chapter focuses on data presentation, analysis and discussion of the findings. Finally, the fifth chapter presents the summary of the study, conclusions, and recommendations. It also includes area for further research.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Brief History of Billboard Advertising

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

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

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

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

2.1.2 Roles of Billboard Advertising in Business

One of the big values of billboard advertising is that it introduces people to new things that they may otherwise have not known about (Hill and O’Sullivan, 2004). It aims at affecting behavior, with which most advertising is associated in purchase behavior- either to induce it in the first place or more commonly to maintain it in the face of intense competition. Consequently a manufacturer will use it to inform consumers about product differences, changes and availability, to persuade them to purchase the product. It also reminds infrequent purchasers about the product and to reinforce previous messages. Where competitive advantage is being sought through differentiation resulting from essentially intangible benefits, rather than obvious and visible differences, advertising is important in creating the differentiation.

2.1.3 Factors Associated with the Success of Billboards

Relatively few studies have attempted to examine factors associated with the effectiveness of billboard advertising. However, a few have provided very specific advice for outdoor advertisers. In examining the outcomes of outdoor advertising, some studies found that a novel or very creative execution could improve recall or attention to billboards (Fitts and Hewett 1977; Hewett 1975). Thus, use of a clever creative execution is one factor that has been hypothesized to correlate with effective outdoor advertising. In a content analysis of billboards, Blasko (1985) examined whether advertisers were following accepted creative

principles associated with outdoor advertising. Drawing on Burton's *Advertising Copywriting* (1983) and the Traffic Audit Bureau's *Planning for Out-of-Home Media* (1977), Blasko (*ibid*) listed five main principles of effective billboard advertising: short copy (eight or fewer words in copy), simple background, product identification (billboard clearly identifies product or advertiser), simple message (single message communicated), and creative (use of clever phrases and/or illustrations). Studies conducted by Donthu *et al.* (1993) and bhargava *et al.* (1994) found recall of billboards to be positively related to a variety of factors, including brand differentiation, emphasis on product performance, inclusion of price, use of a photograph, use of humor, use of color, and a good location for the billboard. The 1993 study emphasized that advertising recall can be enhanced by using fewer words or unusual executions.

2.2 Characteristics of Billboards Message Content

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

2.2.1 Entertainment

Entertainment of advertising information is significantly related to advertising value of traditional advertising (Ducoffe, 1995). People's feeling of enjoyment associated with advertisements play the greatest role in accounting for their overall attitudes toward them (Shavitt *et al.*, 1998). Entertainment denotes its full ability to fulfill consumers' needs for "escapism, diversion, aesthetic enjoyment or emotional release" (McQuail, 1983). Entertainment is also a crucial factor for billboard advertising. It is essential that the message is concise and funny, and thus immediately captures consumers' attention (Katterbach, 2002). Entertainment services can increase customer loyalty and add value

for the customer. As most people have a natural playfulness, providing creative designs with a slight touch of humor on billboards is a successful way to attract customers.

2.2.2 Informativeness

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

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

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

2.2.3 Credibility

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

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

2.2.4 Billboard Advertising Beneficiaries

2.2.4.1 The General Economy

Billboard Advertising stimulates trade and maintains economic vitality and viability.

2.2.4.2 Small Business

Billboard Advertising is a particularly important medium for communication for small business.

2.2.4.3 Rundown Areas

Good quality, modern signage is essential to revitalization of trade for a shop, business, or shopping centre which is run down.

2.2.4.4 The Community

People value signs for providing information, identification and warning, particularly when they are in an unfamiliar area - a common feature of today's mobile society and where there is gravitation of rural people to the bewildering cities.

2.2.4.5 Charities and Community Services

Billboard Advertising has an important role to play and is often used for advertising charitable causes such as the Cancer Association and Aids Awareness Programmes. Because of its unique ability to penetrate the most remote rural areas, billboard advertising is invaluable for voter education and political advertising.

2.2.4.6 Amenity

Good quality and well maintained signage can contribute to an area by screening unsightly features and by adding colour to a drab environment. It is effective as an alternative to a graffiti-prone wall. Large advertising signs enhance the symbolic value of a city by becoming landmarks and objects of interest and pride for its citizens and visitors alike.

2.2.4.7 Safety

Illuminated signs at night provide a warm and more secure environment than unlit streets or sterile street lighting. Brightly lit areas, intensified by advertising signs, reduce public feelings of fear in city areas, making them safer and friendlier. Discreet and well-positioned advertising signs in rural areas have been seen to be of some value in reducing a motorist's boredom and thus making a positive contribution to safety.

2.2.4.8 The Advertiser

The owner of the product or service obtains exposure which may not be available in other media such as small business and makes the product or service known to the community. Billboard advertising is also the medium which most other media use to promote themselves.

2.2.4.9 Site Owners

Local residents, property owners, town and city councils and vernmen are able to receive income through ownership of suitable sites for this medium - thus making a contribution to the local economy.

2.2.4.10 The Advertising Contractor or Sign Company

As an employer of skilled, semi-skilled and unskilled labor and as a user of products and services of other companies, the billboard advertising contractor has an important part to play in local and the national economy of the country.

2.2.4.11 Government

Apart from the direct use of the medium by various regional authorities and government departments to promote their services and provide information, local governments can collect site rentals from signs, which become a supplementary source of income.

2.2.5 Effect of Perception on Advertisement

Perception is a mental and cognitive process that enables us to interpret and understand our surroundings (Kreitner and Kinicki, 1995). It is the selection and organization of environmental stimuli to provide meaningful experiences for the perceiver (Hellriegel *et*

al., 1992). It represents the psychological process whereby people take information from the environment and make sense of their world. Perception includes an awareness of the world events, people, objects and situations, and involves searching for, obtaining, and processing information about the world.

Perceptions of any situation may differ from person to person, both in terms of what they selectively perceive and how those things perceived will be organized and interpreted. Perception is affected by personality, experience and mood (Brassington and Pettit, 2000). Through the perceptual process, information about properties and elements of the environment that are critical to our survival can be gained. Perception not only creates our experience of the world around us but also allows us to act within our environment. It is the act of how we see things and convert them in our brains as what is right or wrong.

A key obstacle to advertising effectiveness is the volume of advertising to which consumers are exposed. Godin (1999), reports that an average consumer is exposed to approximately one million marketing messages every year. To help manage this volume of information, consumers control their own information processing and engage in selective perception, which leads to processing only a limited number of advertisements and ignoring many others.

Selective perception has been conceptualized as a four-part process consisting of selective exposure, attention, comprehension, and retention. In an advertising context, selective exposure refers to people limiting the communications they see and hear to those that conform to their preexisting ideas and attitudes (Burgoon, Hunsaker and Dawson, 1994). Selective attention refers to actually paying attention to the advertisement once exposed to

it. Selective comprehension involves the process by which the consumer reconciles the advertisement's content with preexisting beliefs.

Finally, selective retention is defined as remembering messages that are more consistent with one's prior beliefs and one's own self-image. When related to advertising, these four stages generally must occur before the advertisement reaches the consumer. At a minimum, attention and retention must take place (Assael, 1981). As a result, advertisers must consider how selective perception is affecting their ability to get a message through to consumers.

Because of the heavy volume of advertising to which consumers are exposed, they must decide which advertisements to screen out and which to process. As media-planning expert Erwin Ephron has observed, outdoor advertising is unique in that people are not involved in the medium as they would be when watching a television program or reading the newspaper.

As a result, Ephron (2004) has described outdoor advertising as a unique case in which the "medium is the message." When driving by a billboard, a motorist is not bombarded with other media options, so selective perception is not as much of an obstacle as in some other media. Although the short exposure time and lack of involvement in the medium mandate that higher frequency of exposure is necessary for billboards to have the same impact as other media (Cannon and Riordan, 1994), the ability to cut through a cluttered advertising environment is a key benefit of billboards. In short, billboards have a special advantage in that they are generally seen in a setting where there is less competition for people's attention.

As a result, they may appeal to advertisers because of their ability to get noticed, especially at times and place when consumers are considering a purchase or are ready to buy (for example, billboards for tourist attractions, retail stores, and restaurants). There are, of course, some contexts in which billboards are used for brand building and/or supplementing other media, but the recent shift toward local retail and service businesses accounting for a high proportion of billboards is indicative of the applicability of billboards being present at the right time (for example when a motorist is looking to stop for a meal).

2.2.6 Theories of Advertising

2.2.6.1 Consumer Decision Making Process

In order to create an effective advertisement, it is important to understand target audience's behavior during the whole decision-making process (Kotler and Keller, 2006), which can be summarized in the following sequence (Figure 2.1). While rational (functional) customer behavior is not complicated for understanding as it is driven by logic and purpose, the emotional component is sometimes not so easy to explain and evaluate (Stout and Rust, 1993).

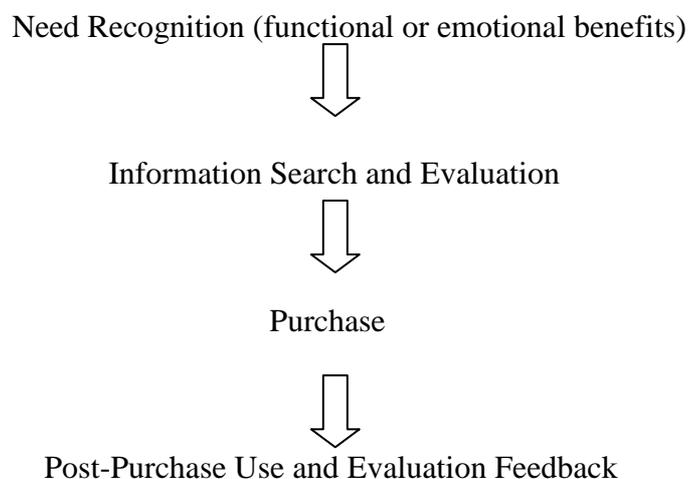


Figure 2.1: Consumer Decisions Making Process

Source: Kotler and Keller (2006).

