

**ANALYSIS OF THE USE OF PRINT-BASED MATERIALS VERSUS
INTERNET ON MARKETING OF PRODUCTS OF TANZANIA
BREWERIES LIMITED, DAR ES SALAAM, TANZANIA**

SAID OMARY LWAMBO

**A RESEARCH DISSERTATION SUBMITTED AS PARTIAL
FULFILLMENT FOR THE AWARD OF MASTER OF BUSINESS
ADMINISTRATION IN THE FACULTY OF BUSINESS MANAGEMENT OF
THE OPEN UNIVERSITY OF TANZANIA**

2013

CERTIFICATION

I certify that this paper with title “ The analysis of the use of the internet versus print based material on marketing of Tanzania breweries Limited” follow the dissertation format for the student to be awarded his final degree.

.....

Dr Salum Soud Mohamed

(Supervisor)

.....

Date

COPYRIGHT

This dissertation report remains the property of Author; it is existing from the moment of creation in fixed and tangible form. Author automatically holds the copyright to this material and may not be altered or copied except in full or underwritten instruction. The author of this paper cannot hold liable for any inaccurate interpretations due to possibility of variables.

DECLARATION

I declare that this dissertation is my own account of my research and contains as its main content work which has not previously been submitted for a degree at any institution.

.....

Signature

.....

Date

DEDICATION

I dedicate this paper to my family, particularly to my understanding and patient wife, Hanifa, who has put up with these period of dissertation, and to our beloved sons Seyyid and Shamez who are the joy to our life. I must also thank my sister who has given me fully support for taking care of children all this time of dissertation. Finally I dedicate this paper to my late mother whom I believed in diligence of academic excellence.

ABSTRACT

This paper intended to assess the extent on the use of the internet and print based media in the marketing of the Tanzania breweries Limited and suggests the best advertising media for their products. The study was very interested to determine the mostly used medium between the two and why it is preferred by the company.

TBL has all means over the years use both internet and print based media in marketing its products all over the country.

The general objective was to assess the most common and effective medium used by Tanzania Breweries Limited in marketing its products by comparing internet and print based materials used and explore the reasons why such a medium was mostly used than electronic means.

The study deploy Questionnaires and interviews moreover data analysis done using SPSS software and data presented in tabulations and graphical means.

Research reveal that, TBL is not using internet very much but only during branding companies. In contrary it was found out print based materials were mostly used in advertising TBL products.

It is recommend that TBL has to find a means of utilize fully in marketing its products. The company should have initiative to organize and training program if these are not enough TBL has to think twice on using print based material as far technology changes concern.

Key words: Internet, Tanzania Breweries Limited, print based material, Analysis.

ACKNOWLEDGEMENTS

I would like to thanks my wife (Hanifa Duma) for her patience while doing my research report as I used most of time working on this paper and use some of her time. I thanks Dr. SalumSoud Mohamed for his details comments on my proposal and come up with appreciated dissertation report. I thank Tanzania breweries management for their cooperation. I sincerely thank Mr. FimboButalla as he stood as my key during data collection at marketing department. I would like to thank my Father Mr. OmaryLwambo for his advice and financial support during my research and MBA in general. Last but not least I would like to thank OUT management for their support in one way or another.

TABLE OF CONTENTS

CERTIFICATION	i
COPYRIGHT	iii
DECLARATION BY CANDIDATE	iv
DEDICATION.....	v
ABSTRACT	vi
ACKNOWLEDGEMENTS.....	vii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
ABBREVIATIONS	xiv
CHAPTER ONE	1
1.0 INTRODUCTION	1
1.1 Background to theStudy	1
1.2 Brief Information of Tanzania Breweries Limited (TBL).....	3
1.3 Statement of the problem	4
1.4 Objectives of the Study	5
1.4.1 General Objective of The Study.....	5
1.4.2 Specific Objectives.....	6
1.5 Research Questions	6
1.6 Significance of The Study	7
1.7 Scope of The Study	7
1.8 Limitations of The Study.....	8
CHAPTER TWO	9
2.0 LITERATURE REVIEW	9

2.0	Introduction	9
2.1	Conceptual Literature Review.....	10
2.1.1	The Meaning of Internet.....	10
2.1.2	Historical Background of Internet.....	11
2.1.3	Importance of Internet.....	13
2.1.4	Print Versus Electronic Media	14
2.1.5	Utilization of Internet	16
2.1.6	Challenges of Using Internet.....	18
2.1.7	Marketing on The Internet.....	20
2.1.8	The Concept of Print Based Information	24
2.1.9	Advantages of Print Information.....	25
2.1.10	Print Versus Electronic Media	25
2.2	Empirical Literature Review	28
2.2.1	The Utilization of Internet.....	28
2.2.2	Importance of Internet.....	29
2.2.3	The Use of Internet.....	30
2.2.4	Challenges on The Use Of Internet	32
2.2.5	Print Versus Electronic Collection.....	32
2.2.6	The Use of Print Materials	34
CHAPTER THREE		37
3.0	RESEARCH METHODOLOGY	37
3.1	Introduction	37
3.2	Research Design.....	37
3.3	Target Population	39

3.4	Sampling Design	39
3.5	Sampling Frame and Sample Size.....	40
3.6	Research Instruments	41
3.8	Data Reliability and Validity.....	43
3.9	Data Organization	43
3.10	Data Analysis	43
3.11	Data Presentation.....	44
CHAPTER FOUR.....		45
4.0	RESEARCH FINDINGS AND DISCUSSIONS.....	45
4.1	Introduction	45
4.2	Summary of Respondents.....	45
4.3	The Extent of Internet Use by TBL.....	46
4.5	The Use of Print Based Materials By TBL	51
4.6	Reasons for Using Print-Based Materials	52
4.8	Significant Print-Based Material Tool Used by TBL in Marketing Products	55
4.10	Advantages of Internet	59
4.11	Disadvantages of Internet.....	61
4.12	Ways of Overcoming Internet Challenges	64
4.13	Benefits Print Media Advertising/Marketing.....	64
4.14	Disadvantages of Print Materials	67
4.15	Overcoming Challenges of Print-Based Materials.....	69
4.16	Sources of Information.....	71
CHAPTER FIVE.....		74
5.0	SUMMARY, CONCLUSION & RECOMMENDATIONS	74

5.1 Summary of Research Findings	74
5.2 Implication of the Results	75
5.3 Discussion and Conclusion	75
5.4 Recommendations	76
5.5 Areas for Further Study.....	76
REFERENCES	78
APPENDICES	83

LIST OF TABLES

Table 2.1:	A Framework of Commonly Used Media for Different Types of Advertising to Serve Various Functions.....	23
Table 3.1:	Sampling frame and sampling size (n=420).....	41
Table 4.1:	Summary of Respondents.....	46
Table 4.2:	Extent on the Use of Internet by TBL	47
Table 4.3:	Reason for Internet Usage	49
Table 4.4:	The Extent on the Use of Print-based Materials.....	52
Table 4.5:	Reasons for Using Print-based Materials	53
Table 4.6:	How Marketing is Done	54
Table 4.7:	Significant Print-based Tool Used by TBL in Advertising	56
Table 4.8:	Internet Accessibility by the Staff	57
Table 4.9:	Advantages of Internet	60
Table 4.10:	Internet Disadvantages	62
Table 4. 11:	Print Benefits	65
Table 4. 12:	Print Based Materials Disadvantages	68
Table 4. 13:	Overcoming Challenges of Print Based Materials	71
Table 4. 14:	Source of Information.....	72

LIST OF FIGURES

Figure 3. 1 Research Design	38
Figure 4. 1 Extent of the Use of Internet by TBL	48
Figure 4. 2 Reasons for Internet Usage	50
Figure 4. 3 The Use of the Print Based Material by TBL	51
Figure 4. 4 Reasons for Print Based Usage	53
Figure 4. 5 How Marketing was Done by TBL	55
Figure 4. 6 Significant Print Based Tool Used by TBL	57
Figure 4. 7 Internet accessibility by TBL staff	58
Figure 4. 8 Advantages of Internet	59
Figure 4. 9 Disadvantages of Internet	63
Figure 4. 10 The Benefits of Print Media Advertising	66
Figure 4. 11 The Disadvantages of Print Based Materials	69
Figure 4. 12 Ways of Overcoming Challenges of Print-based	70
Figure 4. 13 Sources of Information	73

ABBREVIATIONS

ARPA	-	Advanced Research Projects Agency
GE	-	General Electric
IBM	-	International Business Machines
IP	-	Internet Protocol
ICT	-	Information And Communications Technology
NSF	-	National Science Foundation
OUT	-	The Open University Of Tanzania
PC	-	Personal Computer
RAM	-	Random Access Memory
SPSS	-	Statistical Package Of Social Science
TB	-	Tanzania Breweries Limited
TCP	-	Transmission Control Protocol
VGA	-	Video Graphics Array

CHAPTER ONE

1.0 INTRODUCTION

1.1 Background to the Study

The study analyzed the use of internet and print media in marketing of Tanzania Breweries Limited (TBL) products. The researcher was very much interested to determine the mostly used medium between the two and why it was most preferred by the organization. More importantly, the report for the study was submitted at the end as partial fulfillment for the award of Master of Business Administration (MBA) of the Open University of Tanzania (OUT). TBL has all over the years used both internet and print media in marketing its products all over the country. By the time of this research, it was not yet established which advertising medium has made TBL more successful in the industry. This was because TBL is the biggest and most popular beer manufacturing company in Tanzania.

Schneider et al (2007), states that in the 1990's Internet gained popularity in the masses than print based information. In the past years, advertising on the Internet was unheard of. Today, marketing executives are convinced that the Internet is the most exciting channel available. Previously thought to be above all such commercial activity, the Internet is proving to be an outstanding marketing tool in the advertising arsenal. The Internet has been called the most effective promotional tool of the century.

Companies such as General Electric (GE), IBM, Ford, Kraft, and Proctor & Gamble have been rushing to register "domain" names (Herbig and Hale, 1997). In Tanzania,

this is no exception. Many companies and organizations including government departments have of recent registered their internet domains with the aim of marketing themselves in various ways. Although internet has lived for over decades now, its existence does not pose much threat to print based information because of its challenges. There is a still huge amount of books and journals being printed for use in libraries and learning resource centres all over the country. Big libraries in the world still receive printed journal for their readers. Early examination of print versus electronic reference was concerned with comparing the accuracy of the two.

The emergence of electronic formats has, however, had as deep an impact on reference work as it has on other areas of information practice (Ritchie and Genoni, 2006). Information professionals have long been confronted with a bewildering array of possible sources when answering questions or supplying information, but they must now grapple with the added complexity resulting from “hybrid” collections. And notwithstanding the focus on other issues, there has been a small body of research that has addressed the balance between print and electronic sources in the delivery of reference services (Ritchie and Genoni, 2006).

It must be noted that in 1456, Johannes Gutenberg invented the printing press, forever changing our world. Since that time, mankind has found more and more ways to disseminate information. From the printing press to personal computers to the World Wide Web, people are combining print with electronic resources and, by doing so, they are spreading the world’s knowledge base to faculty, students and to everyone else that needs information (Zimmerman, 2010).

So, in the presence of both paper-based information and internet based information, it is felt better to ascertain which one is most effective in marketing products for TBL. Without knowing this, TBL might lose focus in the future and most probably concentrate on the medium that is costly and considering the fact that internet nowadays faces a spectrum of technical and political issues, which could either, slow or accelerate its progress (Weis, 2010). Peterson et al. (1997) contended that the Internet is an emerging technology with rapid changes and suggested that it is a market discontinuity (i.e., there are no historical trends to forecast how the Internet will influence consumer shopping).

1.2 Brief information of Tanzania Breweries Limited (TBL)

Tanzania Breweries Limited (TBL) is a Tanzania-based company principally engaged in the production, distribution and sale of malt beer and alcoholic fruit beverages in Tanzania. It operates breweries in Dar es Salaam, Arusha, Mbeya and Mwanza and thirteen depots throughout the country. It also produces malt at its malting plant in Moshi. The Company operates in two main segments: clear beer and wines and spirits. The brands offered by the Company include Safari Lager, Kilimanjaro Premium Lager and Konyagi. Its subsidiaries include Tanzania Distilleries Limited, Mountainside Farms Limited and Kibo Breweries Limited. SABMiller Africa BV is the principal shareholder of the Company (TBL website, 2011).

Tanzania Breweries Limited is located at UHURU Street, ILALA MCHIKICHINI, and DAR ES SALAAM. Tanzania Breweries is the former United Republic of

Tanzania Company before November 1993. In November 1993, Southern Africa Breweries entered into agreement with the government of United Republic of Tanzania to the run the company. The company initially owned by south Africa Breweries with little share held by private sector (its core business is production and marketing of malt beer). The company protective assets consist of Dar es Salaam, Moshi Malt, Arusha, Mwanza and recent rehabilitation Mbeya plants.

SABMiller plc is a holding company, which has brewing and beverage interests across six continents: Latin America, Europe, North America, Africa, Asia and South Africa. The Company is engaged in the manufacture, distribution and sale of beverages. The Company's portfolio of brands includes international beers, such as Pilsner Urquell, PeroniNastroAzzurro, Miller Genuine Draft and Grolsch, as well as local brands, such as Aguila, Castle, Miller Lite, Snow and Tyskie. The Company is also bottlers of Coca-Cola products. In May 2009, the Company acquired the outstanding 28.1% minority interest in its Polish subsidiary, KompaniaPiwowarska SA, from Kulczyk Holding SA. In April2009, the Company's Romanian subsidiary Ursus Breweries SA assumed control over 71% of the issued share capital of BereAzuga SA in Romania. In February 2010, the Company's subsidiary Rwenzori Bottling Company Limited acquired the assets of the Rwenzori water business in Uganda (TBL website, 2011). The information provided clearly indicates that TBL is a huge company operating in Tanzania necessitating this study to be conducted there.

1.3 Statement of the Problem

Information and Communication Technology (ICT) has been a commonly used tool for information gathering, processing, storage and retrieval, and dissemination in the

emerging knowledge economy particularly in the advanced information societies (Ani et al, 2010). This has greatly been adopted by business organizations too that aim to maximize profit. The advent of internet has posed threat to the use of print based materials despite its importance.

The main problem was that although many organizations and companies had adopted internet in their operations, Tanzania Breweries Limited seemed to use much of print based materials in advertising its products through huge posters placed on billboards which the researcher viewed them to be very expensive than internet advertising. It was against this background that the study was carried out to find out the reasons why TBL used much of print-based techniques and suggest effective ways of doing it.

Besides, the government of Tanzania through Minister of works Hon. Dr. John Pombe Magufuli recently announced its intention to remove the billboards along the road reserves. (Tanzania Daily News, Tue, May 17th, 2011). The move was received with mixed reactions from the private sector as well as some public sector departments.

1.4 Objectives of the Study

1.4.1 General Objective of the Study

The general objective of the study was to assess the most common and effective medium used by Tanzania Breweries Limited in marketing its products by comparing internet and print based materials used.

1.4.2 Specific Objectives

In view of the significance of the internet and print based materials as marketing tools in the most organizations, the study sought to investigate the most effective medium of communication comparing the use of internet and print based materials by Tanzania Breweries Limited. Specifically, the study sought to achieve the following objectives:

- (i) To determine the extent of internet and print based materials use by staff in Tanzania Breweries Limited in marketing its products.
- (ii) To find out the benefits of Internet and print based information to TBL staff and the company as a whole.
- (iii) To assess how frequently TBL members of staff use the Internet as compared to print based information in searching for information.
- (iv) To find out the challenges met in using both internet and print based materials in marketing TBL products.

1.5 Research Questions

In order to achieve the objectives of the study the research strove to address the following research questions:

- (i) What is the extent of internet and print based materials use by staff in Tanzania Breweries Limited in marketing products?
- (ii) What are the benefits of internet and print base materials to TBL staff and the company as a whole?
- (iii) How frequently do TBL members of staff use the internet as compared to print based material in searching for the information they need?

- (iv) What are the challenges met in using both internet and print based materials in marketing TBL products?

The research instrument was carefully designed and contained questions that likely addressed the research questions of the study.

1.6 Significance of the Study

Initially, the dissertation was designed to explore the factors facing the effective use of internet and print based information in marketing products in Tanzania. Its outcome would therefore lead to define what internet and print based information was about and why each aspect was important. It would take considerable time and resources to the organization in using them but it was advantageous to the organizations. Also, the findings of the study would improve the skills on how to handle either internet or print based information. It would also serve as a source of knowledge to other researchers and academicians doing research in the same area. The study would also help TBL Management at all levels to pay much attention to the item that would be most preferred and effective.

1.7 Scope of the Study

The study was conducted at Tanzania Breweries Limited (TBL) Head Office in Dar es Salaam. TBL is located along the road that connects Ilala and Kariakoo. This was because the researcher was a permanent employee of TBL and this enabled him to easily have access to other relevant and important information. In addition, the researcher resided Dar es Salaam and going out of the City could cost his job and

impede the development of this study. In addition, the supervisor also resided in Dar es Salaam and it was the requirement to contact him frequently for the sake of progress of this study.

1.8 Limitations of the Study

The underlying concepts examined in this paper were complex and were subject to further examination and challenge through rigorous research. There was also a dichotomy of feelings represented in the literature on the transition of journals from print to electronic. Most of the literature seemed to indicate that the move to electronic journals was good for researchers. Time factor was another limiting factor because the researcher was a busy man at his workplace and most the times worked during odd hours throughout the week. More research could be done by carrying out a deep log analysis of usage statistics of e-journals. Usage statistics of some of the resources could not be accessed.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

Schneider et al (2007), states that in the 1990's Internet gained popularity in the masses than print based information. People started becoming aware of the uses of the Internet. It helped the people to organise their information and files in a systematic order. Various researches were conducted on Internet. In 1991, the first really friendly interface to the Internet was developed at the University of Minnesota. The University wanted to develop a simple menu system to access files and information on campus through their local network.

The Internet, sometimes called simply "the Net," is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers). It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANet. The original aim was to create a network that would allow users of a research computer at one university to be able to "talk to" research computers at other universities (Haas, 2010).

Today, the Internet is a public, cooperative, and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks (Zakon, 2010). The internet technology has been described as global information

resource that provides a wider access to information beyond national boundaries. It is a major technology for scholarly communication and electronic publishing (Ani et al, 2010). In the era of dwindling budgetary allocations to academic libraries, electronic resources on the internet become sources of relief to the librarians and their library users. Many scholarly and academic journals, online databases, online library catalogues, e-prints, grey literature and other relevant teaching/research materials, basically in all fields of knowledge are now accessible on the internet (Ani et al, 2010). Many scholarly and academic journals, online databases, online library catalogues, e-prints, grey literature and other relevant teaching/research materials, basically in all fields of knowledge are now accessible on the internet. The internet has also been a common tool for resource sharing among many academic and research institutions, this has reduced the problems usually associated with duplication of library collections.

2.2 Conceptual Literature Review

2.2.1 The Meaning of Internet

The internet is the world's biggest computer networks, connecting millions of people and organizations in our "global information society" (Lubka and Holden, 2000). Onyeneke (2007) described the internet as a worldwide system of computer networks in which users at any one computer can, if granted permission or access, gets information from any other computer, and sometimes communicate directly with users at other computers. Thus the internet is a tool that enhances the free flow of information and access to it from anywhere in the world (Ani et al, 2010). According to Sawyer and Williams (2005), the internet is a great source of information for a

research in different organizations particularly in the universities. Hence, Missen et al. (2001) had described the internet as the “world’s premier intellectual resource, hosting over a billion pages of information and providing unparalleled collaborations to on-line academics.

The Internet, sometimes called simply "the Net," is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers). Above all, the internet is commonly referred to as global information resource, information superhighway that promotes resource sharing and enhances increase in productivity in academic community (Grace et al., 2004; West and Scutte, 2000). Hence access and use of the internet can better the effectiveness of marketing of TBL products in Tanzania in all its sister companies around the world.

2.2.2 Historical Background of Internet

The Internet, also known as the “International electronic network,” began in 1968 by the Advanced Research Projects Agency of the Department of Defense. Originally, known as the ARPAnet, the Internet was started as an experimental network connecting different university computer centers throughout the country. In the 1980s, ARPAnet was broken into two distinct networks called Milnet and NSFnet. Milnet was used primarily for government purposes, while NSFnet, funded by the National Science Foundation (NSF), was used to support education and research. The NSF promoted NSFnet’s use within the realm of higher education institutions and

succeeded in establishing more than 3,000 institutional inter-networks by 1991 (Paul, 1996).

The original aim of internet was to create a network that would allow users of a research computer at one university to be able to talk to research computers at other universities (Haas, 2010). Its beginning as a not-for-profit facility intended to support the educational community has evolved into a global enterprise. The NSF continues to fund and promote the academic backbone which is now managed by Advanced Network Services, a consortium comprised of IBM, MCI and Merit. However, as a government agency, its charter makes it inappropriate for NSF to condone use of the NSFnet for the purposes of private business. This has resulted in a number of private concerns forming commercial network backbones (Paul, 1996). These network backbones provide access to the NSFnet but do not rely on it for connectivity. Commercial network backbones provided by UUNET Technologies International, Performance Systems, and General Atomics, are but a few of the providers in the USA through which companies may access backbone services that permit and promote business usage (Paul, 1996).

The combination of NSFnet and commercially available backbone services forms what the Internet is today – the world's largest collection of decentralized computer networks. There are over 200,000 estimated computer networks connecting more than 5 million computers to one another. Transmission Control Protocol/Internet Protocol (TCP/IP) is used by all of these networks as the standard communication protocol through which data communication is accomplished. At least 50 million

people in over 135 countries send and receive information through the Internet (Direct Marketing Magazine, 2005).

2.2.3 Importance of Internet

According to Schneider (2007) the Internet provides opportunities galore, and can be used for a variety of things. Some of the things that can be done through the Internet are remote and convenient access of information through search engines, effective and faster accessibility through online correspondence system via email and Internet as a research tool for quality information.

Paul (1996), states that internet is beneficial to organizations because they are able to position themselves globally by extending their businesses and operations, to increase accessibility through emails and have increased coverage of customers, provides form, place and time utility resulting to competitive advantage. There are a lot of professional online interactive forums and blogs on the internet for exchange of information and knowledge among researchers without territorial barriers (Ani et al, 2010). The Internet has affected marketing in many other ways.

Some businesses have already found successful ways of advertising, marketing, and distributing their products and services. These innovators have been willing to go out on a limb and to “swim in new waters.” Other marketers are hesitant and are waiting to see all the pluses and minuses of using the Internet for their particular needs (Herbig and Hale, 1997). Brynjolfsson and Smith (2000) stated that the Internet is nearly a perfect market because information is instantaneous and buyers can

compare the offering of sellers worldwide. Internet marketing draws the attention to long-lasting customer relationships.

Pakhare (2009), states that internet is beneficial because it is the fastest way to communicate with friends and organisations all over the world by just a click of a mouse, provides huge amount of information on any kind of subject one desires, provides diverse forms of entertainment, enables e-commerce and provides other essential services such as online banking, jobs and guidance. Ehikhamenor (2003a) has postulated that the “internet is creating new scientific communication system with new facilities that is competing with, and might replace, the present printed sources”. Therefore, the internet technology can be described as the global information resource that provides wider access of information beyond the national boundaries.

2.2.4 Print Versus Electronic Media

In 1456, Johannes Gutenberg invented the printing press, forever changing our world. Since that time, mankind has found more and more ways to disseminate information (Zimmerman, 2010). From the printing press to personal computers to the World Wide Web, we are combining print with electronic resources and, by doing so, we are spreading the world’s knowledge base to faculty, students and to everyone else that needs information (Zimmerman, 2010). The structure of the library programmes, the number of qualified, degree of meaningful access and many other more technical aspects of library operation might also be a contributing factor to the development of Internet in libraries. People nowadays undertake research via Internet without any reference to print based resources (Zimmerman, 2010).

Johnson and Luther (2008, p. 2) indicates that there have long been predictions of electronic publications replacing print publications. Now, about a decade and a half after the introduction of the Worldwide Web, many journals are published in a dual format, both in print and electronically at the same time. Some, to the contrary are still only published in a print edition. Some journals, where no print edition has ever existed, are considered born digital.

The presumption was that the print version of the journal would be discarded and that the journal would thereafter only be found in a digital format. The publisher must also be wary of the possibility of loss of revenue due to loss of advertising in a digital format (Johnson and Luther, 2008, p. 2). Breeding (2006, p. 32) reports that coming of digital revolution a decade ago, had made libraries to become deeply involved in acquiring electronic content in addition to their traditional print collections. At first, the amount of digital content was fairly limited, maybe a few dozen e-journals. Librarians kept lists of them on web pages, for users. But dozens soon became hundreds, and hundreds soon became thousands.

For many libraries today, investments for digital content outpace those for print materials. Acquisition comes in many forms. Some content is acquired individually, but much is obtained through big aggregated collections. Marshall Breeding, The Director for Innovative Technology and Research for the Vanderbilt University Library at Vanderbilt University, maintains that print management will continue into the foreseeable future, even with precipitous rise in the use of electronic content (Breeding, 2006, p. 32).

2.2.5 Utilization of Internet

The ability to find and retrieve information effectively is a transferable skill useful for future life as well as enabling the positive and successful use of the electronic resources. As Brophy, (2000) argues that organisations must reach a position where the acquisition of information skills through the Internet or the library is acknowledged as one of the key objective for every person, whether in office, entering university or secondary level, so that no body leaves without being fully equipped to cope with the information intensive world, the information society, and even as an end user (Dorphy, 1993).

Communication and information retrieval are the most widely used functions on the Net. A relatively new function of the Internet which is getting more attention is to offer information services and products on the World Wide Web. Business companies, for example, offer product information, retailers sell goods, and libraries in government organizations provide public services through the Internet (Dorphy, 1993)

The use of the Internet in both public and private sectors has grown enormously in recent years and continues to do so. Many government libraries are considering using the Internet as an important tool for better management of government affairs. Generally the Internet and the Web are used to provide communication, services and other benefits to governments Stowers (1999). The structure and implementation of the Internet and the Web are visible and allow the public to interface with them directly. This indicates that the Web can be a valuable tool for government to provide

services and communication to the public as well as serving as a good tool to internal management of government (Stowers, 1999).

A slightly more advanced method of dissemination uses the Internet for the provision of current government services. For example, in Dar es Salaam, Tanzania many people download and print a lot of forms and other documents for various uses from different websites. They may also apply online to different institutions and organisations. Thirdly, the Internet can be used for the interactive activities between government and citizen. This may relate to electronic delivery of government services.

The Internet technology creates new ways and channels for providing the public services of government in ways and places never before possible. For example, some tax bills and fines can be paid through the Internet. Perhaps the Internet will be one of the primary media for the Government to Citizens relationship in the near future. In addition to these interactive activities, the Web can be used to gather reactions from citizens about government activities (Ranerup, 1999).

Government also can provide an interactive forum, in which citizens raise and discuss issues with one another and then communicate these to government. In order to utilize the growing range of Internet resources, people must acquire and practice the skills necessary to exploit them. As Dutton (1990) suggests the skills required to maximize the potential of electronic resources are much greater than those required for searching printed sources. These skills include a knowledge of the structure of the

database and the instructions which must be input into the computer by the searcher, as well as an understanding of the ways in which the instructions are linked with one another. To this end, Brophy (1993) states users do not often appreciate the skills required to search these sources, stating they are deceptively easy to use. TBL can as well emulate this example of using internet for various purposes more especially in marketing its products to the general public.

2.2.6 Challenges of Using Internet

Gupta (2002), states that in the last three decades, Internet has developed from an arcane network for scientists into the global hub for information and communication permeating all areas of public and private life. However, Gupta (2002) further says that the rapid growth of the Internet, both in terms of data traffic and in terms of diversity of services, has led to a high complexity of the Internet architecture, which is ever harder to manage, the more the Internet grows and the more new services are added. Gupta (2002) further says that the Internet has its own challenges. But greater magnitude of benefits outweighs its challenges, for example theft of personal information; if you use the Internet, you may be facing grave danger as your personal information such as name, address, credit card number, etc can be accessed by other culprits to make your problem worse.