Recognition of the motives that drive customers' decisions is important for the company that seeks the ideas for the new commercials. Evans *et al.* (2006) distinguish between external and internal motivation. The internal motivation comes from the customer and is related to his or her needs, demands, and emotions, and is often accompanied with the "physiological base" such as hunger and thirst. The external motivation comes from the surroundings and is based on an attractiveness of products or services; it often develops into internal motivation in form of preference for certain products or services, situations. Advertising can be seen as an external motivator that through its attractiveness and stimulation forces is able to influence the customers' attitudes toward the product or service, and encourages the consumer-producer relationships: purchase and post-purchase interactions.

Consequently, advertising is said to have an impact on the consumers' behavior and personal attitudes towards the product or service. The interest stimulated by the commercials will determine the level of customers' involvement in purchasing process: high or low. The advertisement content and appeal can be stimuli for the watchers to pay

attention to the message, process the information, compare it with what the other companies in the same marketing niche are saying, and finally make a decision concerning the product or service.

The advertisement involves customers in the learning process and the depth of the involvement depends on both, personal needs as well as the effectiveness of the advertisement (Evans *et al.*, 2006). The model is adopted in this study as it provides the framework for analyzing public perception towards the effect of billboard advertising in influencing decision to purchase a particular product.

2.2.6.2 Attention, Interest, Desire and Action (AIDA) Model

AIDA is an abbreviation for Attention, Interest, Desire, and Action. AIDA model has dominated literature ever since and a lot of advertising research started with AIDA. It was adapted for advertising in 1925 by E. K. Strong (Vakratsas and Ambler, 1999). It is a linear theory with four stages (Figure 2.2) and it begins with gaining attention which create awareness so that the brand is revealed. Secondly advertisement creates interest and a positive attitude with the communication towards the product.

The desire is then developed by the advertiser's ability to motivate the customer to feel something positive about the product or some problem-solution execution and the last stage is action, which involve some stimuli so that the customer buys the product (Grover and Vriens, 2006). The relevance of this model is that it provides for the elements in terms of stages which need to be considered when designing billboard advertisement so that consumer takes action to buy the product. The elements of awareness, interests, desire and action have been adopted in this study to determine public perceptions about billboard advertising.

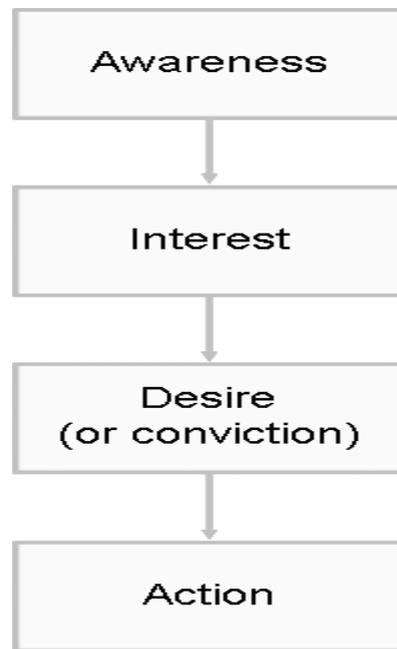


Figure 2.2: AIDA Model

Source: Mackay (2005)

2.2.6.3 Lavidge & Steiner's Model

Lavidge and Steiner introduced another model for productive measurements of advertising effectiveness in 1961. This was somewhat a turning point in marketing communications. The model is broader and based deep inside on the consumer behavior process in response to the advertising and also looks at advertising from the customer angle (Evans *et al.*, 2006).

Lavidge and Steiner (1961) as cited in Park *et al.* (2008) proposed six steps of the model (Figure 2.3) which is subdivided into three components of the advertising nature: awareness and knowledge which represent the information part; liking and preference also called attitudes or feelings; and conviction and purchase forming the action. The authors related these stages to the classical behavioral components: cognitive, affective and conative in the way of “learn”, “feel”, and “do” dimensions.

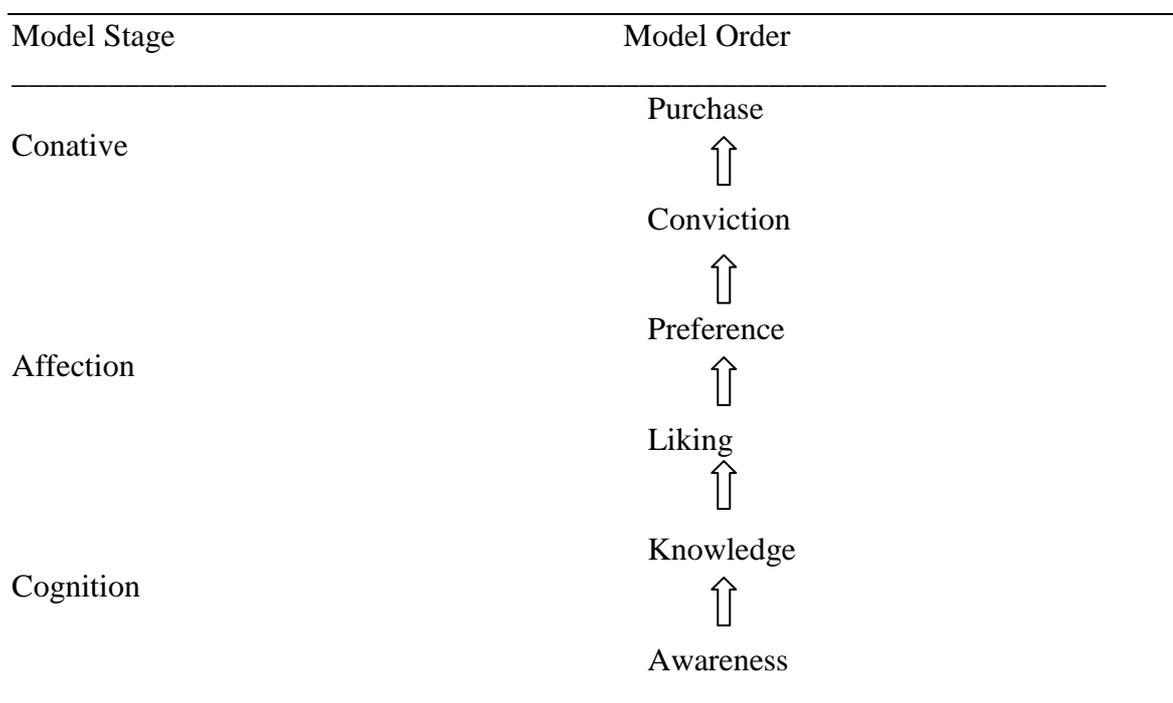


Figure 2.3: The Lavidge-Steiner Model

Source: Barry and Howard (1990)

Both AIDA and Lavidge and Steiner Models give the overlook on the complete advertising process and its consequences from the two perspectives: supplier understanding of the customer perceptions and the customer real behavior in forms of response to the particular advertisement or advertising campaign (Evans et al., 2006).

The cognition stage that involves awareness and knowledge that the advertisement brings to the customer is the first major element and is considered to be of the great importance (Healey, 1974). That is the informative stage, where the customers hear of the product or service or of the new features for the first time (Bagozzi *et al.*, 1999). Mai and Schoeller (2009) stressed out that memorability of the advertisements scenes and the overall selling proposition strengthens when the commercials trigger feelings in the watchers.

The affective stage or “*the attitude measure link*” (Healey, 1974) between cognition and conation (action) is the second major element of the emotional phase. The affective or emotional response reflects the preference of the consumer towards commercial due to the positive feelings it arouses in him or her. The advantage of the commercials at this stage may be the humorous context, which is directly linked to positive emotions arousal (Alden *et al.*, 2000).

Conative, is the final stage involving conviction and actions (purchases) aroused by means of the effective and well-managed two previous stages. This stage can be characterized by the behavior of interest which is aroused by means of marketing communication (Vakratsas and Ambler, 1999).

2.2.6.4 Foote, Cone and Belding (FCB) Grid

In 1980 Foote, Cone & Belding developed a new marketing communications model that advertisements high and low involvement and left and right brain specialization to Kotler’s traditional consumer response theory and Lavidge and Steiner’s’ hierarchy-of-effects models, (Fitzgerald and Arnott, 2000). The model differs from the other two not only in the involvement and think/feel dimensions but also in classifying products (Vakratsas and Ambler, 1999).

The FCB-grid is a more complex hierarchies than those described before. It is classified as integrative because the sequence does not have to be linear but depends on the context. Involvement is not decided on brand but category (Vakratsas and Ambler, 1999). The FCB grid focuses on four advertising planning strategies of informative, affective, habitual, and satisfaction. Informative strategy has same levels as AIDA or the hierarchy-

of effects; learn, feel, do. This part of the matrix is considered for high involvement products or services (Fitzgerald and Arnott, 2000).

The Affective strategy is the right part of the matrix and involve high involvement products and those products that arose more feelings that give an air of being something special, and other ego related impulses that require emotional communication by putting feel before learn and then do (Fitzgerald and Arnott, 2000).

Habitual strategy is down and to the left of the matrix where low involvement and thinking products are found and minimal awareness is required to prepare the purchaser try the product in question and is consumer learning-by-doing (Fitzgerald and Arnott, 2000). Moreover satisfaction strategy is down and to the right of the matrix includes the second low-involvement products and those with a feeling touch, which could be called to be life's little pleasure and therefore product experience is necessary making it a do, feel, and learn communication process (Fitzgerald and Arnott, 2000).

The relevance of FCB-grid model in this study is that it suggests and imparts awareness and understanding of the product to be advertised and all the necessary consideration in designing the message. Positioning the product as being a high or low involvement product, or lacking the knowledge of about the product's positioning, the marketer needs to be insightful and flexible enough about consumer involvement. Also within the think-feel spectra we know that the brain is complex and that the left and right parts of our brains are connected but at least this model made emotions a legitimate topic in marketing communications strategies (Fitzgerald and Arnott, 2000).

Table 2.1: FCB-Grid Matrix

	Think	Feel
High Involvement	Informative (Economic) Learn Feel Do	Affective (Psychological) Feel Learn Do
Low Involvement	Habitual (Responsive) Do Learn Feel	Satisfaction (Social) Do Feel Lean

Source: Fitzgerald and Arnott, 2000

2.3 Empirical Studies

2.3.1 International Related Studies

Hussain and Nizamani (2011) conducted a study on the factors affecting consumer attention in billboards advertising in Karachi, Pakistan with the aim to understand the consumer attention towards billboards, whether the target audience gives importance to the billboards or not. Non-probabilistic sampling technique was used to collect data from a sample of 300 respondents and T-test was employed to evaluate the hypotheses in the study. It was found that a number of factors in the billboards advertising attract the customer.