Gupta (2002) further mentions another challenge of the Internet as virus threat. Virus is a programme which disrupts the normal functioning of a computer system. Computers attached to Internet are more prone to virus attacks and they can end up into crashing your whole hard disk (Gupta 2002). Paul (1996) suggested that there

are several reasons why a company should advertise and/or market its products/services on the Internet. However, there are also several drawbacks to using the Net. Some of these disadvantages are described as:

(i) Security

The Net has very little security and any company using the Net risks disclosure of proprietary information. However, with its increasing use for marketing and advertising, there is ample concern for security in terms of copyrights and other proprietary information. Because millions of users access the Internet every day, it is a hot spot for computer hackers, pranksters and viruses. Anyone can go into the Net and change, manipulate or discard information, including advertisements.

(ii) High cost for the Users

Usage of the Net requires a hefty investment for common people. To access the Internet, a computer is needed with a minimum of 4Mb of RAM, a minimum 486SX-25 processor, and a 256 colored VGA monitor. Users also need a high-speed modem, an Internet connection, and a browser like Netscape or Mosaic, so that they can surf the Web.

(iii) Accessibility

Most modems, to date, are slow and deter users from using the Web efficiently. Also, multimedia features such as audio and video displays that make the Web so exciting, consume a tremendous amount of memory that most PCs do not have. Therefore it is sometimes, if not always, impossible for many users to download information to see it in its full color, graphics and sound.

(iv) Control

Advertisement over the Net reduces managers' control considerably. Users of the Internet are difficult to target. To date, the Net is so broad and unknown, a company cannot possibly determine easily who or where to advertise on the Net. Furthermore, there are so many resources on the Internet; it is probable that users will not see a company's advertisement at all unless they are prompted to search for certain products/services offered by that company. This may require a company to promote a product using the conventional tools that are more proactive (television, print, radio, direct mail etc.) even while using the Internet.

Pakhare (2009) states that despite the advantages of internet, its disadvantages are that personal information can be stolen by hackers, some people send huge amount of unnecessary information, it is prone virus attacks and it enables accessibility to pornographic sites to the disadvantage of children.

2.2.7 Marketing on the Internet

The Net represents a \$600 billion market. Over 60 million companies and households around the world use the Internet as a communications link through e-mail, interactive advertisement, bulletin boards, research and online discussion groups. At its most basic level, the Internet serves as a seemingly endless catalog of marketing messages and advertising in an interactive fashion. Only two years ago, one would have to be a computer veteran even to contemplate using the Internet for anything but e-mail, but today even small businesses are jumping on the bandwagon and are investing in their own personal gateway to marketing on the Internet. Marketing

analysts are calling the Internet a tool for “guerrilla marketing.” Even large computer software companies, like IBM, Apple, AT&T, Microsoft, and Lotus Development are investing millions of dollars to develop new state-of-the-art tools and services aimed at helping companies expand electronic business through the Internet (Paul, 2006).

The use of the Internet for business is observable in many industries. For example, computer-manufacturing companies such as IBM, Xerox, Motorola, Intel, Sun, Hewlet Packard and Digital Equipment are beginning to use the Internet to link remote sites, business partners and customers for collaborative development, software support and distribution, and communications (Paul, 1996). In the aerospace industry, Boeing designs 777 in cyberspaces. The Internet enables Boeing to share design tools and process with engineers, customers, maintenance people, project managers and component suppliers across the globe. Using the Internet, Boeing’s customers no longer need to wait 3 years to place an order. It aims to deliver a plane in 8-12 months and to build 620 aeroplanes annually, up from 228 in 1992 (Zairi, 2001a, 2001b).

In December 1993, only \$100 million worth of goods were sold over the Internet. But by 1995, the Internet market had grown to over \$300 billion in goods sold (Boisseau, 1995). Business is rapidly adopting the Internet as the means through which it can efficiently and economically conduct marketing, research and support. This process is being facilitated by the proliferation of software that is more user-friendly and makes information easily accessible to the users. With the number of

users growing monthly at an estimated rate of 10 per cent and an average of one million people, the Internet is the fastest growing global telecommunications network in the world. Analysts have projected that 400 million will be using the Internet by the year 2007 (Direct marketing, 2004).

Traditionally, advertising has been one of the major forms of communication between a firm and its clients. Wells et al. (1995) reported eight basic types of advertising (brand, retail, political, directory, direct-response, business-to-business, institutional, and public service) designed to reach a diverse audience with varied objectives. In order to serve the desired role and function most effectively, advertisements may use many different types of media and vehicle for different target groups. For example, the media used for typical brand advertising may not be appropriate for business-to-business advertisements.

The Internet posits itself as one of the very few media alternatives that can be used for almost all advertising purposes across all possible market segments. Businesses/government/individuals can create and transmit advertisements on the Internet that can be accessed by anybody with a computer equipped with appropriate software. Such a convenience and marketing efficiency, both for the advertiser and the target audience, is making the Net popular for marketing practices all over the world (Paul, 2008). Table 2.1 presents the advertising functions.

Table 2.1: A Framework of Commonly Used Media for Different Types of Advertising to Serve Various Functions

Functions of Advertising		
Types of Advertising	Direct Action	Indirect Action
Brand (National consumer)	Newspaper, Magazine, Television, Radio	Newspaper, Magazine, Television, Radio
Retail	Newspaper, Yellow pages, Direct mail, television, Radio	Newspaper, Television, Radio
Political	TV, Radio	TV, Radio
Directory	Yellow pages	
Direct response	Direct mail, catalog	
Business to Business	Direct mail, catalog, Individual directory	Business publication, professional journal, Magazine
Institutional		Newspaper, magazine, TV, Radio
Public Service	Newspaper, magazine, TV, Radio	Newspaper, magazine, TV, Radio

Source: Adopted from Paul (1996)

Advertisers can buy advertisement space on the Net through a service provider, a private company set up to be a gateway to the system for a set of clients. Organizations can find individual consultants as easily as looking in the Yellow Pages. Many of these small firms actually advertise their services on the Internet. These specialized agencies will do everything from setting up, maintaining and promoting their clients' advertisements. Monthly costs, depending on the complexity (color, graphics, sound and extent of content) are as little as \$20 per month and

average about \$20,000 per year (Crain's Chicago Business, 1994). Users need software such as Netscape, which gives them the capability of seeing the advertisement in full color, graphics, sound and video images. Netscape also helps users locate shopping networks through a user-friendly, Windows-compatible environment.

2.2.8 The Concept of Print Based Information

Print based information refers to all learning materials that are printed and contain huge amount of information for various purposes. These include leaflets, pamphlets, brochures, booklets and books, magazines, newsletters, posters, collages and photo stones. It also includes flipcharts, flashcards, comics, and curiosity-provoking material including modified advertisements. All these are aimed at providing necessary information to intended public. Some can be commercial and others are for non-commercial.

The invention of the printing press has really made improvements throughout history in leaps and bounds. Ever since ancient times, they have tried many different techniques to try and reproduce writing in numbers even before there was paper. There is evidence of clay tablets that have been mass produced in the oldest years of human history. These days you can find many printing presses available and more so, there are an infinite number of desktop printers out there and printing is done in homes and offices (Custodio, 2010). Many small businesses are struggling to find ways to promote their business cost effectively these days. With recession and the cost of materials constantly rising, many find it hard to channel their professional

image in their marketing materials. But because people will only buy from you when they know your products and trust your credibility, this makes it more important to market extensively (Killian, 2010). Therefore, TBL is no exception to use print materials in marketing its products in the country.

2.2.9 Advantages of Print Information

Zimerman (2010) says print information has relatively low cost, some materials are easy to produce, reproduce and transport, they contain concrete messages, enhances creativity and gives an opportunity for broader experience of collective effort. Many people find print information easier to read for visual reasons than screens (Custodio, 2010). Custodio (2010) further says that print information do not stop working when the power goes out. Some of the early analysis suggested that electronic referencesources, and in particular the internet, would have little impact upon the reliance onprint-based sources (Lanier and Wilkins, 1994; Mellendorf, 1995; Schilling and Wessel,1995). What it means is that the survival and existence of print information is guaranteed in the presence of internet.

2.2.10 Print Versus Electronic Media

In 1456, Johannes Gutenberg invented the printing press, forever changing our world.Since that time, mankind has found more and more ways to disseminate information (Zimerman, 2010). From the printing press to personal computers to the World Wide Web, we are combiningprint with electronic resources and, by doing so, we are spreading the world's knowledgebase to faculty, students and to everyone else that needs information (Zimerman, 2010).The structure of the library programmes,

the number of qualified, degree of meaningful access and many other more technical aspects of library operation might also be a contributing factor to the development of Internet in libraries. People nowadays undertake research via Internet without any reference to print based resources (Zimmerman, 2010).

Johnson and Luther (2008) indicate that there have long been predictions of electronic publications replacing print publications. Now, about a decade and a half after the introduction of the Worldwide Web, many journals are published in a dual format, both in print and electronically at the same time. Some, to the contrary are still only published in a print edition. Some journals, where no print edition has ever existed, are considered born digital.

The presumption was that the print version of the journal would be discarded and that the journal would thereafter only be found in a digital format. The publisher must also be wary of the possibility of loss of revenue due to loss of advertising in a digital format (Johnson and Luther, 2008). Breeding (2006) reports that coming of digital revolution a decade ago, had made libraries to become deeply involved in acquiring electronic content in addition to their traditional print collections. At first, the amount of digital content was fairly limited, maybe a few dozen e-journals. Librarians kept lists of them on web pages, for users. But dozens soon became hundreds, and hundreds soon became thousands. For many libraries today, investments for digital content outpace those for print materials. Acquisition comes in many forms. Some content is acquired individually, but much is obtained through big aggregated collections.

Marshall Breeding, The Director for Innovative Technology and Research for the Vanderbilt University Library at Vanderbilt University, maintains that print management will continue into the foreseeable future, even with precipitous rise in the use of electronic content (Breeding, 2006). To meet client needs, librarians must consider the opportunity costs associated with the purchase of print texts.

If patrons would be served better through electronic media, then, the library must balance its purchase of print materials with electronic media in such a way as to maximize utility to its patrons” (Pikowsky, 1997, p. 48). One of the most common reasons libraries move to electronic versions of print journals is the savings. The costs for having both the print and electronic versions of print titles are, in some cases, becoming prohibitively expensive, and libraries have to make tough choices.

The survey of Chicago area universities showed that they have a mix of both print and electronic journals. Of the six schools surveyed, all reported having a mix of print and electronic resources. The mix, however, varied widely from a low of 20 percent electronic and 80 percent print to a high of around 60 percent electronic and 40 percent print. None of the schools had plans for going completely electronic (Johnson, 2004).

But electronic formats have a growing popularity. The newest generation of college students is more comfortable using technology for their class work. One example of that is a 2000 study of 100 college students from 63 colleges in 22 states found that 62 percent of those students “preferred digitized texts over standard paper volumes”.

The students also said that electronic texts “could be “more interesting” than their paper counterparts” (Rogers, 2001, p. 31). A lot of marketers regard brochures and flyers as almost things of the past. Despite the presence of paperless advertisement types though, there is no denying that a lot of people are still more responsive to printed materials. This is simply because they are more familiar with it. It is a plus factor on the side of print advertising then that actual consumers are still comfortable with paper advertisements.

2.3 Empirical Literature Review

2.3.1 The Utilization of Internet

Ellis and Oldman (2005) explored the extent to which “academic researchers in universities in UK and the wider world have changed” as a result of the internet technology. The objective of the study was to determine the extent of utilizing the internet as a publication outlet by the academic staff in the surveyed universities. They found that most of the respondents have used the internet as their research tool, both for accessing information and as a publishing outlet. In a study in Botswana, Subair and Kgankenna (2002) carried out a survey to determine “the level of information technology use among academic staff in Botswana College of Agriculture (BCA) and researchers in Department of Agricultural Research (DAR), Botswana. The findings of “the study revealed that the researchers placed a high value on information technology in agricultural research”.

In another study, Ojedokun and Owolabi (2003) explored and “assessed the impact of internet competence on the use of the internet for teaching/research activities

among academic staff of the University of Botswana”. The findings of the survey had shown that most academic staff in the University of Botswana are using the internet in their research/teaching activities. In Zambia, Chifwepa (2003) took a look at “the use of the intranet and internet by teaching staff in University of Zambia”. The findings of the study revealed that the University of Zambia “had a well developed network for both intranet and internet” which provides access for research information to the academic staff. Thus most of the academic staff had used the intranet and the internet to access relevant information (such as electronic journals, newspapers) within and outside the university to support their research activities.

2.3.2 Importance of Internet

In Nigeria, Alasa and Kalechukwu (1999) discussed the importance of internet usage in Nigerian universities, and reported that “the internet offers a rapidly growing electronic collection of information” in every academic discipline. In a related study, Azubogu and Madu (2007) did survey “on the use of computer and internet technology among the teaching staff of Imo State University”, Nigeria and reported a high level of use of information technology by the respondents. Azubogu and Madu (2007) gave reasons for use of internet by teaching staff to include: ease of use, convenience, free access to the internet, access to free information on the internet among others.

Brynjolfsson and Smith (2000) stated that the Internet is nearly a perfect market because information is instantaneous and buyers can compare the offering of sellers worldwide. Internet marketing draws the attention to long-lasting customer

relationships. The interaction-network approach of marketing views marketing as an interactive process in a social context where relationship building and management are vital cornerstone. Quelch and Klein (1996) stated that a hospital in Saudi Arabia, for example, can put out a request for proposal for equipment over the Internet, secure bids, select a supplier without going through local brokers and distributors, and have the products delivered directly by DHL or Federal Express.

2.3.3 The use of Internet

Ehikhamenor (2003a) conducted a study to investigate the use and non-use of the internet facilities by academic scientists in ten Nigerian Universities. The findings of the study had indicated that, “the scientists are still heavily dependent on printed sources”, although about 50.4 per cent of them “have access to, and are using, the internet” in their teaching/research. The study attributed non-use of the internet “to the problems of accessibility, ease of use and cost”. In a related study, Ehikhamenor (2003b) explored “the impact of the internet on scientific communication process and productivity of the scientists in Nigerian universities”.

He found “very few of the scientists agreed that the use of the internet had greatly facilitated their research work”. Okoro and Okoro (2006) examined “the availability and utilization of internet among medical doctors in teaching hospitals in South-Eastern, Nigeria”. The results of the study indicated that “only three of the five teaching hospitals studied, offered internet services” to their medical doctors, and doctors in the teaching hospital that had no internet connectivity used internet services in commercial internet cybercafé. The paper recommends a review of

medical curriculum to include the use of internet technology to ensure quality teaching, practice and research among medical doctors in teaching hospitals in Nigeria.