A customer gives proper attention to billboards advertising due to billboards advertising Size, Colour, Location, Celebrity and Images. All these segments were found to have positive impact on the customer attention. This study was conducted in India, an emerging economy with different economic settings and culture from a developing country perspective.

Mustafa *et al*, (2010) carried a study on the effects of outdoor advertisements on consumers in Turkey with the purpose to determine the influence ratio of outdoor advertisements on consumers living in Sivas city and to measure the effects on

participants' purchasing behaviour. The research also attempted to specify the different characteristics of outdoor advertisements in comparison to other advertising instruments. A face-to-face interview survey was conducted on 400 persons selected with non-random sampling technique. Data were analysed by using T-test, variant analysis and factor analysis.

It was found that people generally have positive opinions about outdoor advertisements. It was also found that respondents liked outdoor advertisements as they contribute to the cityscape in terms of variety and beauty, and they do not pollute the environment. However, awareness of outdoor advertisement amongst some people was found to be relatively low. It was further found that outdoor advertisements, which create different ideas, which are effective in informing and persuading people and which are sensitive to the environment can be viewed positively by consumers. In particular, amongst consumers with higher educational and income levels, outdoor advertisements were found striking and their visibility is increasing.

The relevancy of this study is that it provides the researcher with an insight that outdoor advertisements may be viewed positively or negative in a society depending on their contents, sensitivity and effectiveness in reaching the information to consumers. The findings of the study however may not apply in developing country, Tanzania in particular, due to geographical, economical, social and political differences between Turkey and Tanzania thus necessitating the same segments to be investigated in a developing country context.

Cunningham and Coleman (2003) conducted a study on the effectiveness of outdoor advertising. A telephone survey of 517 residents was undertaken in Baton Rouge, Louisiana. It was found that 32.0 per cent of the respondents reported unaided recall of at least one billboard advertisement, while 36.0 per cent had aided recall. The study also revealed that advertisements of products or service with high awareness had higher recall and the longer the campaign length the better was the recall.

Furthermore on demographic attitude towards advertisements the study established that women were more likely than men to have more positive attitudes toward billboard advertising and to pay more attention to advertisements. Younger people seemed more likely to have better attitudes towards advertisements, but there was no relationship between age and attention. When it came to the boards in the study, women were more likely to pay attention to these particular boards, as were for people with children.

Unaided recall was higher among the better educated and more affluent; however, aided recall was actually higher among those with lower levels of education. The relevance of this study is that it provides for the segments such as gender and age which need to be tested in the context of Tanzanian environment regarding attitudes towards billboards advertisement.

Bhargava and Donthu (1999) conducted a study that looked at sales response to outdoor advertising. The study utilized 30 billboards for a museum in various locations for a period of four-weeks. Some billboards contained a promotional message offering a free cappuccino as an incentive to visit the museum. It was found that the average daily attendance increased by 58.0 per cent, while one month after the campaign, the average

attendance rose to 64.0 per cent. It was further observed that the sales response to the campaign was immediate and did not decline over the testing period. More than 70.0 per cent of the traffic was found to be from the same zip codes as the billboard locations.

Thompson, (1998) conducted a study on Fox Kids Network evaluating whether outdoor advertisements would be a viable medium for non-adults targets. Billboards for Fox Kids programs were placed in strategic locations in two markets. It was found that outdoor advertisement does have an impact on children. 68 per cent of children in the test markets said they saw a Fox billboard compared with only 41 per cent in the control markets. Interestingly, a number of children mentioned specific board locations. It were concluded that children are more responsive to outdoor advertising for familiar brands and that outdoor was best used as a complimentary medium to a more traditional campaign. In addition, it was especially important to place out-of-home media for children in locations where the target will see them such as near schools, malls and parks.

Donthu *et al.*, (1993) conducted a study on the effectiveness of billboard advertising. It was found that recall of billboards to is positively related to a variety of factors, including brand differentiation, emphasis on product performance, inclusion of price, use of a photograph, use of humor, use of color, and a good location for the billboard. The study further established that advertising recall can be enhanced by using fewer words or unusual executions.

2.3.2 Tanzania Related Studies

Kapesi (2007) conducted a study on consumer's perception of advertising in Tanzania. The study aimed at examining the underlying beliefs that accounted for perceptions of advertising among the Tanzanian consumers as a result of the country's trade

liberalization policy adopted in the late of 1980s. Qualitative research approach was employed in the study and Focus Group Discussions (FGDs) was adopted in data collection for the study. The FGDs consisted of male and females drawn from different socio-income groups, aged between 18-45 years. Digital recording devices were used as data tools to record discussions. It was found that there is a positive perception of and favorable attitudes towards advertising in general.

It was also revealed that advertising is useful in product knowledge, availability and a factor in decision-making. Entertaining and humors advertisements were said to have high recall rates. Some advertisements were pointed out as unethical and intrusive in the values and lifestyles of consumers and thus needed advertising rules and regulations to guide both the media and advertisers on ethics. This study however ignored other segments in studying consumers perception of advertising such as demographic segments and also did not focus on billboard in particular.

Sylvester (2004) studied the role of billboards in petrol business performance with the aim to investigate the effectiveness of outdoor billboards advertising in influencing intention of petroleum consumers to make purchases in comparison to other media. A survey of 480 drivers was undertaken in the four highways of Dar es Salaam city using both judgemental and convenience sampling procedure to draw respondents. Questionnaires, interviews and observations were employed to gather both qualitative and quantitative data for the study. It was found that there is a positive outcome to the effectiveness of billboard advertisements. It was also revealed that billboards advertisements displayed clear message to consumers and influenced sales to some extent and were preferred by petrol truck drivers to other media when it comes to petrol purchases. Since the study

focused on the petroleum sector only, it is hard to generalize the findings to other sectors in the Tanzanian context.

Leonidas (2013) conducted a study on the contribution of advertisement on increasing sales performance. Specifically the study aimed at finding out the contribution of advertising in increasing sales of Nyanza Bottling products. Interview and questionnaire were employed in data collection from 50 respondents in Ilemela district in Mwanza region. Both Qualitative and Quantitative methods were employed in data analysis. It was found that advertisement plays a great role in promoting products of Nyanza Bottling Company Limited (NBCL) to increase sales and create awareness of their products. The relevancy of this study is that it provides an account of the roles of advertisement and firm's performance; however the study failed to capture consumers' perception about billboards advertisements.

Sabokwigina *et al.* (2013) carried a study on the factors that affect consumer attitudes towards Short Message Service (SMS) advertising and the relationship between these factors and attitude. The study used a survey of Tanzanian University students who are mobile phones users. The results, conducted on 260 students who are mobile phone users, showed that informativenss and credibility were found to uniquely significantly and positively influence the prediction customers attitude towards SMS advertising while irritating and frequency were found to uniquely, significantly and negatively influence the prediction customers attitude towards SMS advertising. This study concentrated on mobile phone advertising through SMS and ignored the billboards advertising. Therefore generalization of the findings from this study to suit other medium of advertising might yield different results, thus the need to conduct the current study aimed at exploring public attitudes towards billboard advertising in Tanzania.

John (2012) carried a study on perceptions about Vodacom and Tigo TV advertisement among University Students in Tanzania with the aim of investigating university students' media literacy, their interpretations, and alternative perceptions about Vodacom and Tigo television animation advertisements. Interview and questionnaire were used to collect data, and a survey of 40 respondents grouped into two separate groups of 20 university students each, with one group comprising of students educated in interpreting media and the other group comprised of students not educated in media analysis.

A triangulation method was used to provide a broader and deeper understanding of respondents' perceptions of the animation TV advertisements. It was found that respondents with media education had positive perceptions of the advertisements and could interpret and understand them. While students without media education had negative perceptions and most of them could not interpret and understand the advertisements.

This study however was a comparative study between those educated and those not educated on media courses and mainly focused on individuals' ability to understand advertisement but ignored individuals' perceptions per se regarding attractiveness, informativeness, offensiveness, effectiveness and in guiding their purchasing decisions.

Nsimba and Sussman (2006) carried a study on tobacco Advertisements and promotion industry on smoking in Tanzania with a review of negative public health implications for current and future generations. Specifically the study aimed at analysing various strategies used by the tobacco industry in promoting tobacco use in Tanzania. It was found that radio and TV advertisements and many tobacco industry-sponsored billboard advertisements are the strategies employed by tobacco industry to promote cigarette smoking while also

giving warnings against cigarette smoking. As on the cigarette packs these warnings take up a relatively small proportion of the labelled surface area.

However this study did not provide an account for the public perceptions towards tobacco billboard advisements sought by the current study. The relevancy of this study is that it provides the researcher with various advertisement media used in promoting various products in Tanzania, the modes sought to be compared with billboards when assessing their effectiveness in creating public awareness.

2.4 Research Gap

Literature and empirical studies have shown that although studies on billboard advertising have been researched and reported on extensively in the developed world and the emerging markets, the developing world especially the sub-Saharan countries like Tanzania is still a relatively short of empirical evidence. For instance studies on billboards by Mustafa *et al.* (2010) and Cunningham and Coleman (2003) were carried out in the developed world while that of Hussain (2011) was carried out in an emerging market. As such due to the fact that countries differ in culture, political and in the adoption of advertising technology, public perceptions towards billboard advertisement in developed and emerging economies may not directly apply to the public of the developing countries. In the developing country context such as Tanzania, most of the researches have dealt with advertisement in general but there have been limited number of studies specifically on billboard advertisement despite being amongst the fastest growing mass medium in Tanzania. For instance Leonidas (2013) and Kapesi (2007) carried their studies on advertisement in general and only Sylvester (2004) focused on the roles of billboards in business performance.