Markwei (2005) did a survey “to find the extent of awareness and use of the internet and its resources by academic staff of the University of Ghana”. They also explored the purposes for which internet resources were used by the respondents. The results of the study showed a high level of awareness of the internet among the respondents but with low “frequencies of use of all kinds of internet resources”. Manda (2005) had examined the extent of electronic resource usage in ten academic institutions in Tanzania and reported a high level of use of the internet by the academic staff in these institutions, with most of them having internet access in their offices. Ani and Esin (2003) investigated the extent and level of use of information technology by academics in five federal universities in Nigeria using questionnaire survey. The findings of the study revealed that computers were extensively used by the academics, with negligible use of the internet.

Some of the early analysis suggested that electronic reference sources, and in particular the internet, would have little impact upon the reliance on print-based sources (Lanier and Wilkins, 1994; Mellendorf, 1995; Schilling and Wessel, 1995). A similar conclusion was reached following a survey conducted in 1994 of reference librarians working in 11 Australian universities. The results revealed that most of the 130 reference librarians who responded were finding the internet of limited use, with 23 per cent reporting that the internet was of “no present value” and 61 per cent that

it had “moderate value”. Only the remaining 16 per cent described it as “very useful” (Olson, 1995, p. 190).

2.3.4 Challenges on the Use of Internet

The study carried out by Eke (2006) identified lack of expertise/training, non-availability, epileptic power supply, and high financial cost as the impediments against use of ICTs in the surveyed institutions. The study conducted by Ehikhamenor (2003a) attributed non-use of the internet “to the problems of accessibility, ease of use and cost”.

2.3.5 Print versus Electronic Collection

The recent “credit crunch” has focused minds very painfully on the costs of accommodating stock in expensive library buildings, and as a result the attractions of a predominantly digital library service have never seemed greater. By contrast with physical libraries, virtual libraries occupy only cyberspace, so their accommodation costs are apparently nil. When credit is unavailable for building new libraries from bricks and mortar, digital library building is the order of the day (Joint, 2009).

The statistics of e-book use versus print book provision seem to accentuate this underuse of print stock. For example, the University of Strathclyde library e-book collection amounted to some 3,000 titles in the academic year 2007/08, but these 3,000 items generated about 52,000 downloads (Joint, 2009). But Joint (2009) pointed out that the voice of tradition has a worthy ally in the figure of MihaKovac̃, a Slovenian scholar of publishing history.

His recent print monograph “never mind the web, here comes the book” (Kovac̃, 2008) openly champions the role of the print monograph, asserting its primacy in the modern world, and also supports the role of libraries as unique custodians of print collections. Marshall Breeding, director for Innovative Technology and Research for the University Library at Vanderbilt University, maintains that print management will continue into the foreseeable future, even with precipitous rise in the use of electronic content (Breeding, 2006, p. 32).

Zimerman (2010) said that in the past, students who came to the reference desk looking for an article were helped by electronic version search of the article. This allowed quick focus for the search and saved a lot of time. The EbscoHost and several other large databases were used to search for such information but only to find that the issue being searched was, for some reason, proscribed from full text collection. This was such an unusual circumstance that took a chance and looked in the periodicals section for a paper copy, which happily was found. Zimerman (2010) says that it is almost impossible to have paper copies of every possible magazine and journal on hand. It is also expensive to have both print and electronic copies available for all the subscriptions. It still remains to be seen how long into the future we paper-based periodicals will be accessed.

Print editions of journals are almost certainly doomed to be discarded as electronic versions are born. For the moment however, we live in a hybrid world where both print and electronic versions of the publications coexist (Johnson and Luther, 2007, p. v). Many challenges exist in this publishing transition zone that taxes the status

quo for libraries, publishers, authors and readers (Johnson and Luther, 2008, p. 1). If information cannot be found online, scholars will not use it. Publishers are very well aware of this fact, especially in scientific and medical disciplines (Johnson and Luther, 2007, p. 2). Even with the total number of print subscriptions dropping, the threshold heightens because prices increase for the individual print journal (Johnson and Luther, 2007, p. 2).

2.3.6 The use of Print Materials

Maynard (2009) conducted a study of 199 institutions in USA in which an assessment on the use of digital and print in teaching was conducted. The results indicated that 65.3% out of 85.9% of respondents preferred reading handouts that were provided in print formats. In terms of materials used by academics in teaching, the study revealed that 74.7% used print materials. As for the value of teaching materials, the study found out that printed textbooks were most popular and very valuable than electronic formats. In disseminating of the output, the results of the study indicated that 98.9% of print materials or print formats were popularly used.

Tuncalp (2004) said that there are fewer media available for advertising in Saudi Arabia and that the print media have always been the most important channel for advertising in Saudi Arabia. Even though firm statistics are hard to find, one source estimated print media to account for about 74% of the advertising expenditures in the Kingdom (Riyadh Bureau, 1990). Tuncalp (2004) states that because of the limited use for handbills and the yellow pages of telephone directories, print media in Saudi Arabia consist primarily of newspapers and magazines. It is estimated that around 80% of advertising expenditure for print media go to newspapers and the remaining

20% to magazines. In addition, about 80% of the expenditure for print media is for advertisements that are placed in Arabic language print media and the remaining 20% goes to English language print media (Shehadi, 1984). Tuncalp (2004) further states that there are numerous periodicals available in Saudi Arabia.

The number of periodicals published in the Kingdom is 72. In terms of publication frequency, 14 of these are published on a daily basis, and eight are issued weekly. The daily periodicals and one of the weekly periodicals make up the 15 newspapers published in Saudi Arabia. Among the remaining 57 periodicals, there are 49 commercial magazines. These newspapers and magazines provide print-advertising opportunities for international advertisers in Saudi Arabia. A similar conclusion was reached following a survey conducted in 1994 of reference librarians working in 11 Australian universities. The results revealed that most of the 130 reference librarians who responded were finding the internet of limited use, with 23% reporting that the internet was of “no present value” and 61% that it had “moderate value”. Only the remaining 16 per cent described it as “very useful” (Ritchie and Genoni, 2006).

Some of the early examination of print versus electronic reference was concerned with comparing the accuracy of the two. Zumalt and Pasicznyuk (1998) undertook a survey to examine how many user initiated questions in a US public library service could be answered using free internet sources only. Of the 209 reference questions selected, 61.7 per cent could be answered successfully in this way. A random selection of 30 of the 209 questions was then tested in order to compare the internet-generated answers to those provided by print reference tools.

They found that for 15 of these cases the internet and print sources provided the same answer; for one question the internet and print tools provided a different answer; for two questions an answer was found on the internet that could not be found in a print source; for six questions an answer could be found from a print source but not from the internet; for five questions neither print sources or the internet could provide an answer; and one further question could not be checked with sufficient accuracy to allow an assessment.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

The main purpose of this chapter is to indicate how the research was conducted. The chapter reports on the methodology and methods used, target population of the study, sampling methods involved, research instrument used, data collection procedures, ethical consideration, and data presentation and analysis.

3.2 Research Design

Methodology is defined as a research model employed by a researcher in a particular project, including basic knowledge related to the subject and research methods in question and the frame context (Sarantakos, 1998). In addition, methodology means the science of methods and contains the standards and principles employed to guide the choice, structure, process and use of methods, as directed by the underlying paradigm (Sarantakos, 1998). Methods are the tools of data generation and analysis.

This research was a social survey case study focusing at both qualitative and quantitative data. Aina (2004), states that in social research, methods are the specific techniques used. Aina (2004) further argues that social survey research is the commonest form of research method employed by librarians and information scientists.

It involved gathering the opinions of people on a particular issue or problem. In addition social survey involves acquiring information about one or more groups of people about characteristics, opinions attitudes of previous experience (Sarantakos,

1998). Therefore, a survey method based on a structured questionnaire used for this study.

This research study adopts descriptive research design to be specific. This was because it allowed the description of the state of affairs as it exists. Kerlinger (1969) pointed out that descriptive studies are not only restricted to fact findings, but may often result in formulation of important principles of knowledge and solution to significant problems.

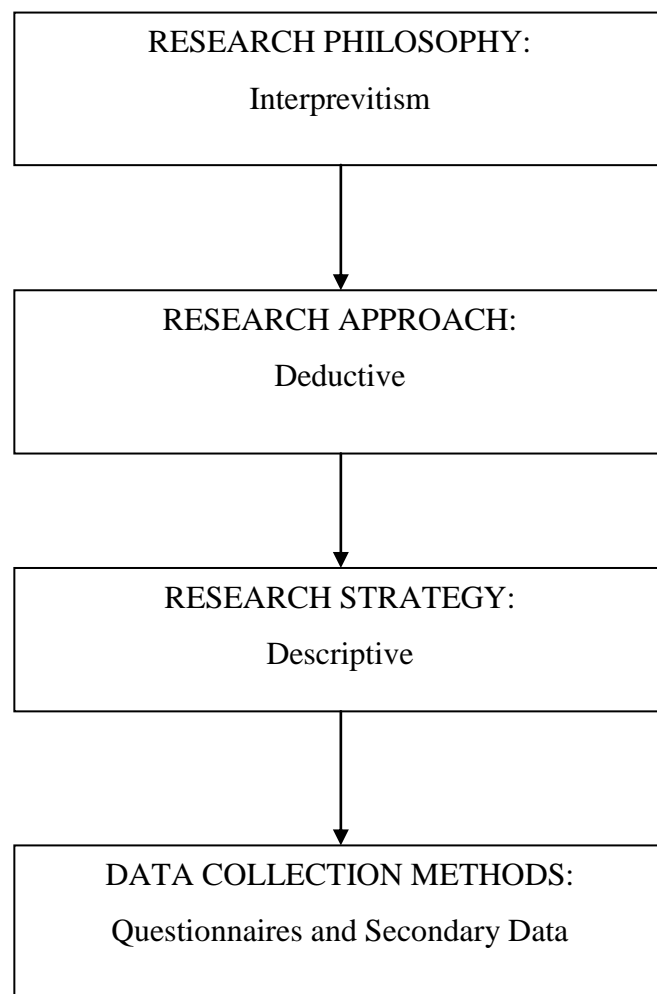


Figure 3. 1 **Research design**

(Source: Adopted from Saunders et. al, 2007)

3.3 Target Population

Bryman (2008) defines population as the set or basically the universe of units which the sample is selected. The target populations for this study were the employees of Tanzania Breweries Limited. A population is a group of individuals who have one or more characteristics in common (Denzin and Lincoln, 1994). The population in this case did not include every employee of TBL. The population included those in strategic positions such as head of departments, senior officers and managers especially in marketing department, production and engineering. All these were based at the Head Office of TBL and time and resources did not permit to include those in subsidiary companies to be considered. The researcher believed that TBL employees sufficed to be the target population for the study because the population was large enough as it signified diversity, representativeness, accessibility and knowledge of the topic.

3.4 Sampling Design

Aina (2004) defines sampling as the process of selection of units from a study's population of interest. Sampling allows a researcher to make inferences about a population based on the nature of the sample. It is a process of selecting a number of individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group (Orodho and Kombo, 2002). Aina (2004) further says that sampling can be divided into two major categories namely probability and non – probability sampling. Probability sampling has an advantage where by each member of the population has an equal chance of being selected. Probability sampling include simple random, systematic, stratified

and cluster sampling techniques. On the other hand, non probability sampling includes snow ball sampling, quota, purposive and convenience sampling.

Aina (2004), comments that probability sampling is far superior to non probability in ensuring that selected samples represent the population. And also the advantage of stratified sampling is that the resulting sample shall be distributed the same way as the population (Bryman, 2008). The researcher therefore use stratified sampling. In stratified sampling, the population is divided into sub populations (strata) such as age, education, and gender. In this case, TBL staffs were randomly chosen from each department. This allowed an appropriate equal representation from each department. Therefore the study used probability sampling and non probability sampling in order to provide each member of the population an equal chance of being selected.

3.5 Sampling Frame and Sample Size

Bryman, (2008) defines sampling frame as the listing of all members of the population of interest from where a sample is selected; and a sample size is the subset of the population actually drawn from the sampling frame. It is generally known that the larger the sample sizes of a population, the more reliable the results that would be obtained. But Aina (2004) states a general principal of sample size that, if the population is less than one thousand, then 30% sampling ratio will be adequate.

Therefore, in order to come up with a manageable sample size, this study used a sampling ratio of 30% on the population of the four hundred and twenty members of

staff. Sarantakos (1998) also has provided a table which shows the range of a sample size according to the population. Therefore, this study used the ranges according to the population of the male and female staff. The sampling frame and sample for the study is depicted in table 3.1. It included information on the department to which the samples belonged, gender, total number in that particular department and their percentage. In total there were 420 respondents which were taken as the sample for the study and from whom data was collected.

Table 3.1 Sampling Frame and Sampling Size (n=420)

Department	Gender		Total	Percentage
	Female	Male		
Marketing Sales & Distribution Transport	30	149	179	42.6
Production Health & Safety	50	191	214	57.4
Grand Total	80	340	420	100

Source: Personal survey.

3.6 Research Instruments

Research instruments are tools used to collect data for a research project. Aina (2004) lists some of these tools as questionnaires, interviews, group discussions, and observations. Aina (2004) continues to say that their function is mainly to enable a researcher collect reliable data which will later be analyzed. A questionnaire was the research instrument that the researcher used to collect data for this study. The

questionnaires were used because anonymity was guaranteed therefore respondents were unbiased because the instruments were properly designed, they facilitated the collection of large amount of data in a relatively short period and they were cheap to administer. Since questionnaires were instruments used to collect primary sources of data in a survey research, this study therefore used structured questionnaires which contained both open and closed ended questions to cater for both qualitative and quantitative data from respondents. In addition to questionnaires, exclusive interviews were conducted to few senior officers in various departments. The researcher administered the questionnaires through hand delivery to the sample.

3.7 Data Collection Procedure

Since the mostly used methods of collecting data in survey study were structured questionnaires, the researcher used self administered questionnaires as a method of collecting data. Questionnaires were physically distributed to members of staff and also physically collected by the researcher later after the respondents had finished filling them out. Observations were used to acquire first hand, live, sensory accounts of phenomena as they occur in a real world settings (Franklin, 2004). The study also used participant observation where a researcher was also a participant whose presence was concealed hence the researcher assumed the role of concealed observer in participating banks (Kane, 1991). The method is chosen because it is ideal for learning from peoples actions about what they do, what they perceive as good banking services and how it is marketed to them(Kane 1991). Another rationale for intending to use observation during data collection was because the research method gives an opportunity to gather live data form live situation (Cohen et al, 2000).

3.8 Data Reliability and Validity

In order to ensure that only data related to research questions and objectives were captured. The research questions were framed in a way to address the objectives and not otherwise. Reliability was ensured by collecting data directly from TBL. However, before data collection, the questionnaires were pre-tested in order to determine and correct errors so far made. In addition, difficult or non-responsive questions were written off. Data was checked with SPSS to identify and discard the outlier responses that could have affected the test statistics. In order to make correct interpretation of the test statistics, underlying assumptions were observed to verify both the validity and reliability of data.

3.9 Data Organization

After collecting data for the study, it was properly organized in order to ease data analysis process. The data was cleaned and pre-processed in order to correct identified problems and clear all contradictory data, creation of coding schemes, stored in appropriate storage preferably in electronic and hard copy and choice of statistical software package. As regards to record keeping, a database was created by using Microsoft Access that allowed manipulation and cross tabulations.

3.10 Data Analysis

Analysis of data was divided into two broad approaches namely qualitative and quantitative analysis. Quantitative analysis refers to studies whose finding are mainly the product of statistical summary, while qualitative analysis involves systematic collection of more subjective narrative materials and data obtained is presented in

narrative form (Kumar, 2005). The vast amount of data collected after organization, was carefully scrutinized and summarized into meaningful form for interpretation purposes. The data for this research was quantitatively analyzed. Quantitative data refer to data ranging from simple counts such as frequency of occurrences to more complex data as test scores (Saunders et al, 2007). Quantitative data are based on meanings derived from numbers and its collection results in numerical and standardized data. The quantitative data analysis was done statistically that allowed inferences to be done.

Correlation analysis was also done in order to test an intelligent guess for the research study. In order to allow greater validity and reliability of information, a computer software package known as SPSS was used to analyze data. The package is the drudgery of the analysis, has more accurate computations, and establishes tests of significance or hypothesis. As a result, proper inferences and generalizations were made.

3.11 Data Presentation

Data and results of the study was presented in the form of tabulations, graphs and measures of central tendency, frequencies, percentages and correlation analysis which was used to establish the relationship of variables. In fact, both data presentation techniques that included statistical and graphical techniques were considered.

CHAPTER FOUR

4.0 RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter highlights the findings of this study and probably discussions as per findings. The data was analyzed by using SPSS package and the general objective of the research was to determine the most frequently medium used by TBL in marketing its products by comparing internet and print-based techniques. In addition, the researcher also analyzed related issues to the objectives in order to beef-up the study.

4.2 Summary of Respondents

Table 4.1 indicates the summary of respondents based on their number and percentage. The findings indicate that there were more male respondents than female respondents depicting 59.5% for male and 40.5% for female. As for the age group, results showed that the respondents within age of 30 and 40 responded more positively than others. The study involved many respondents from the Marketing Department representing 62%. Most of the respondents had served TBL for not more than 5 years. The study did not establish why those respondents who had served for more than five years did not respond in good numbers.

Another finding by Mylone (2008) indicated that women used internet less and answered the questionnaire of the research at a smaller percentage than men. This finding was in agreement with the findings of other research studies (Bruce 1994; Applebee et al 1998) which indicated that men were more willing to reply to the questionnaires than women.

Table 4.1 Summary of Respondents

	Frequency	Percentage
Gender		
Male	25	59.5
Female	17	40.5
Age Group		
Between 18 and 30 years	2	4
Between 30 and 40 years	33	66
Between 40 and 50 years	6	12
Over 50 years	1	2
Department		
Marketing	31	62
Accounting/Finance	3	6
Procurement	1	2
Production	4	8
Engineering/Technical	3	6
Period served		
Between 1 and 5 years	23	46
Between 5 and 10 years	1	2
Between 10 and 15 years	11	22
Over 15 years	6	12

Source: Personal survey.

4.3 The Extent of Internet Use by TBL

Ani and Biao (2005) have referred to the internet as “globalization tool”, which has apparently integrated academic staff in Nigerian universities with the global research community. Therefore the study sought to examine the extent by which internet is used by TBL being one of the leading liquor manufacturing companies in Tanzania.

The results of the study indicated that the use of internet at TBL was only 20% representing 78.6% of the respondents. The researcher was amused by the outcome because it was expected that TBL would larger percentage of internet in its daily operations. This was because it was thought that its success was very much contributed by the use of internet. Table 4.2 and figure 4.1 summarizes.

Table 4.2: Extent on the Use of Internet by TBL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From 1% to 20%	33	66.0	78.6	78.6
	From 20% to 40%	3	6.0	7.1	85.7
	From 40% to 60%	6	12.0	14.3	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		

Source: Personal survey.

The findings were contrary to the findings of the study by Ani et al (2010) which indicated that all the 138 respondents had affirmed that made use of the internet in their teaching/research in the University of Calabar in Nigeria. In a similar study by Chifwepa (2003) on the use of internet by teaching staff in the University of Zambia, it was found that most of the respondents used the internet in one way or another, and only a few did not use it. Azubogu and Madu (2007) had similarly reported high (89.1%) use of internet among the teaching staff of Imo State University, Owerri,

Nigeria while Badu and Markwei reported about 69.9% internet use by academic staff in University of Ghana. Williams (1999) reported that the majority of the

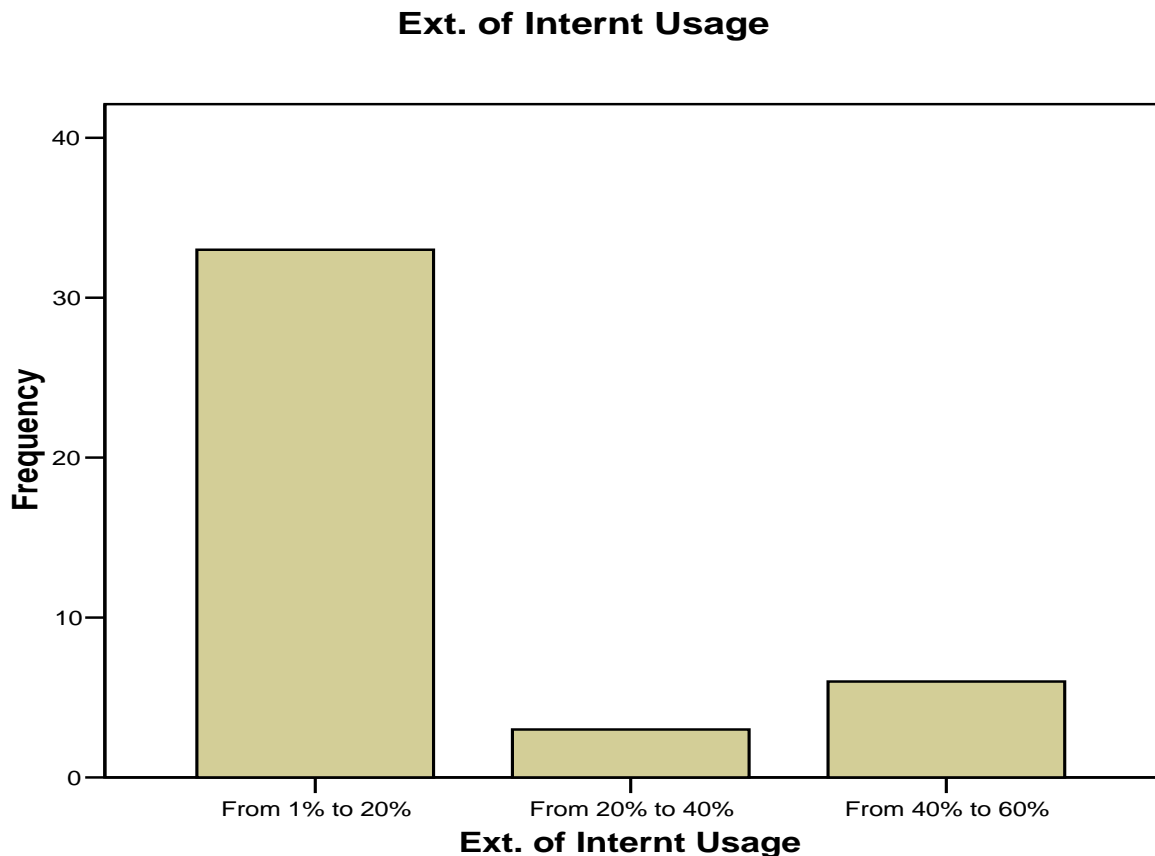


Figure 4. 1 Extent of the Use of Internet by TBL

Source: Personal survey

Since the findings of this study indicated that TBL had minimal use of internet, it was imperative to examine the reasons for the same. The main purpose here was to find out the extent of internet use by TBL more especially in marketing of its products and operations. The results of the study indicated that TBL did not use internet very much but mainly used it for premium branding campaigns. Another reason was that most of its customers did not have internet accessibility attributed by

many factors such as cost implication and lack of knowledge. The researcher concluded that the customers of TBL responded very well to the awareness campaigns through other media. Table 4.3 and figure 4.2 explains.

Table 4.3: Reason for Internet Usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Closeness to the Consumer	1	2.0	2.8	2.8
	Few people have access to internet	1	2.0	2.8	5.6
	Closeness to consumers and used for premium branding	29	58.0	80.6	86.1
	Market awareness	1	2.0	2.8	88.9
	Heavy usage of traditional media e.g. radio, TV & Billboards	2	4.0	5.6	94.4
	It does not market through internet	2	4.0	5.6	100.0
	Total	36	72.0	100.0	
Missing	System	14	28.0		
Total		50	100.0		

Source: Personal survey.

Mylone (2008) says that Internet allows for the international of electronic e-mail, data and text files between mainframe-based computer networks accessible through terminals and microcomputers. The Internet is in essence a computer network that

links one public and private computer network and 100,000 computers around the world (Krol, 1992). It provides the users with access to information and with the use of email with access to communication. The Internet also provides information to its users through electronic publishing. The development of electronic publishing offers several advantages to the profession that traditional paper based publishing do not provide. Newspapers and radio stations have a site on the Internet where the user can find all the information he/she needs. The user of the Internet is able to read the daily news through the Internet. Figure 4.2 also depicts the results

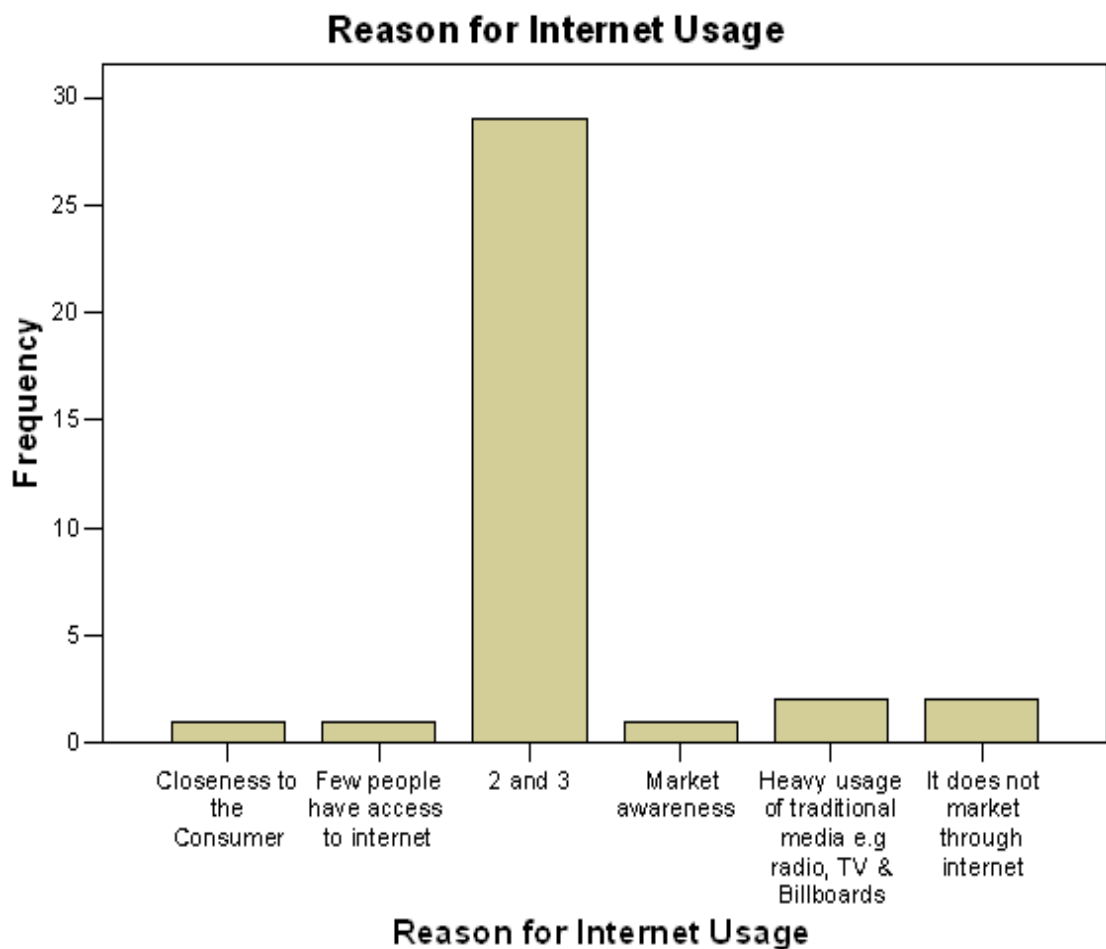


Figure 4. 2 Reasons for Internet Usage

Source: Personal survey.

4.5 The use of Print Based Materials by TBL

In reference to the use of internet, it was shall also to find out the extent of the use of print based materials by TBL. The aim was to compare the use of internet and print based materials by TBL in marketing its products. The findings of the study revealed that TBL used print based-materials between 60% and 80% in marketing its products across the country.