Furthermore the few studies conducted on outdoor advertisement and advertisement in general have dealt on matters such as awareness creation, social, economic and financial impacts but none of these studies has examined and assessed differences between demographic segments in their perception specifically towards this medium of advertisement. This has led to lack of adequate (low) knowledge about the ratings of billboard advertising from customers' point of view and producers' point of view. There is also lack of knowledge on whether other means of advertising could be more effective than billboard advertising and if so why companies in Tanzania continue using billboard advertisements. This study therefore entails to make empirical evaluation on the public perception towards billboard advertisement in Tanzania.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Research Approach

For any study where empirical data is used, that one of the two broad approaches is used that suits the specific purpose. These two approaches are the Quantitative and the Qualitative methods.

This study used both qualitative and quantitative research approaches in data collection. The qualitative research approach was chosen for this study because it enables the researcher to get more descriptions and other oral evidence about billboard advertising from the respondents (Kothari, 2004). The approach also enabled the researcher to explore a limited area in a more profound way and the theories that this research approach generates, is in touch with reality, implying that data collected have its roots in the existing conditions of society. Quantitative research approach was used in this study so as to capture the magnitude with which billboard advertising is perceived by the general public ((Denscombe, 2000).

3.2 Research Strategy

Choice of a research strategy is determined by, among other things, the type of research questions, the required degree of control over behavioral events and whether focus is on contemporary as opposed to historical events and time horizons (Mbura, 2007). A survey research was thus chosen to guide this study as it provides a systematic and structured method for acquiring information on the same topic from a large group of people in a relatively short amount of time to allow generalization (Gerhardt, 2004). Furthermore

survey method was preferred since it generates a high response rate and permits a large number of questions to be asked of participants (Mustafa *et al.*, 2010).

3.3 Area of Study

The study was conducted in Dar es Salaam. The area was chosen based on the fact that above 60 per cent of any business transaction in Tanzania takes place in Dar es Salaam. Dar es Salaam is also a commercial hub with a higher concentration of both media and advertisers and most of the advertising agencies are found in Dar es Salaam than any other area in the country. Furthermore Dar es Salaam comprises of different people with different background and age groups; this diversity is of importance to the researcher in examining public perceptions of bill advertising.

3.4 Target Population

Population is the totality of the subject under investigation. Saunders *et al.*, (2000) defines population as the full set of cases from which a sample is taken. This study was undertaken in Dar es Salaam city henceforth the whole community of the study area currently estimated at 4,364,541 people (URT, 2013) involved in consumption activities is the target population under the study. This population is composed of people with different gender, age and educational level with the capability of responding to advertising messages.

3.5 Sample and Sampling Frame

A sample was used in this study for the purpose of saving costs, easy of managing and integrating validity factor in the study. Also the sample was used to allow generalization of the study findings to other situations with other people (Shavelson, 1988). As Malhotra

(1999) states, the basic principle of sampling is that, by selecting some of the elements of the population, a researcher may draw conclusions about the entire population.

According to Carl-Erik et al. (2003) a sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled, and may include individuals, households or institutions. A comprehensive sampling frame for the current study was generated by combining data from the National Bureau of Statistics (NBS) and the population registration databases of each administrative area of Kinondoni, Ilala and Temeke Municipal councils. These data bases were sought to provide information regarding the population in the study area together with their respective locations in terms of districts, wards and suburbs. Table 3.1 represents the comprehensive sampling frame of the current study.

Table 3.1: Comprehensive Sampling Frame

Location	Male	Female	Total
Kinondoni	860,802	914,247	1,775,049
Ilala	595,928	624,683	1,220,611
Temeke	669,056	699,825	1,368,881
Total	2,125,786	2,238,755	4,364,541

Source: Own computation; Data from NBS and population registration databases of Kinondoni, Ilala and Temeke Municipal councils

After obtaining a combined sampling frame from the mentioned databases, people in the study area were screened on the basis of established criteria to obtain the final sampling frame. The criterion for selection was those individuals from the age of 15 years residing in the city and who are sought to be mature enough to provide the information needed for this study. Stratified random sampling was used to categorize the individual through the

support of NBS, Ilala, Temeke and Kinondoni municipal councils into various groups according to their demographic characteristics such as gender and age. This aimed at increasing the level of their representativeness in the sample. Purposive random sampling was then employed to draw representative elements from each stratum so as to include only those elements sought to be rich in information sought by the researcher.

3.6 Sample Size

The issue of sample size in research has for quite long time caused a lot of debate and has thus remained contentious. Hussey and Hussey (1997), for instance, contend that there is no idea or prescribed sample size as it all depends on the discipline, level of confidence expected in the answers and anticipated response rate. However Lewis (2000) contends that an adequate sample size helps ensure that the study yields reliable information.

According to Fisher (2007) the size of the sample the researchers need, partly depends on the size of the margin of error they are prepared to accept and the size of the population from which the sample is going to be taken. For this research the author accepted the margin of error of +/- 5%, in other words 95% level of confidence; the total size of the population in the study area is approximate at 4,364,541 in accordance to the housing and population census report of 2012 (URT, 2013). Bas (2001; quoted in Mustafa et al., 2010) provides the formula for determining the minimum sample size the minimum sample as follows:

$$n = Nt^2pq/(d^2(N-1)+t^2pq)$$

Where, N indicates the size of the main statistical population (N=4,364,541), p indicates realization possibility of the event analysed (p=0.5), q indicates realization possibility of the event analysed (q=0.5), t indicates significance level or confidence level (95%), and d

indicates error (sampling error; 0.05). Using Table 4.13 (Appendix 2) in Fisher book (2007) it was possible to calculate the number of completed questionnaires required for the survey, which is equaled to 384 respondents.

However this study employed a sample of 100 people which is within the required range of sample size needed for any kind of quantitative analysis according to Kent (2007). The study is also a twofold of the sample used by Leonidas (2013) and a two and half fold of that one used by John (2012). This sample size was considered to be enough in order to make the study valid and provide representative results. Gender belongings were supposed to be important for this research, so the sample was divided into two groups: 50 female and 50 male respondents, in order to investigate if there was a difference in billboard advertising perception according to the gender.

Respondents in the three municipals of Ilala, Temeke and Kinondoni in Dar es Salaam city were drawn proportionately depending on the billboard concentration ratio. According to the National Bureau of Statistics, the Central Register of Establishment of December 2010, the billboard concentration ratio in the three municipals of Ilala, Kinondoni and Temeke is 0.4:0.4:0.2 respectively as shown in Table 3.2.

Table 3.2: Total Number of Respondents

Area	Billboard Concentration in the area	Number of Respondents
Ilala Municipal	5936	40
Temeke Municipal	3433	20
Kinondoni Municipal	5626	40
Total	14,993	100

Source: Researcher's own constructions, Data from NBS Central register of Establishment, December (2010)

3.7 Sampling Methodologies

Sampling is described as the selection of a fraction of the total amount of units of interest to decision makers, for the ultimate purpose of being able to draw general conclusions about the entire body of units (Parasuraman, 1991). Sampling methods are classified as either probability or non-probability. Probability involves selecting sampling units by chance in which each unit has an equal chance of being selected. Non-probability sampling relies on the personal judgments of the researcher rather than chance to select sample elements (Malhotra, 1999).

In this study a combination of stratified random and purposeful sampling were used to select the samples from the total population. Stratified random sampling is a probabilistic sampling technique which is applied to draw a sample from a population which does not constitute a homogeneous group. Under stratified sampling technique the population is divided into several sub-populations that are individually more homogenous than the total population and are called strata (Kothari, 2004).

The population in this study was divided into groups having similar characteristics such as gender, age and education level. This was important because the population from which a sample was drawn is not homogenous. In order to ensure representativeness of each member of the population, stratified sampling was employed. It lessened the occurrence of one-sidedness, as it can be presented in simple random sampling (white, 2002).

Purposive sampling is a non probabilistic sampling technique in which the researcher selects subjects based on her or his reasonable judgment that they are the ones mostly likely to provide the desired information (Kothari, 2004). Purposive sampling was also employed in this study in order to identify samples having experience on the subject under

investigation. The power of purposeful sampling lies in selecting information rich respondents (Patton, 1987).

3.8 Methods of Data Collection

Data are facts, figures and other relevant materials past and present serving as bases for study and analysis (Krishnaswami, 1993). Methods of data collection are conditional on several factors such as; nature, scope and objects of inquiry, availability of funds, time factor and the procession required. The researcher must judiciously select the methods for his own study, keeping in mind the mentioned factors. Two types of data were collected for this study, primary and secondary data were collected through various techniques as explained in section 3.8.1 and 3.8.2 below.

3.8.1 Secondary Data

Saunders *et al.* (2000) defines secondary data as that data, both raw and published that have already been collected for such other purpose. Secondary data for this study were collected through review of the purposively chosen documentary sources for the study, in which books, journal articles and reports, both published and unpublished, online sources and any other source of useful information were consulted. The documents were purposively chosen in order to include only those articles sought to be relevant in providing information needed for this study and in enriching the discussion of the finding of the study.

3.8.2 Primary Data

Primary data are collected by the researcher directly from the respondents. This is the first hand information. Observation, questionnaire and interview are common research tools used to collect primary data. In this study, primary data were collected through

questionnaires survey personally administered to sampled individuals in the study area. Personal administered questionnaire were chosen as it increases the validity of the data collected and provides respondents with the chance to be explained of any ambiguity found in responding to the questions. Furthermore, the personal administered questionnaire survey makes participants more aware of the billboards advertisements, to which they are continuously exposed without noticing them.

3.8.2.1 Questionnaire

The survey instrument in this study was a semi-structured questionnaire. The semi-questionnaire was designed purposefully for this research, in line with the aim of analyzing the public perception towards billboard as it is based on our theoretical chapter. Questionnaires were directly delivered to the target sample and were personally administered. By using this method the researcher was able to gather the needed amount of data relatively fast with a high response rate. Since respondents did not get any reward for taking the survey, the researcher wanted to increase the probability that they would answer the survey by making it short and understandable (Söderlund, 2005). The length of the survey was also important considering our chosen method for collecting the answers.

In designing the semi-structured questionnaire, the researcher, used three types of answering alternatives: 5 point rating scale (when the question is about perception or behavior), yes/no (when there a clear answer is expected) and ranking (among 6 media, in one question). The researcher mostly used 5-point scales for two reasons: firstly, the data is more objective and unbiased because the respondent has the option of measuring his or her personal opinion freely and secondly, it gave the researcher ease to analyze. Where possible, the questions were taken from previous research to increase international

comparability and reliability. The researcher chose to focus on measuring demographics perceptions, media channels, and purchase intention and government regulations.

A pilot study of the survey was conducted by the researcher before distribution to the target sample. Ten university students were contacted to hear their opinions. They filled out the first draft and left comments on how they perceived the survey. This enabled the researcher to see the survey from different perspectives and to see if the respondents would interpret the questions as meant them to be interpreted.

3.9 Data Analysis and Presentation

In order to find the answers to the stated research question, the researcher had to analyze and present empirical data. Descriptive statistics was employed to quantitatively analyze data in terms of frequencies and percentages and present them in form of tables and figures with the help of statistical software – Statistical Packager for Social Sciences (SPSS) and excel computer program. Content analysis technique was also employed in this study to analyze qualitative data collected in the questionnaire.

3.10 Reliability and Validity

3.10.1 Reliability

Reliability measures the trustworthiness of the study (Sunders *et al.*, 2007). It refers to the extent to which a scale produces consistent results and when same study is undertaken by other researcher produces the same results (Malhotra, 2010). The more random errors the measures include, the lower the reliability. To increase the reliability of the study, the researcher examined a lot of measures from previous research to find out already established questions to use. Looking at the results from these repeated tests, the reliability

of the study was high. The methodology used in this study was also consistent with the survey research approach.

3.10.2 Validity

The validity measures whether the data collection instrument measures what it is supposed to measure. The researcher should consider if the empirical data gathered is actually relevant to use and if it fulfills the purpose of the study (Saunders *et al.*, 2007). To ensure validity, the measuring instruments (questionnaires) were tested in a pilot study so as to refine it to ensure that respondents would have no problems in answering the questions and that there are no problems in recording the data. Also face to face validity in which the investigator used own evaluation of the validity of measuring instrument (Frankfort-Nachmias, 1996) were also employed specifically when all questionnaires had been filled by the respondents, were cross-checked twice before being coded and entered into the SPSS.

CHAPTER FOUR

4.0 RESULTS AND DISCUSSION

4.1 Introduction

This chapter presents results and discussion of this study. The results were presented in terms of descriptions and as per study specific objectives starting with Demographic Perceptual differences towards Billboard Advertising, Billboard Advertising is Entertaining, Informative, Misleading or Influential and Effectiveness of Government Regulations towards Billboard Advertising.

4.2 Sample Size

As shown in Table 4.1, all 100 questionnaires personally administered to respondents were successfully filled and returned. Response rate per municipality was as follows: 40.0 percent were from Ilala municipal, 40.0 percent from Kinondoni municipal and 20.0 percent from Temeke municipal (Table 4.1). Characteristics of the respondents included age, gender, education level and occupation.

Table 4.1: Sample Size

Respondents Category	Frequency	Percentage
Ilala Municipal	40	40.0%
Kinondoni Municipal	40	40.0%
Temeke Municipal	20	20.0%
Total	100	100.0%

Source: Researcher's Analysis, 2013

4.3 Demographic Characteristics

The demographic characteristics of survey participants are shown in Table 4.2 with regard to age, gender, educational level and occupation. The study involved 50.0 percent males as respondents and 50.0 percent of them were females (Table 4.2). As the sample were

purposive selected, equal number of the gender was important for the results should not be bias in this important category. Majority of the participants (63.0 percent) were between 25 and 44 years of age (Table 4.2), the age segment is vital for the study as it reflects the income earners and decision makers in the society. In terms of education level, 4.0 percent of respondents had primary education, 25.0 percent had secondary education, 51.0 percent were Diploma Students and 20.0 percent were University Graduates (Table 4.2). It implies that respondents were well educated and their understanding level was justified. In terms of respondents' occupations, employed respondents comprised largest (59.0 per cent) group of all participants (Table 4.2).

Table 4.2: Respondents' Distribution in Terms of Gender, Age, Education level and Occupation

Demographic Variable	Frequency (No.)	Percentage
Gender		
Male	50	50.0%
Female	50	50.0%
Age		
15-24	20	20.0%
25-34	35	35.0%
35-44	28	28.0%
Above 45 Yrs	17	17.0%
Education Level		
Primary	4	4.0%
Secondary	25	25.0%
College	51	51.0%
University	20	20.0%
Occupation		
Students	31	31.0%
Business Person	17	17.0%
Government Employed	14	14.0%
Private Employed	28	28.0%
Retired	3	3.0%
Others	7	7.0%

Source: Researcher's Analysis (2013)

4.4 Perceptual Differences across Demographic Segments towards Billboard Advertising

4.4.1 Perception towards Billboard Advertising by Age Groups

The public perception towards advertisement is heavily associated with the age factor, as needs and wants change with age. Furthermore the age is also associated with behavioral characteristics and buying patterns. Table 4.3 shows that for age group between 15 and 24 years, 45.0 percent of the respondents liked a little advertising through billboards, 20.0 percent liked a lot, they claimed that it kept them informed of all the latest products in the market, 25.0 percent disliked a little, 10.0 percent disliked a lot and none were uncertain. Respondents in age group between 25 and 34, 40.0 percent of the respondents liked little billboard advertising, 14.0 percent liked a lot, 29.0 percent disliked a little, 11.0 percent disliked a lot, while 6.0 percent were uncertain (Table 4.3). For respondents in age group between 35 and 44, 25.0 percent liked a little billboard advertising, 14.0 percent liked a lot, 43.0 percent disliked a little and 18.0 percent disliked a lot they stated that billboard advertising is bad influence to their children (Table 4.3). For those above 45 yrs, 29.0 percent liked a little billboard advertising, 6.0 percent liked a lot, 47.0 percent disliked a little and 18.0 percent disliked a lot in terms of specific dimensions, particularly those involving government regulations (Table 4.3).

This implies that the age groups were associated with several differences in respondents' perceptions towards billboard advertising. Generally, greater favorability and greater responsiveness to billboard advertising were revealed by younger respondents (between 15-24 years old) than the older generation [(age above 45 years) Table 4.3]. It was also revealed that teenagers have become top consumers in today's society, thus advertisers use different persuasive techniques to reach them. According to respondents the majority of

billboards advertisements in Tanzania use celebrities and footballers in most cases such as the famous Pepsi advertisements, was used to endorse the soft drink mainly because teens admire and look up to them.

Such findings are related to Thompson (1998) who conducted a study for Fox Kids Network in evaluating whether or not outdoor advertisements were a viable medium for non-adult targets. Thompson (ibid.) concluded that children were more responsive to outdoor advertising for familiar brands than adults.

Table 4.3: Respondents' Perception towards Billboard Advertising by Age Groups

Age group Yrs	Like a little	Like a lot	Dislike a little	Dislike a lot	Uncertain
15– 24	45.0%	20.0%	25.0%	10.0%	0.0%
25– 34	40.0%	14.0%	29.0%	11.0%	6.0%
35– 40	25.0%	14.0%	43.0%	18.0%	0.0%
Above 45	29.0%	6.0%	47.0%	18.0%	0.0%

Source: Researcher's analysis, 2013

4.4.2 Perception towards Billboard Advertising by Gender

On the whole, men and women's perception on billboard advertising appeared largely dissimilar. Table 4.4 shows that 42.0 percent males liked a little billboard advertising, 16.0 per cent liked a lot, they agreed that billboard advertising was informative and thus guide them in their purchase decisions, 26.0 per cent dislike a little, 14.0 percent disliked a lot and 2.0 percent were uncertain. For females, Table 4.4 reveals that 36.0 percent liked a little billboard advertising, 18.0 percent liked a lot, 30.0 percent disliked a little, and while 16.0 percent disliked a lot they stated that most billboards advertisements were inappropriate, sexist and rude. The female respondents tend to be significantly more offended by billboard advertisements by the reasons given than their males' counterparts. Majority of the female respondents stressed that most of the billboard advertisements

contents were “racist” or it contained “anti-social behavior” or “indecent inappropriate language usage”.

Female respondents also indicated that most billboard advertisements used images of women for selling lifestyle and fashion. Women are consciously selected to sell certain commodities that are in some way associated with sexiness. To satisfy this consumer desire, women are depersonalized through idealization, stately clothes, and cryptic thoughts. In a word, they are stereotyped. The respondents suggest that the government should have censors on billboard advertisements which use inappropriate images and language.

It implies that men and women have different views on billboard advertising and its value. Men are more favorable towards it on some dimensions. Specifically, men appear less offended by billboard advertisements, less inclined to regulate it and trust it to guide them in making their purchase decisions.

Table 4.4: Respondents’ Perception towards Billboard Advertising by Gender

Gender	Like a little	Like a lot	Dislike a little	Dislike a lot	Uncertain
Males	42.0%	16.0%	26.0%	14.0%	2.0%
Females	36.0%	18.0 %	30.0%	16.0 %	0.0%

Source: Researcher’s Analysis 2013

4.4.3 Perception towards Billboard Advertising by Education Level

Respondents’ perception towards billboard advertising by education level is shown in Table 4.5, which reveals that for those with primary education, 25.0 percent of respondents liked a little and 75.0 percent liked a lot. They felt that billboard advertising

was entertaining. For those with secondary education level, 24.0 percent liked a little billboard advertising, 36.0 percent liked a lot, 24.0 percent disliked a little, 8.0 percent disliked a lot, while 8.0 percent were uncertain (Table 4.5). For those with Diploma Holders, 16.0 percent liked a little billboard advertising, 41.0 percent liked a lot, 27.0 percent disliked a little, 12.0 percent disliked a lot and 4.0 percent were uncertain (Table 4.5). For degree holders, 12.0 percent liked a little billboard advertising, 20.0 percent liked a lot, 52.0 percent disliked a little, 16.0 percent disliked (Table 4.5) a lot. None were uncertain (Table 4.5).

It implies that less educated respondents were fonder of billboard advertisements than the highly educated individuals. The results concurred with Ozhan (2004) who reported that educational level increases the level of negative attitude as advertisement increases.