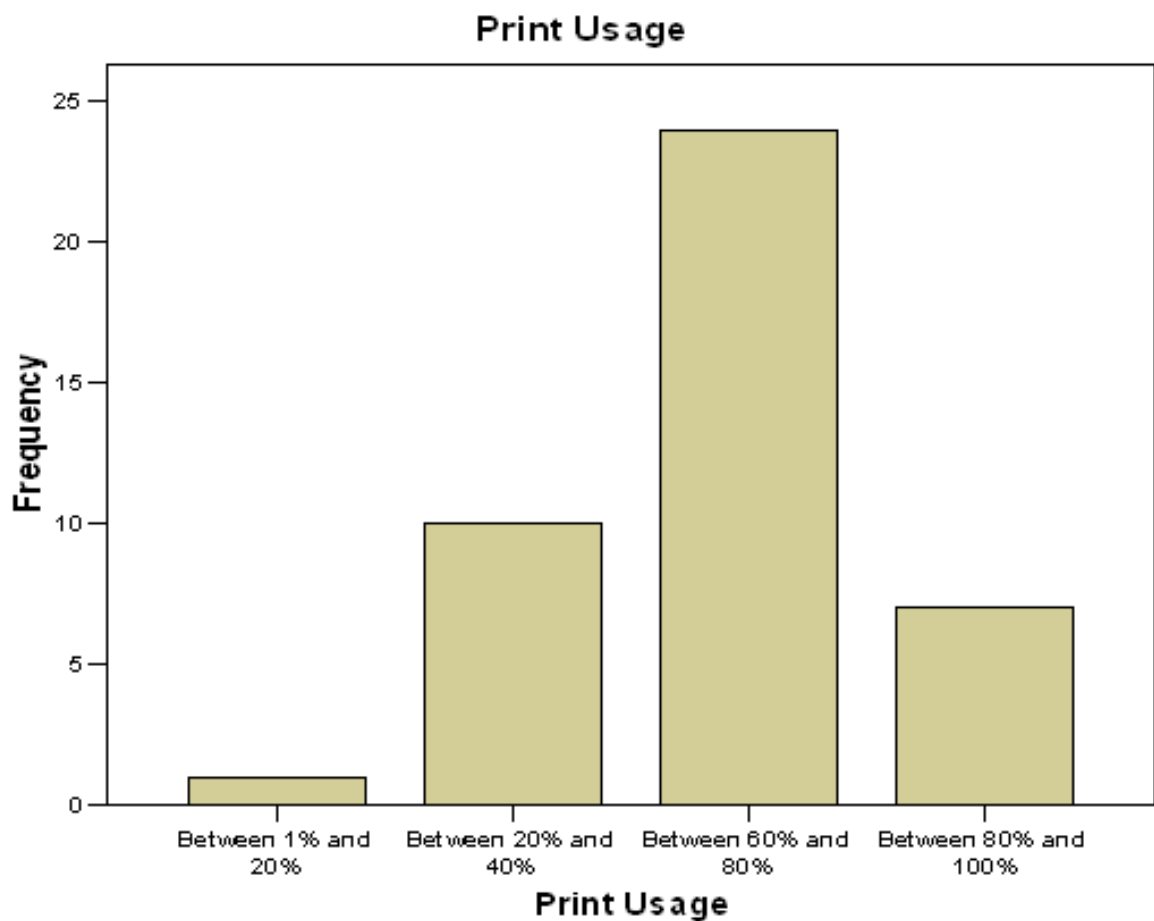


Figure 4. 3The use of the Print Based Material by TBL

Source: Personal survey.

This meant that print-based materials were the most common technique used by TBL in marketing its products across the country as compared to 20% usage of internet as

found out by the same study. This depicted the real situation on the ground as evidenced by availability of various print-based materials along many roads in the country. Table 4.4 shows the results.

Table 4.4: The Extent on the Use Of Print-Based Materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 1% and 20%	1	2.0	2.4	2.4
	Between 20% and 40%	10	20.0	23.8	26.2
	Between 60% and 80%	24	48.0	57.1	83.3
	Between 80% and 100%	7	14.0	16.7	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		

Source: Personal survey.

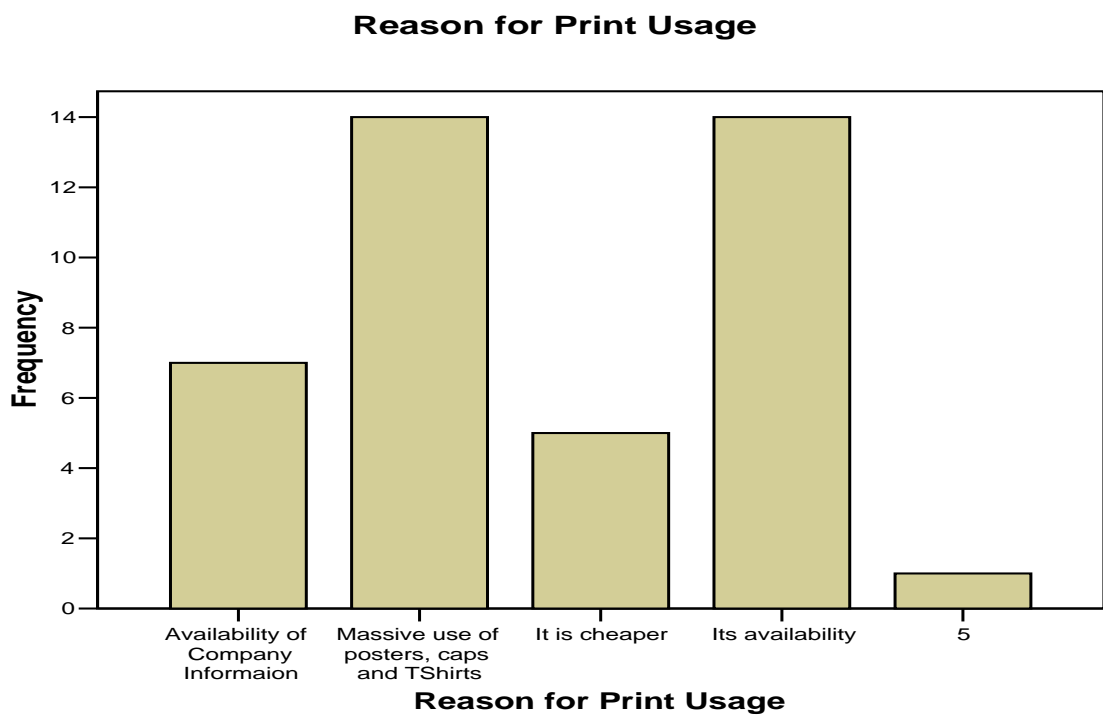
4.6 Reasons for Using Print-Based Materials

The study found out that print-based materials were mostly used to market TBL products. These findings could be generalized that many beer manufacturing companies in Tanzania also mainly used print-based materials to marketing the products. The big task was to find out why print-based materials were commonly used by TBL. The findings of the study revealed that TBL massively used posters, billboards, caps and T-Shirts to market its products. Another most interesting reason was that these print-based materials were readily available to the customers. Table 4.5 and figure 4.4 provide the results.

Table 4.5: Reasons for Using Print-Based Materials

		Fre- quency	Percent	Valid Percent	Cumulati- ve Percent
Valid	Availability of company's information	7	14.0	17.1	17.1
	Massive use of posters, bill boards, caps and T-Shirts	14	28.0	34.1	51.2
	It is cheaper	5	10.0	12.2	63.4
	Its availability	14	28.0	34.1	97.6
	Other	1	2.0	2.4	100.0
	Total	41	82.0	100.0	
Missing	System	9	18.0		
Total		50	100.0		

Source: Personal survey.

**Figure 4. 4** Reasons for print based usage

Source: Personal survey.4.7 how marketing was done through internet at TBL

4.7 How Marketing was done through Internet at TBL

It was very interesting at TBL to find out that marketing was mainly done through use of blogs and websites. This meant that TBL used this method to target a specific market niche about 62.5% uses of blogs and website explains the situation. This method could also raise questions as to why it was used since it appeared to be commonly used by a few target customers. The results are shown in Table 4.6.

Table 4.6: How Marketing is done

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Usage of internet programs is popular in target market	12	24.0	37.5	37.5
	Use of blogs and websites	20	40.0	62.5	100.0
	Total	32	64.0	100.0	
Missing	System	18	36.0		
Total		50	100.0		

Source: Personal survey.

Figure 4.5 provides a clear picture of how marketing was done by TBL in a graphical form.

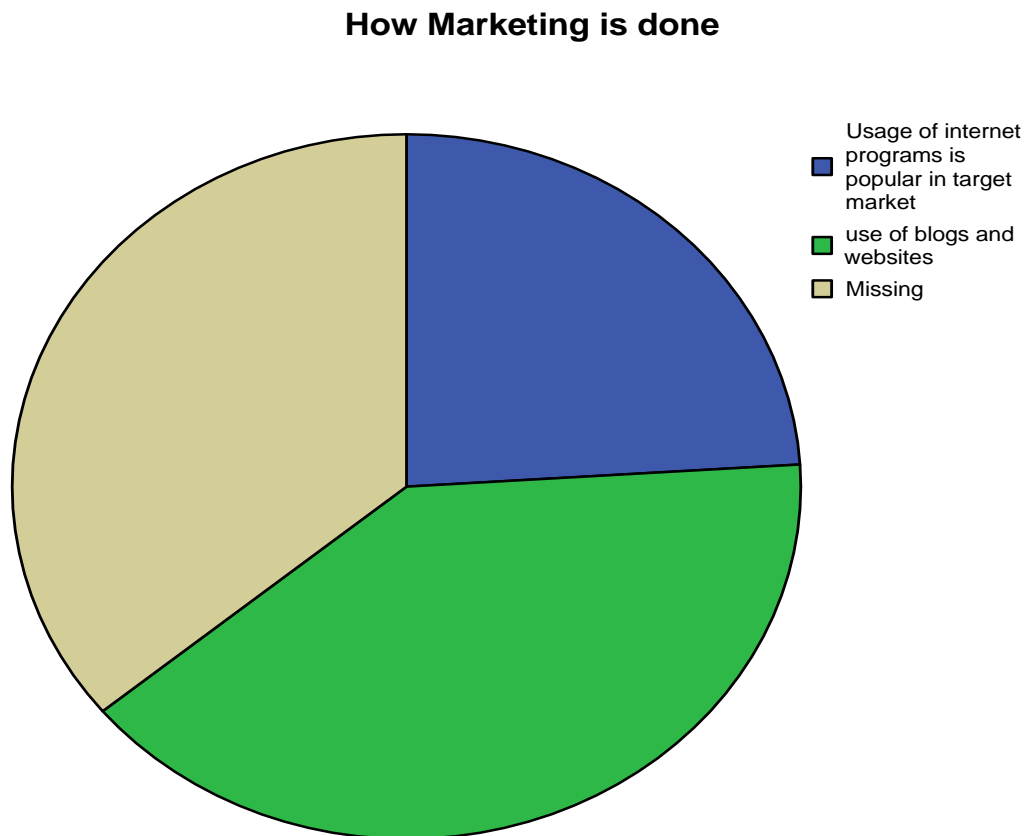


Figure 4. 5 How Marketing was done by TBL

Source: Personal Survey

4.8 Significant Print-Based Material Tool Used by TBL in Marketing Products

Another important aspect in the study was to find out the significant tool used by TBL in marketing its products. The study revealed that TBL used billboards mostly in marketing its products about 54.8% as shown in the table 4.7 and figure 4.6 below. In addition, it was also found out that posters and local newspapers were also used. The study concurred with what government announced about its intention to ban all billboards built along road reserves and most of them belonged to TBL. The advantage of billboards is they are big enough and attractive enabling the public to view them without problems.

Table 4.7: Significant Print-Based Tool Used by TBL in Advertising

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bill Boards	23	46.0	54.8	54.8
	Posters	5	10.0	11.9	66.7
	Local Newspapers	1	2.0	2.4	69.0
	Billboards, Posters and local newspapers	12	24.0	28.6	97.6
	Poster and Newspapers	1	2.0	2.4	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		

Source: Personal survey.

Chowdhury (2008) said that information, be it a fiction book, a reference book, a journal, needs to be presented to the user and be used in a format that enables that user to access the content. Figure 4.6 supports the findings depicted in table 4.7 in a graphical form.

4.9 Workplace Internet Access by the Staff

The respondents were asked to indicate whether they had access to internet at workplace or not. The results showed that internet access was available to the staff but may be the problem was how best to utilize the facility. 82.9% of the respondents accepted that they had internet access at anytime against 17.1% which the researcher thought that it was due to lack of knowledge and interest. Table 4.8 summarizes.

Significant Print Based Tool

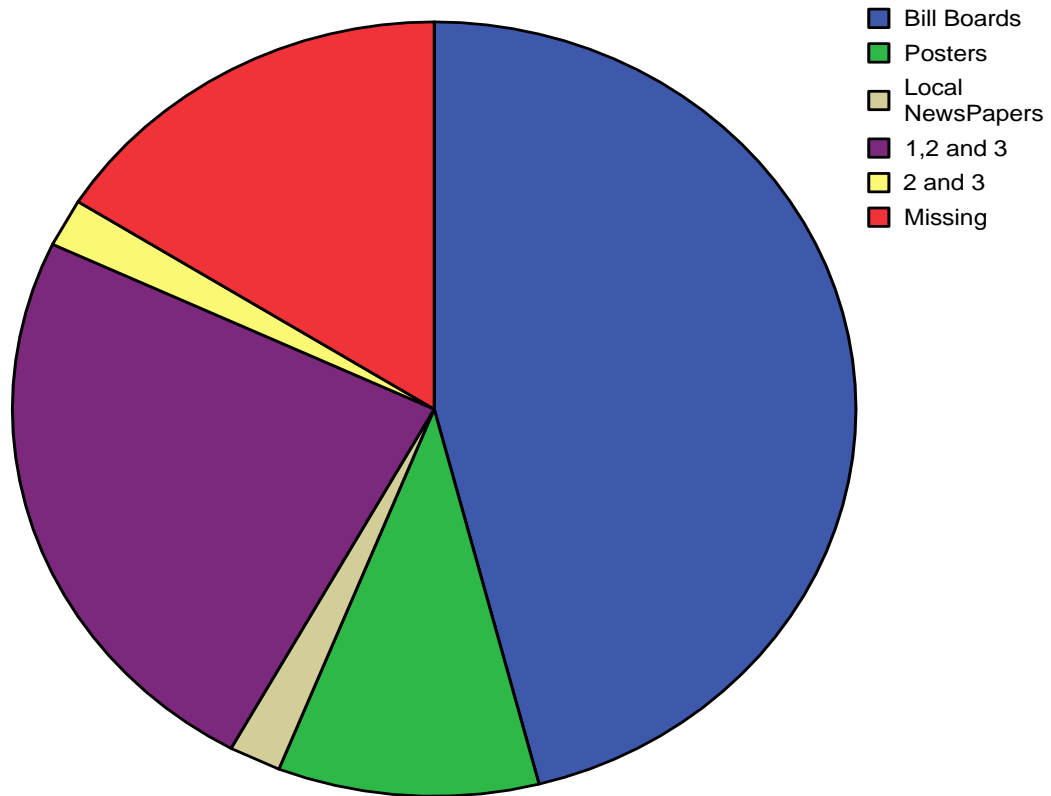


Figure 4. 6 Significant Print Based Tool Used by TBL

Source: Personal survey.