Table 4.5: Respondents' Perception towards Billboard Advertising by Education Level

Education Level	Like a little	Like a lot	Dislike a little	Dislike a lot	Uncertain
Primary Education	25.0%	75.0%	0.0%	0.0%	0.0%
Secondary Education	24.0%	36.0%	24.0%	8.0%	8.0%
Diploma Holders	16.0%	41.0%	27.0%	12.0%	4.0%
Degree Holders	12.0%	20.0%	52.0%	16.0%	0.0%

Source: Researcher's Analysis, 2013

4.5 Billboard Advertising is Entertaining, Informative, Influential or Misleading

Information and entertainment are the two levels on which advertisement works and the most effective advertising operates. Pure informational advertising may engage the target for whom it is relevant but it will do little more than that. Advertising that entertains can engage a much broader target of consumers and build equity for the future.

Advertising that persuades has its life extended beyond the time of the campaign because it is used and reinforced by the consumers themselves. The respondents were asked whether billboard advertising is entertaining, informative, influential or misleading their responses were as shown below.

4.5.1 Billboard Advertising is Entertaining

There would be emptiness without advertising. This would come not just from the lack of information but also from the removal of entertainment and a whole stimulus to conversation, both within a household and at work or on social occasions. Table 4.6 it revealed that 36.0 percent of the respondents agreed whilst 22.0 percent strongly agreed that billboard advertising is entertaining, they pointed out that it always has something to talk about and laugh about. Less often but importantly it can also be the introduction to difficult subjects, while 27.0 percent disagreed, 11.0 percent strongly disagreed and 4.0 percent were uncertain.

According to the results in Table 4.6; the great majority of the respondents preferred to see billboard advertisements that have more entertainment and pleasurable elements, the more the pleasure the better it is. The hedonic value of advertisements can command and condition consumers' reaction towards the advertisement. In other words, entertainment side of advertisements is positively related to consumers' attitude towards advertising. One respondent talked about a famous billboard advertisement by Home shopping center, which displayed a male adult wearing a baby diaper and sleeping comfortable on a beautiful covered bed. The respondent admired and enjoyed such humorous billboard advertisement and could recall it for a longer period of time.

This implies that consumers find billboard advertising entertaining and it commands a favorable reaction towards the advertisement, creating consumers loyalty and adding value to the advertised products. The findings concurred with Shavitt *et al.* (1998) that people's feeling of enjoyment associated with advertisements play the greatest role in accounting for their overall attitudes toward them. Another study by McQuail (1983) confirmed that entertainment denotes its full ability to fulfill consumers' needs for "escapism, diversion, aesthetic enjoyment or emotional release.

Table 4.6: Billboard Advertising is Entertaining

Ranking	Frequency	Percentage
Agree	36	36.0%
Strongly agree	22	22.0%
Disagree	27	27.0%
Strongly disagree	11	11.0%
Uncertain	4	4.0%
Total	100	100.0%

Source: Researcher's Analysis, 2013

4.5.2 Billboard Advertising is Informative

Table 4.7 shows that 49.0 percent of the respondents agreed, 23.0 percent strongly agreed that billboard advertising is informative. They revealed that billboard advertisements are a source of information about products, social roles and lifestyle imagery 18.0 percent disagreed, 9.0 percent strongly disagreed while 1.0 percent was uncertain. One of the most vital functions of advertisement is to provide information. Informativeness of the advertising message is a strong influencing factor on consumers' perceived advertising value, and also shows strong influence on consumers' attitude. One respondent during the survey pointed out that billboard advertisements were used by companies to communicate about products or services, particularly new ideas. He said;

“If there were no advertisements around you would just go round picking things up so advertising is good because you find out about new things coming out”.

This implies that billboard advertisements keeps the public informed on new products informs them of specific brands and educates them about particular product features and benefits. Thus there were no doubts that all, no matter what age, wanted this information. The fear of missing out is a real one. They valued the information provided by billboard advertisements. They recognized that billboard advertisements did not set out to entertain but did provide useful, interesting information. The findings concurred with Rubin (2002). Individuals use advertisements to seek necessary, valuable information to support their purchase related decision making and to remain updated.

Table 4.7: Billboard Advertising is Informative

Ranking	Frequency	Percentage
Agree	49	49.0%
Strongly agree	23	23.0%
Disagree	18	18.0%
Strongly disagree	9	9.0%
Uncertain	1	1.0%
Total	100	100.0%

Source: Researcher’s Analysis (2013)

4.5.3 Billboard Advertising is Misleading

Table 4.8, reveals that 41.0 percent of the respondents agreed, 14.0 percent strongly agreed as they observed that billboard advertising is deceptive and do not communicate the truth while 32.0 percent disagreed that billboard advertising is misleading, 9.0 percent strongly disagreed while 4.0 percent were uncertain.

The findings revealed that, billboard advertises by using some words that are thought to be there to cover the advertiser's back rather than to help or protect the consumer. It can also be advertising that uses words such as 'priced from' and consumers know they are unlikely to be able to buy the product at that price. Other weasels are felt to be 'terms and conditions apply' and 'limited numbers available'.

According to respondents, billboards advertise serious products, mainly financial, that highlights substantial benefits but they are vague in its communication of the implications or downsides. For instance they perceived the growing presence of advertising for accident claims companies, consolidation of debts and loan offers. This implies that respondents find billboard advertising not credible, they are seen as purposefully misleading, or being benignly, or are not fully informative, trivial and confusing. Some of these characteristics impact on the personal usefulness of advertising as an information source, but also have potential societal consequences by making commonplace the telling of half-truths and other self-serving deceptiveness, justifying cynicism.

Table 4.8: Billboard Advertising is Misleading

Ranking	Frequency(No)	Percentage(%)
Agree	41	41.0%
Strongly agree	14	14.0%
Disagree	32	32.0%
Strongly disagree	9	9.0%
Uncertain	4	4.0%
Total	100	100.00%

Source: Researcher's Analysis, 2013

4.5.4 Billboard Advertising Influence Consumers' Purchase Decisions

Table 4.9 reveals that 48.0 percent of the respondents agreed, 15.0 percent strongly agreed that the alluring images designs, tempting price offers and simple effective messages of billboard advertisements greatly influenced their purchase decisions, 23.0 per cent disagreed, and 9.0 per cent strongly disagreed while 5.0 per cent were uncertain.

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

The findings also concurred with Kapesi, (2007) study on understanding the consumer's perception of advertising in Tanzania. The study examined the underlying beliefs that accounted for perceptions of advertising among the Tanzanian consumers as a result of the country's trade liberalization policy adopted in the late 80s. The research findings concluded that there was a positive perception of and favorable attitudes towards advertising in general. It was also established that advertising is useful in product knowledge, availability and a factor in decision making. Entertaining and humors advertisements were said to have high recall rates. Some advertisements were pointed out as unethical and intrusive in the values and lifestyles of consumers and thus a need for having rules and regulations for advertising to guide both the media and advertisers on ethics.

Table 4.9: Billboard Advertising Influence Consumers' Purchase Decisions

Ranking	Frequency(No)	Percentage(%)
Agree	15	15.0%
Strongly agree	48	48.0%
Disagree	23	23.0%
Strongly disagree	9	9.0%
Uncertain	5	5.0%
Total	100	100.00%

Source: Researcher's Analysis, 2013

4.6 Effectiveness of Billboard Advertising in Comparison to other Channels of Advertisements

This was a ranking scale question; respondents were asked to compare billboard advertising to other channels of advertisements. The respondent's responses were as shown on Figure 4.1 which revealed that 26.0 percent of the respondents pointed that televisions were more effective than the other media of advertisements as it appeals to both the audio and visual sense. They revealed that its entertainment value and the generally important role that television plays in people's lives. However, they pointed that advertising on television in certain situations it becomes more of an irritant. The timing and the volume of advertising can also be an irritant. Very frequent advertising breaks annoy, as can breaks very early in the programme.

This implies that television is less of an information source except in the sense of bringing new things to the attention of the public or directing consumers to other more detailed sources of information through telephone numbers, websites or to the retail outlet itself.

The second medium ranked by 22.0 percent of the respondents was billboards. The respondents revealed that billboard advertisements are more effective than other channels of advertising since they were exposed to all ages and cultural group and they reach today's on-the-go customers who are difficult to reach using the traditional forms of advertising. A good number of the respondents liked billboards because they were based on cleverness- a simple message conveyed in a clever or humorous way. Besides, a billboard advertisement is working for the advertiser for twenty four hours a day, seven days a week while a newspaper advertisement is good for a day and a television commercial only lasts thirty seconds. Respondents also stated that billboards command high-density consumer exposure affording greatest visibility, not only due to their size, but also because they allow creative "customizing" through extensions and embellishments.

Furthermore, they revealed that billboards are flexible on their location placements unlike other advertising media channels. Billboards can be placed wherever the advertiser feels will have the most impact. It can be a big advantage when one has a business and want to draw traffic to right off a particular highway exit.

Nevertheless, the respondents also pointed out that billboard advertising has some limitations. The amount of information contained in a billboard advertisement is limited compared to print. Billboard designers talk of keeping the advertisement short and catchy; more visual than word oriented. Besides, billboards are usually targeted to motor-vehicle owners the majority of whom are households in the middle to upper income brackets. This means a large proportion of the population in lower income brackets is not well-met by billboard advertising.

Advertising basic principle AIDA requires that advertising should first draw attention and interest and then desire and action. From this point of view drawing attention is the most important factor for the success of an advertisement. According to the respondents' billboard advertisements are designed to catch a person's attention and create a memorable impression very quickly, leaving the reader thinking about the product or service advertised after they have driven past it and thus their success. This implies that billboard advertisements with their creative designs have the ability to cut through a cluttered advertising environment, which is a key benefit over other media. The creative execution of billboard advertisements significantly contributes to advertising effectiveness, establishing a meaningful connection with consumers and strengthening the impact of communication through all stages of the "Hierarchy- of Effects" (HOE).

The findings reflected Sylvester, (2004) study on the role of billboards in petrol business performance. The research investigated the effectiveness of outdoor billboards advertising in influencing intention of petroleum consumers to make purchases in comparison to other Medias. The study concluded a positive outcome to the effectiveness of billboard advertisements. It was also established that billboards advertisements displayed clear message to consumers; they influence sales to some extent and were preferred by petrol truck drivers to other media when it comes to petrol purchases.

The third medium ranked was radio with 18 percentage effectiveness. Driven largely by the increase in the length of consumer commutes, the number of people listening to the radio has grown over the last decade. With varied station formats in Tanzania, listeners have a wide choice of options to satisfy their particular preferences. According to respondents the increased number of advertisement jingles aired at all times nonetheless to

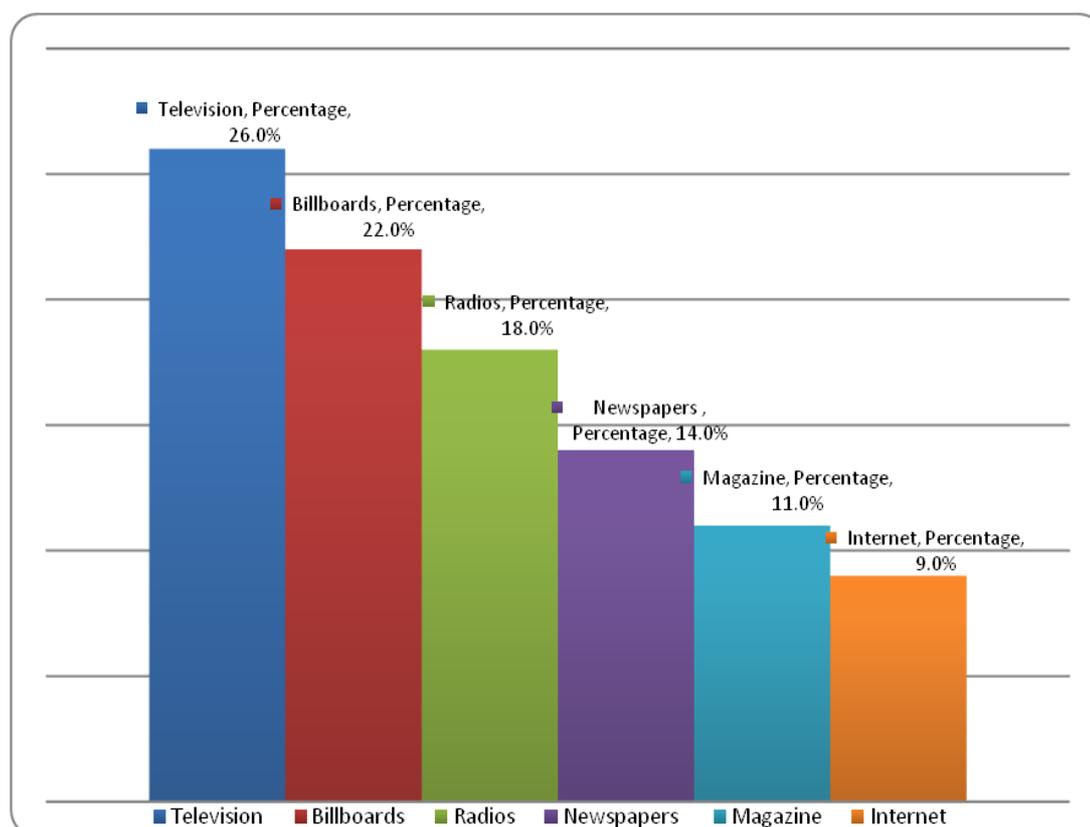
avoid it they were forced to channel surf others claimed that the introduction of MP3 technology has also stolen audience share from radio station. This implies radio advertisements can be either skipped or averted by simple change of the channel, while billboards remain practically unavoidable.

The fourth media ranked was newspapers with 14.0 per cent effectiveness. According to majority of the respondents, there has been a consistent and steep decline in the number of Tanzanians who regularly read newspaper. They noted that many consumers today use online sources to gather news and information rather than printed material they also pointed out that the advertising sectors, such as job advertisements and real estate, have also moved online. This implies that newspapers are no longer considered as the only source of providing news and information and thus the declining effectiveness.

The fifth ranked medium was magazines with 11.0 per cent of the respondents agreeing that magazines are effective on advertisements because there was a duality about the way that consumers used magazine advertising. They stated that the nature of flipping through a magazine meant that there was the most potential opportunity to use the advertising as an important source of relevant and desired information. There was also quite widespread criticism of advertising overload in magazines, notably general interest monthlies. This overload was mostly about sheer volume of advertising but could also be about volumes of advertisements in single categories. While some respondents recognized that advertising did keep the cover price down, with monthlies that were perceived as expensive there was a general feeling that consumers were paying a high cover price for a magazine full of paid for advertising.

Internet advertising was ranked last with 9.0 per cent effectiveness. According to respondents internet has recently gained widespread use in Tanzania especially amongst the youngster, however unlike billboards' which is mainly used for advertising this media is used for entertainment, research and communication purposes. The respondents stated that they are annoyed/irritated when distracted or interrupted by pop-up windows, banners and email advertising which they don't trust much. This implies that respondents find internet advertisements annoying and not credible enough. The findings concurred with Marshall and WoonBong (2003) who found out that a message on the internet achieves less credibility than a printed message unless the message is communicated by a strong brand.

Figure 3.1: Effectiveness of Billboard Advertising in Comparison to other Channels of Advertisements



Source: Researcher's Analysis (2013)

4.7 Effectiveness of Government Regulations towards Billboard Advertising

4.7.1 Effectiveness of Billboard Advertising Content Regulations

The respondents when asked on the effectiveness of billboard advertising content regulations they revealed as shown on Table 4.10. Which revealed 22.0 percent of the respondents agreed, 15.0 percent strongly agreed that they are effective, 29.0 percent disagreed, 32.0 percent strongly disagreed, they see billboards as an eye sore more, so they do not agree with what is being promoted such as alcohol, tobacco, glamour, animal products and so on, while 2.0 percent were uncertain. Those who agreed pointed that the advertising content can also be part of family currency. Jokes might be made about a family member behaving in the same way as someone depicted in an advertisement and, as was highlighted above, in communal viewing situations (admittedly less frequent nowadays) advertisements can stimulate discussions. A respondent, who found no harm in billboard advertising, stated that;

“Advertising is freedom of commercial speech as a principle”.

He argued that;

“If a product is legal to sell, it should be legal to advertise”.

Another argued that;

“Consumers are all adults who are able to make their own decisions”.

Evans *et al.* (2006) supported the findings by saying that the advertisement content and appeal can be stimuli for the watchers to pay attention to the message, process the information, compare it with what the other companies in the same marketing niche are saying, and finally make a decision concerning the product or service. The advertisement involves customers in the learning process and the depth of the involvement will depend on both, watchers personal needs as well as the effectiveness of the advertisement.

Table 4.10 Effectiveness of Billboard Advertising Content Regulations

Ranking	Frequency	Percentage
Agree	22	22.0%
Strongly agree	15	15.0%
Disagree	29	29.0%
Strongly disagree	32	32.0%
Uncertain	2	2.0%
Total	100	100.00%

Source: Researcher's Analysis, 2013

4.7.2 Effectiveness of Billboard Advertising Placement Regulations

Table 4.11 which revealed that 29.0 percent of the respondents agreed, they believe that billboards contribute to the cityscape in terms of variety and beauty 11.0 percent agreed. 35.0 percent disagreed, 20.0 percent strongly disagreed, they stated that the haphazardly placed billboards are seen as visual pollution, sky trash, litter on stick and junk mail on highway while 5.0 percent were uncertain.

According to those who strongly disagreed they felt that Dar es Salaam city has a high density of billboards and the number is still raising fast up to this moment, the city has even been nicknamed the Billboard City. The respondents stated that the scenic urban landscape of the city has changed completely as billboards have become part of the cityscape.

They accuse advertising agencies who appear to have claimed unwarranted rights to open spaces by placing their billboards haphazardly along major urban highways and due to lack of space some are painted or hanged on buildings. On the ecological aspect, respondents cite that vegetation is damaged in the process of erecting billboards' structures.

During the survey one concerned mother revealed that the placement of billboards advertisements outside boundaries of schools, where children become part of the

billboard's "advertising catch". They are not the intended audience, but they have no way to avoid a billboard's advertising reach, especially when harmful products such as cigarettes and alcohols are advertised she said;

"Billboards advertisement placed outside schools boundaries corrupt our children mind".

This implies that besides the destruction of vegetation, the scenic urban landscape of the city has changed as billboards have become part of the cityscape thus a need to control them. However, the curbing on the number of billboards is not welcomed to some municipalities as it would hurt their revenue income, thus there is a need by the government to carefully address this matter to protect both their interest and protect the public.

Table 4.11: Effectiveness of Billboard Advertising Placement Regulations

Ranking	Frequency(No)	Percentage(%)
Agree	29	29.0%
Strongly agree	11	11.0%
Disagree	35	35.0%
Strongly disagree	20	20.0%
Uncertain	5	5.0%
Total	100	100.00%

Source: Researcher's Analysis (2013)

4.7.3 Effectiveness of Billboard Advertising Tax Regulations

Table 4.12 reveals that 43.0 percent of the respondents agreed, 12.0 percent strongly agreed and pointed out that the public authorities including central and local governments collected considerable fees from billboard advertisements, 25.0 percent disagreed and stated that advisers are not paying enough taxes and thus the increasing in numbers, 17.0

percent strongly disagreed while 3.0 percent were uncertain. During the survey one advertising agency employee pointed out that;

“Advertisers paid heavily on both taxes and electricity bills as billboards light up the highways at night and offer security to all”.

He argued that;

“For this important responsibility played by billboards the government should reduce on the taxes levied”.

This implies that several local authorities including the Dar es Salaam municipalities have seen their revenue emanating from billboard soar in recent years, thus getting an incentive to want to see more billboards flighted up.

Table 4.12: Effectiveness of Billboard Advertising Tax Regulations

Ranking	Frequency	Percentage
Agree	43	43.0
Strongly agree	12	12.0
Disagree	25	25.0
Strongly disagree	17	17.0
Uncertain	3	3.0
Total	100	100.0%

Source: Researcher’s Analysis, 2013

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a summary of results, conclusion and contributions of the study. It also provides recommendations drawn from the study and areas for further studies.