Table 4.8: Internet accessibility by the staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	68.0	82.9	82.9
	No	7	14.0	17.1	100.0
	Total	41	82.0	100.0	
Missing	System	9	18.0		
Total		50	100.0		

Source: Personal survey.

The study also revealed that internet at TBL was mainly used for intranet, information search, reading local newspapers and world news and checking electronic mails. Surprisingly, the findings did not indicate that internet was used for marketing of the company's products. The researcher thought that this development was detrimental to the company's success especially in these modern times in which technology is part and parcel of any organization. The study findings were in agreement with the findings of Arya and Talukdar (2008) indicated that most of people used internet to get relevant information, knowledge updates and career advancements. Figure 4.7 also supports table 4.8 as part of the findings of the study.

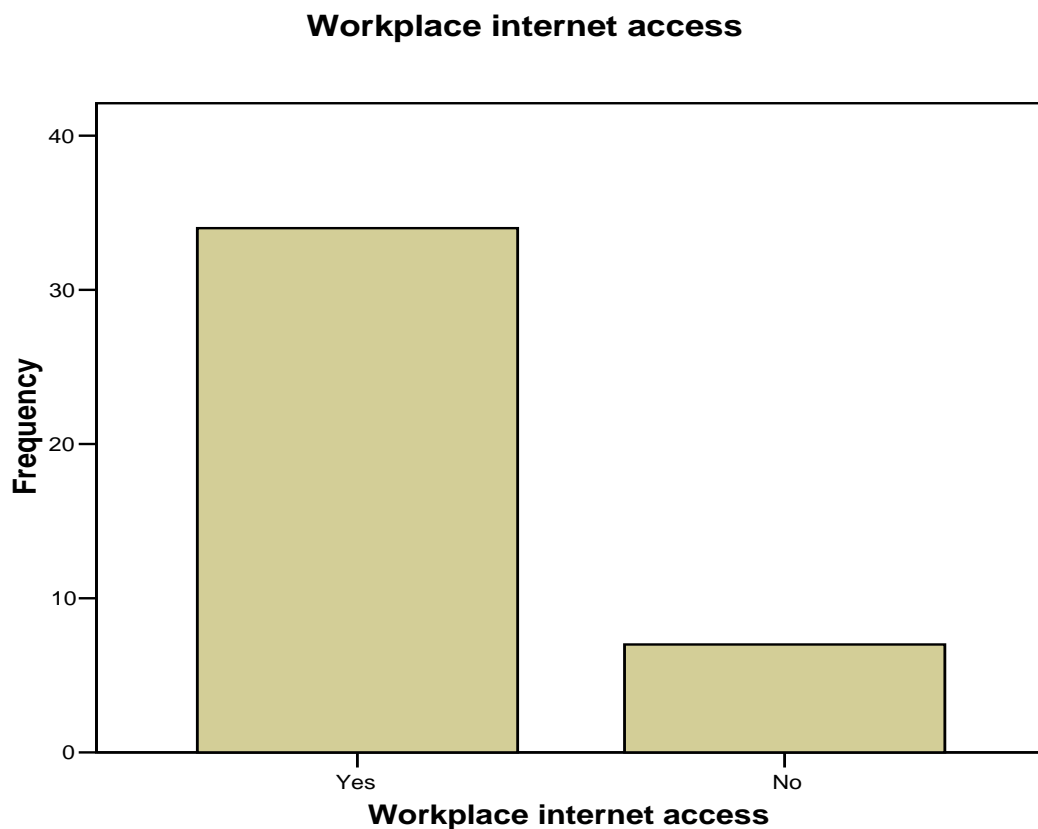


Figure 4. 7 Internet Accessibility by TBL Staff

Source: Personal survey.

4.10 Advantages of Internet

Internet has numerous advantages over print-based information. Nowadays, the Internet is a communication infrastructure and a network of networks that link a lot of computer networks, government departments, organizations and people around the world. Many organisations consider using the Internet as an important tool for better management of government affairs. The earlier results of this study revealed that TBL used internet at minimal scale in its daily operations especially in marketing its products. Although this was the case, it was also important to find out the advantages of internet to both the company as well as the staff. The study discovered that internet increased accessibility to information representing 38.1%. This meant that both staff and company could get the information they needed whether internal or from outside. Internet was also the most effective and efficient way of communication. Figure 4.8 states the results of the study.

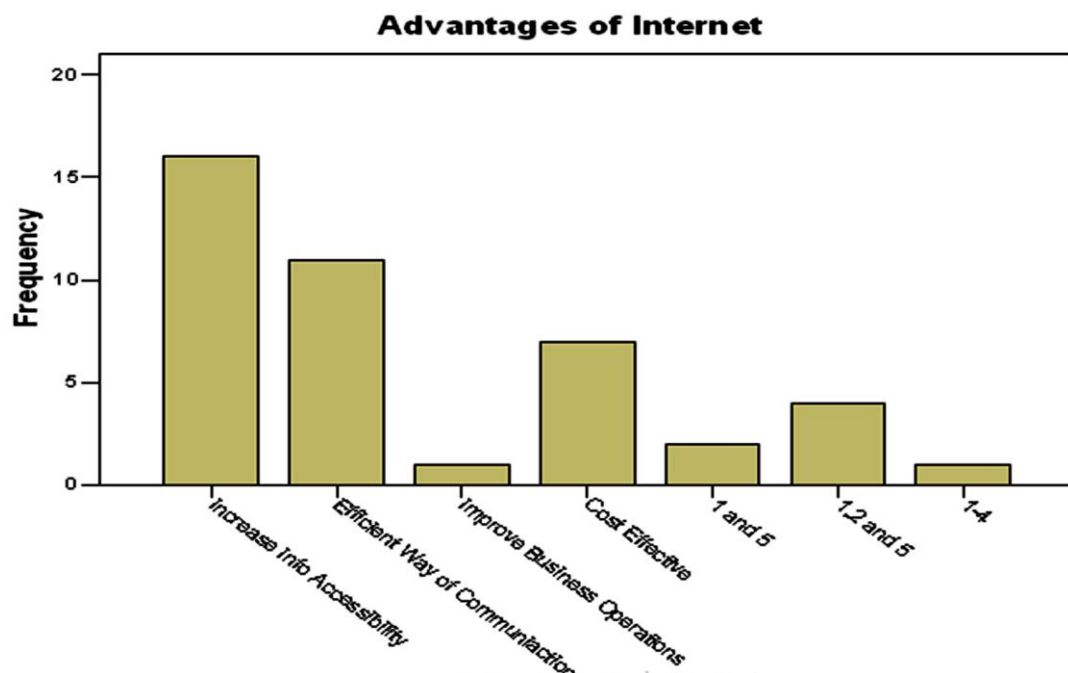


Figure 4. 8 Advantages of Internet

Source: Personal survey.

The researcher was puzzled why TBL did not use internet since it was the most cost effective and efficient way of communication. In agreement with the findings of this study are findings of study by Mylone (2008) which stated that internet had a number of advantages over other resources being extremely fast, easily accessible, global and interactive, as it outcomes the barriers of time and distance. The results are also depicted in table 4.9.

Table 4.9: Advantages of Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increase information accessibility	16	32.0	38.1	38.1
	Efficient way of communication	11	22.0	26.2	64.3
	Improve business operations	1	2.0	2.4	66.7
	Cost effective	7	14.0	16.7	83.3
	Increase information accessibility, efficient, effective, builds relationships and improves business operations	2	4.0	4.8	88.1
	Increase information accessibility, efficient and cost effective	4	8.0	9.5	97.6
	Increase information accessibility, efficient, effective and builds relationships	1	2.0	2.4	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		

Source: Personal survey.

The findings were similar to what Schneider (2007) mentioned that, organizations and individuals are discovering the potential of Internet to meet their needs and reach their desired goals by getting the most reliable information. Schneider (2007) mentioned that along with getting information on the internet, you can also shop online. There are many online book stores and sites that can be used to look for information materials as well as buy them using your credit card.

Whiteley (2005) says that, Internet have helped library users to take pride in their work. That it is helpful for course work, it helps get research references and supports research work, that users are taking a genuine interest in the quality of their work, and that it is more likely that a task would be completed on time. Library users find Internet to be valuable aid for finding relevant literature towards their research work (Whiteley 2005).

4.11 Disadvantages of Internet

The study found out that internet was beneficial to TBL because it helped the company to have easy access to the required information and it was the most effective and cost-effective way of communication. It was against this background that the researcher was motivated to also find out the disadvantages of internet as regards to TBL. The study revealed that internet did not allow the users to control the content representing 48.7% of respondents. In addition, internet accessibility is limited to those people who live in the remote areas but to urban dwellers and that most of the people did not have enough knowledge on how to use it effectively. It is also expensive to users. Table 4.10 explains.

Table 4.10: Internet Disadvantages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Easy to mess around the brand	1	2.0	2.6	2.6
	Reduces impact of print based e.g. billboards	2	4.0	5.1	7.7
	Mostly available to urban people	4	8.0	10.3	17.9
	Mostly available to urban people, expensive and requires knowledge	12	24.0	30.8	48.7
	Cannot control the content	19	38.0	48.7	97.4
	Lack of privacy	1	2.0	2.6	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

Source: Personal survey.

These findings did not concur with the findings of Whitehead (2009) which indicated that access to, and use of, the Internet has increased drastically between the year 2000 and 2009. According to Whitehead (2009), during the year 2009 the number of individuals with Internet access globally was estimated to be in millions. Dutton (1990) concurs with findings who suggest the skills required to maximize the potential of electronic resources are much greater than those required for searching

printed sources. These skills include a knowledge of the structure of the database and the instructions which must be input into the computer by the searcher, as well as an understanding of the ways in which the instructions are linked with one another (Dutton, 1990). Muske (2009) adds that internet creates tremendous competition as you can be found anywhere in the world, it is difficult to get people access your site since million pages are added everyday and continual need to update and refresh the website. The findings of the study are further shown in figure 4.9.

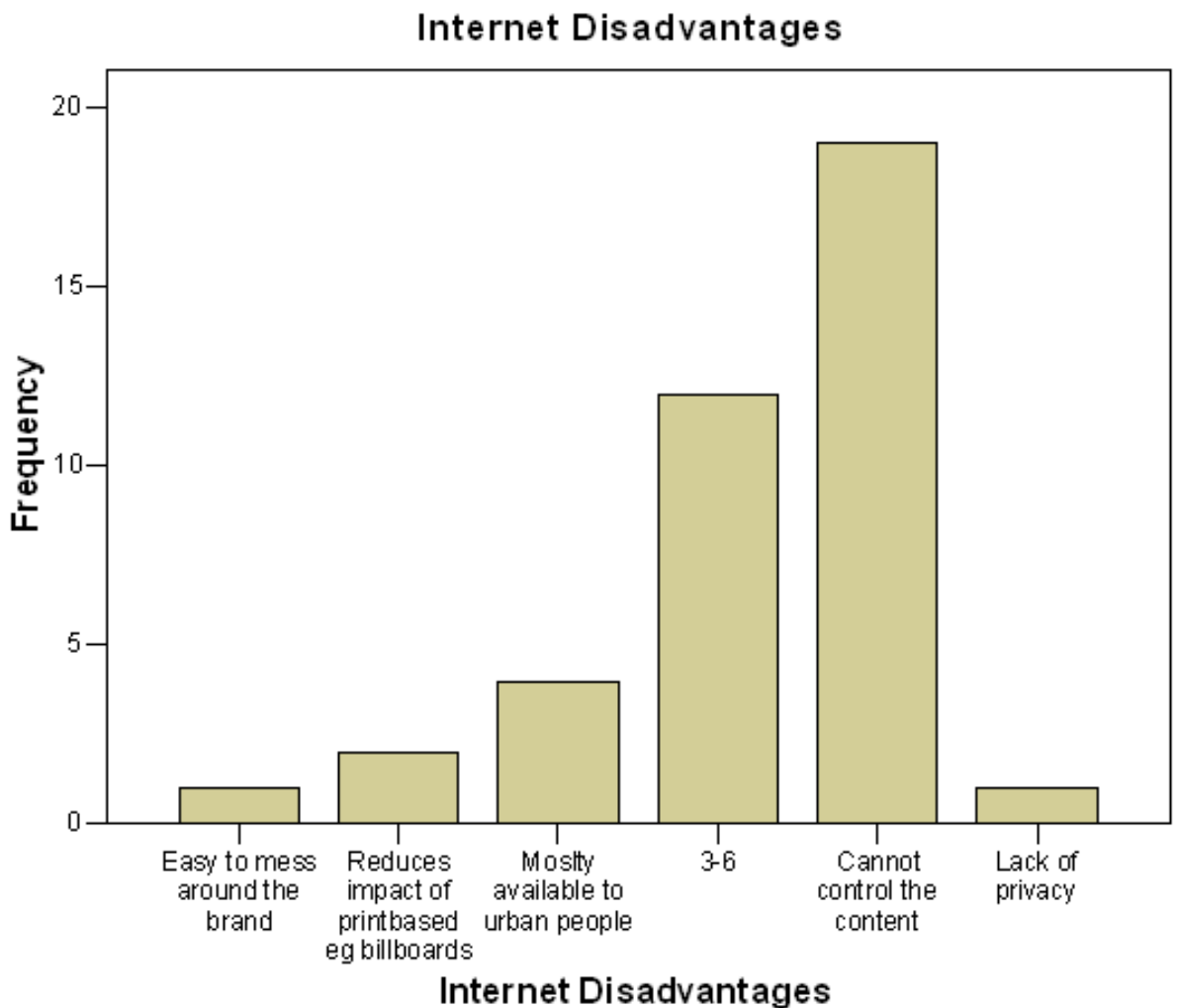


Figure 4. 9 Disadvantages of Internet

Source: Personal survey.