5.2 Summary of Findings

This study focused on public perceptions towards billboard advertising in Tanzania especially in Dar es Salaam. The problem of the study was that despite the criticisms, government regulations and advanced development of modern technologies and many media channels such as websites, television, radio, newspapers and magazines even online advertising, many companies in Tanzania are increasingly using billboards as a means of reaching their potential buyers.

For that case, this study generally aimed to examine the current public perceptions towards billboard advertising in Tanzania especially in Dar es Salaam region. Specifically, it was to analyze the perceptual differences across demographic segments towards billboard advertising, to assess whether billboard advertising is informative and persuasive enough to influence consumers' purchase decisions, to determine the effectiveness of billboard advertising in comparison to other modes of creating awareness such as newspapers, radios and television and to assess the effectiveness of government regulations towards billboard advertising.

Significantly, the study would contribute direct to the knowledge of advertising to business people as well as those who want to compare other modes of advertising with

billboard advertising and in providing information on the use and effectiveness of billboards in Tanzania market.

A Survey of 100 individuals was undertaken in the three municipalities of Dar es Salaam region namely, Ilala, Kinondoni and Temeke and was drawn using stratified random sampling and purposeful sampling techniques. The study used personal administered questionnaires and review of relevant documentaries to obtain data on public perceptions towards billboard advertising. Data collected were analysed qualitatively and quantitatively and presented by using percentages and tables.

Thus the main findings of the study revealed that there was a moderate favourable opinion towards billboard advertising amongst all the demographic segments, particularly for males, younger and less educated respondents. Billboard advertising was found to be entertaining, informative but not credible enough. Nonetheless the public find them helpful in guiding their purchase decisions. The respondents ranked billboard advertising as the second most effective media for advertisement after the Television. The public perceive billboard advertising regulations ineffective especially to content and placement regulations. However, tax regulations were effective.

5.3 Implications of the Results

The findings from this study have its implication to four relevant stakeholders. These are researchers, advertising agencies, the general public and policy makers

5.3.1 Implications of the Results to Researchers

The findings from this study would assist future researches to obtain additional pieces of information, which were unavailable in previous studies. In addition, researchers who may

be interested in conducting similar studies would find this paper useful as it would serve as a frame of reference on the market trends, and market conditions in Tanzania.

5.3.2 Implication of the Results to Advertising Agencies

The findings from this study would assist advertising agencies to assess various effects of billboard advertising towards consumers, and develop ways to compete in the market in order to gain competitive advantage and remain profitable. Advertising agencies may also use the findings of this study to design marketing programs with billboards advertisements that create positive perception and avoid possible negative effects.

The presence of perceptual difference across demographic segments towards billboard advertisement with male, young and those with lower levels of education being fonder of billboard advertisement calls for the advertising agencies and firms to carry out market segmentation when advertising their products based on the demographic characteristics. For instance the findings of the study indicated that male consumers show a more favorable attitude towards advertisements than their female counterparts; hence grouping them together without consideration of the existing difference may imply loss of attention to female customers to be informed by the advertisement about the product and eventually to guide their purchase decision.

5.3.3 Implication of the Results to the Public

As for the society, the findings help the public to gain some understanding on the positive and negative contents of advertising, which would alter their attitudes towards billboard advertising. Therefore, they would be enlightened to develop a more ethical and wise judgment towards purchasing products without being deceived by specific manipulative contents of advertising.

5.3.4 Policy Implications

The findings from this study would contribute to government agencies' ability in developing a better understanding and refine their advertising policies and develop appropriate measures towards any unethical concepts of advertising and filter advertisements, which use inappropriate language and sex appeal in a Tanzanian government policy context, which reflect the national objectives of achieving a Tanzanian identity, social responsibility and cultural sensitivity.

The government regulations and policies on advertisements should aim at controlling negative effects of billboard advertising through vigorous regulations as well as certification and censorship programs. The advertising laws and regulations should be set in such a manner that their enforcement and compliance becomes a major issue. Regulations should also ensure that billboard advertisements are quite consistent with for instance, brightness; message duration and message change interval, and billboard location with regard to official traffic control devices, roadway geometry, and vehicle maneuver requirements at interchanges, lane drops, merges and diverges.

The government should also ensure that advertising industry operates a system of self-regulation. Advertisers, advertising agencies and the media should agree on a code of advertising standards that they attempt to uphold. The general aim of such codes is to ensure that any advertising is legal, decent, honest and truthful. There must be efforts to protect the public interest by regulating the content and the influence of advertising. The advertising industry should allocate more resources for fundamental research in the field of advertising, which would answer questions related to issues such as 'how advertising works'.

5.4 Conclusion

In general, the results of the study point to several demographic perceptual differences towards billboard advertising. The male, younger and less educated respondents reported a more favourable perception towards billboard advertising than others did. They are likely to report that they enjoy looking at billboard advertisements; they tend to find it more useful and above all are less disturbed towards offensive nature of it. The researcher cannot rule out the possibility that these perceptual differences are a function of real difference in the nature of the billboard advertisements targeted to each demographic segment.

According to the respondents, billboard advertising is entertaining and informative. In regards to the credibility of billboards advertisements, they mention that they generally do not trust it. Respondents feel that most billboards advertisements are purposefully misleading by not being fully informative but nonetheless guide them in making their purchase decisions.

According to the research results, billboards' ranked second amongst the most effective forms of advertising media. Billboard advertisements have important roles within the main media and have various relative advantages. The respondents stated that billboard advertisements with their alluring colorful image designs are able to make a high visual impact compared to other advertising media and are able to capture the attention of those consumers on motion. Since it is in the public domain, it is the only form of advertising experienced twenty four hours a day, seven days a week exposure to the public eye. The medium vis-à-vis other like television or newspapers is that "your audience can't zap, discard or even click away from it." Furthermore it is flexible on its location unlike others.

The fact that billboards cannot be ignored or switched off is considered to have great impact on the public. According to the results, there is a serious need for increased government regulation on billboard advertising on their contents and allocation of structures placements as the prevailing ones are quite ineffective. However, the tax regulations were effective.

The female and educated respondents also expressed their concerns on a number of billboard advertisements such as those that are aimed at children, those that use women as sex symbols and those of harmful/dangerous products. Guidelines and regulations are required to address many issues including those of location, construction, design, payment for, removal, and safety of billboards. Environmental concerns also need to be addressed.

Finally, this study concludes that in general as the empirical data show, people generally have positive opinions about billboard advertising. They think that the creative aspects of billboard advertisements help break through the clutter in the overloaded media environment and provide useful messages that can influence consumers to be interested in the advertised products or services. On a concluding note, the researcher would like to assert the growing importance of Billboard advertising again. The researcher believes it will grow more in terms of advertising expenditure and exposure in the coming years.

5.5 Recommendations for Further Research

In the light of the current research findings and conclusions, the study recommends that future researchers could undertake a larger scale research on public perception of billboard advertising on regional basis or nationally and where possible make use of random sampling when selecting respondents to participate in the study. Future researchers should

also develop a new scale to measure overall perception towards billboard advertisements, which incorporates more items. Furthermore, special efforts may have to be made to know which factors really contribute to negative perceptions toward billboard advertising, and how such perceptions can be changed.

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APPENDICES

Appendix 1: Questionnaire

This study aims at eliciting information on **“Public Perceptions towards Billboard Advertising in Tanzania: The Case Study of Dar es Salaam City.”** The research would be in partial fulfilment of requirements for degree of Master of Business Administration. Information you will give will be used for academic purposes only.

Please read the questions carefully and answer them to the best of your knowledge.

Part I : Personal Information

- 1) **Resident of:** Ilala Temeke Kinondoni
- 2) **Gender:** Male Female
- 3) **Age Group:** 15-24 Yrs 25-34Yrs
35-44 Yrs Above 45Yrs

4) **Education Level**

- Primary level
- Secondary Level “O” Level “A” Level
- College/Others Diploma Adv. Diploma
- University Level Bachelors Masters PHD

5) **Profession/occupation**

- Business person Student
- Public Sector Employee Private Sector Employee
- Retired State others _____

Part II: Please give your response on the following questions based on public perception towards billboard advertising by putting a tick (✓) on an appropriate space

Objective I: To analyze the perceptual differences towards billboard advertising across demographic segments

6) **In general, do you like billboard advertising?**

Like a lot Dislike a little
 Like a little Dislike alot
 Neither like nor dislike

7) **Please explain your reasons with regards to your response to question 6**

above _____

Objective II: To assess whether or not billboard advertising is informative and persuasive enough to influence consumers' purchase decisions

Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree				
1	2	3	4	5				
Questions				1	2	3	4	5
8	Billboard advertising is entertaining.							
9	Billboard advertising is informative.							
10	Billboard advertising is misleading.							
11	Billboard advertising influence consumers' purchase decisions							

Objective III: To determine effectiveness of billboard advertising in comparison to other media channels in creating public awareness

- 12) Which media channel do you mostly find effective in creating consumer awareness?

(Please rank the following according to effectiveness. Place "1" next to the media channel you find most effective and so on)

Media Channels	1	2	3	4	5
Television					
Billboard					
Magazine.					
Radio					
Newspapers					
Internet					

- 13) What makes billboard advertising more effective than other media channels? _____

Objective IV: To assess effectiveness of government regulations towards billboard advertising

Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree					
1	2	3	4	5					
Questions				1	2	3	4	5	
14	Billboard advertising content regulations are effective								
15	Billboard advertising placement regulations are effective								
16	Billboard advertising tax regulations are effective								

- 17) Please explain your opinion/views with regards to your response to the above questions on what the government can do to regulate billboard

advertising

Respondent Contacts (Optional)

Name.....

Box:.....Tel/Mobile No.....

Email:.....

Lead Researcher Contacts

Please contact lead researcher for any question or comments regarding this study:

Telephone: 0713 808088/0772609200

Email: nailabusaidy@yahoo.com

Thank You For Your Response

Appendix 2: Estimating Margin of Error on Sample Survey Results

Margin of error				
Population	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
20	132	168	185	19
250	151	203	226	244
300	168	234	267	291
400	196	291	343	364
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
2000	322	696	1091	1655
5000	357	879	1622	3288
10000	370	964	1936	4899
100000	383	1056	2345	8762
1000000	384	1066	2395	9513
10000000	384	1067	2400	9595

Source: Fisher, 2007