4.12 Ways of Overcoming Internet Challenges

Despite its advantages, internet has got many challenges since its inception and these challenges continue to increase day by day. The organizations are encouraged to embrace the challenges as a call to action. At the same time, the World Wide Web Consortium is calling for internet for all as it enters its third decade. This means that there is a need to overcome the challenges in a collective manner. The respondents were asked to suggest the ways of overcoming internet challenges and the following was the summary of the results:

- (i) The need for more funding to educate the people and make it affordable and readily available
- (ii) The need to innovate search engines
- (iii) Have good servers
- (iv) Finance the development of the very speed infrastructure
- (v) Find the best way of not limiting freedom of access to the internet
- (vi) Respect for privacy be increased
- (vii) Addressing threats that communication technologies used for criminal or aggressive purposes
- (viii) Ensuring internet neutrality and maintaining its security

4.13 Benefits Print Media Advertising/Marketing

Print media is the oldest form of media still has much to offer in a converging world. These days there are a great number of choices for marketing. Printed materials including brochures, flyers, direct mail postcards and large format options like posters and banners are used by companies to promote their products. On the other

hand, electronic options like websites, direct marketing through email and social networking reach a wide audience. Printed materials have many advantages, but they have some disadvantages, too. That is why when many companies put together a strategic marketing plan, they include print materials as well as electronic media. The study tried to find out the advantages of print materials which were the main focus for TBL.

The study found out that print materials were better because they were visible to customers and looked attractive. In addition, TBL preferred print based materials most because they last longer and once printed, they did not depend on electricity as compared to electronic resources. The results are depicted in table 4.11.

Table 4.11: Print Benefits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Visibility	22	44.0	52.4	52.4
	Longevity	3	6.0	7.1	59.5
	Visibility and longevity	1	2.0	2.4	61.9
	Visibility, longevity and electricity non-dependant	16	32.0	38.1	100.0
	Total	42	84.0	100.0	
Missing	System	8	16.0		
Total		50	100.0		

Source: Personal survey.

Penn (2011) adds that the advantage of print materials is that they give the company an opportunity to saturate the market with the brand message. Businesses can use the design department of a commercial print company or an advertising or art studio to create logos and illustrations to identify the firm. They can also use proprietary font styles and colors to further identify the company. When consumers see this consistent branding message on posters, flyers, packaging and postcards, the brand message of the company is reinforced. The findings also concur with what Content Management Software (2011) says that print media advertising increase loyal leadership to customers and that it enjoys the longest life span as compared to web sites. The findings of the study were similar to the findings of other researchers. Figure 4.10 explains the results in support of table 4.11 which also states the same results in a tabular form.

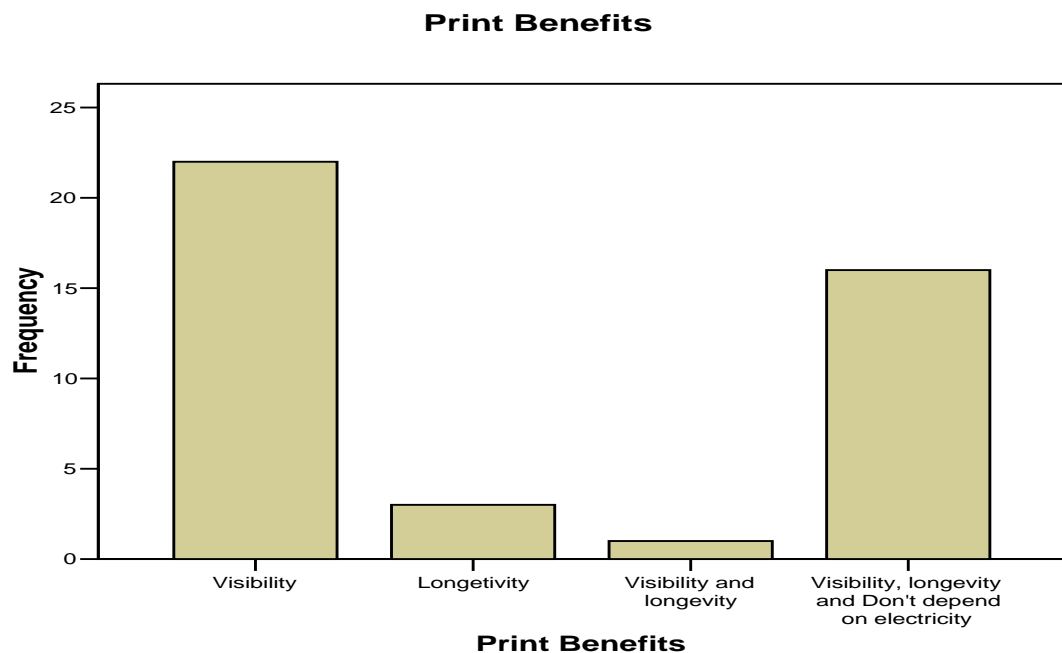


Figure 4. 10 The benefits of Print Media advertising

Source: Personal survey.

The findings reveals that the visibility and longevity benefits play a major role on the advantages of print based materials as shown in the table 4.11 and figure 4.10 by acquiring 52.4% and 38.1% respectively.

Mallard (2011) adds that print media is most importantly used to support the other three types of media. Almost all television or radio news programs are written first, and then read aloud to the audience. Print is also the most Internet-friendly form of content because it requires significantly less loading time than audio or video clips. In addition, print stories usually provide the most detailed accounts of events because they are not constrained by time, like television or radio segments (Mallard, 2011).

Print is also believed to be the most credible form of media. Studies have shown that it is the main source of news for the educated public. Finally, print publications have the most loyal audiences, who are more likely to visit a converged website than television viewers or radio listeners (Mallard, 2011)

4.14 Disadvantages of Print Materials

Each and every organization should use the advertising media that would really promote the business. Picking up an advertising media category is the most critical decision that the company needs to undertake seriously. In relation to the advantages of print media advertising, the study was geared also to investigate its disadvantages. The findings revealed that print media advertising or marketing was expensive for the company as it demanded large sums of money, it was static in the sense that once it was not movable and that it was sometimes difficult to communicate some important messages to the intended customers. The main disadvantage here was that

there were no explanations regarding unclear messages such as billboards. As usual, each message should be clear enough to the targeted audience in order to avoid confusions and misinterpretations. The results are shown in table 4.12.

Table 4.12: Print based Materials Disadvantages

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expensive and scarcity of materials	1	2.0	2.9	2.9
	It is expensive, static and uneasy to communicate	21	42.0	60.0	62.9
	Decrease business	1	2.0	2.9	65.7
	Not durable, expensive & difficult to update	2	4.0	5.7	71.4
	Not durable, expensive, difficult to update & need for City Councils' permits	1	2.0	2.9	74.3
	Expensive, Scarcity of materials & one way communication	9	18.0	25.7	100.0
	Total	35	70.0	100.0	
Missing	System	15	30.0		
Total		50	100.0		

Source: Personal survey.

Penn (2011) says that updating printed material generally takes more time than updating other media. For example, changing a brochure to include new information

can take time for layout, design and printing, while updating a website or email message may be as quick and easy as the click of a mouse. Also, updating a website is generally less expensive than changing, printing and mailing out a new brochure. Penn (2011) added that for printed materials, longer documents may cost more than shorter documents. When using email and websites, length is generally not an issue. It is also easier to store electronic documents because they take up less space than printed materials (Penn, 2011). The results of the study are clearly shown in figure 4.11.

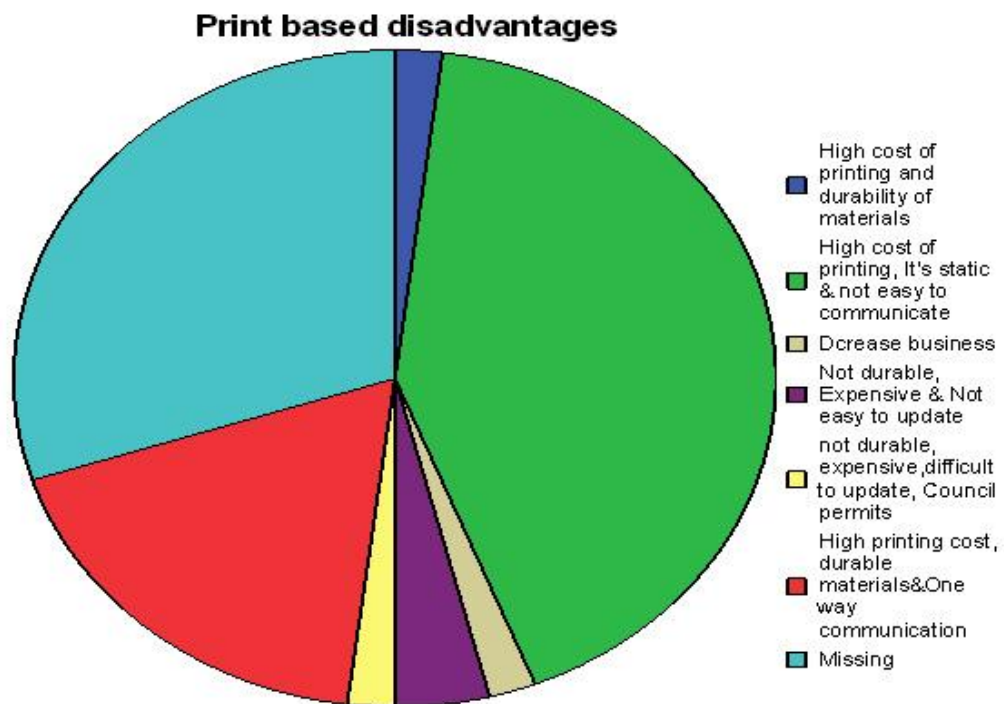


Figure 4. 11 The Disadvantages of Print Based Materials

Source: Personal survey.

4.15 Overcoming Challenges of Print-Based Materials

Respondents were asked to suggest the ways of overcoming the challenges faced by print based materials in an open ended question. The following were the ways:

- (i) To employ or have well qualified and skilled personnel in marketing department
- (ii) To use electronic billboards instead of print-based billboards
- (iii) To conduct workshops that would educate and provide knowledge to personnel and customers
- (iv) Increase advertisement campaigns
- (v) Innovation and creativity
- (vi) Use of ABS Boards
- (vii) Use of plastic materials that seem to be cost effective
- (viii) To outsource advertising services from independent providers

The results are shown in figure 4.12.

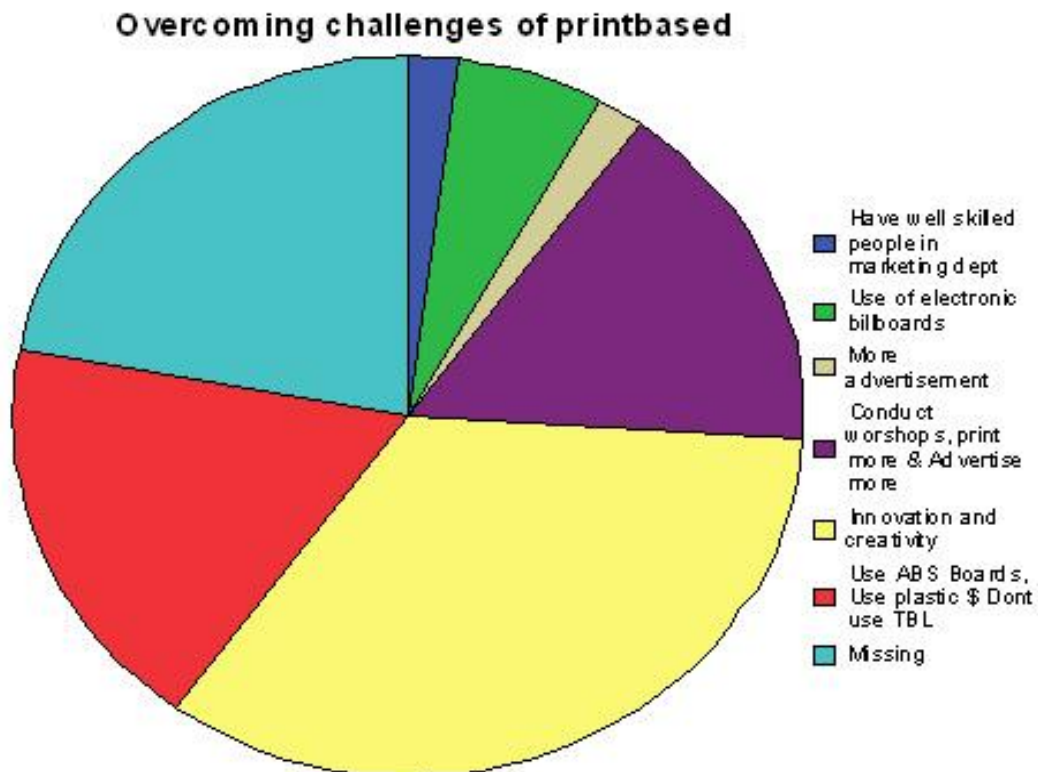


Figure 4. 12 Ways of Overcoming Challenges of Print-Based

Source: Personal survey

The results as indicated in table 4.13 innovations and creativity scored highly represented by 43.6%. This meant that by having innovative and creative marketing personnel, print based materials challenges would be addressed. However, the researcher wondered why these personnel were not hired in first place as their absence was costing the company huge sums of money in the process.

Table 4.13: Overcoming Challenges of Print Based Materials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Have well skilled people in marketing department	1	2.0	2.6	2.6
	Use of electronic billboards	3	6.0	7.7	10.3
	More advertisement	1	2.0	2.6	12.8
	Conduct workshops, print more and more advertisement	8	16.0	20.5	33.3
	Innovation and creativity	17	34.0	43.6	76.9
	Use of ABS boards, use plastic & do not use TBLs	9	18.0	23.1	100.0
	Total	39	78.0	100.0	
Missing	System	11	22.0		
Total		50	100.0		

Source: Personal survey.

4.16 Sources of Information

Although this study had revealed that internet was not mostly used at TBL, the findings indicate that it was the main source of information the company. This meant

that the used internet to search for the information and communicating as compared to print based materials. The study by Lwoga et al (2011), found out that major sources of information for farmers were predominantly local (neighbors, friends and family) followed by public extension services. Apart from radio and cell phones, advanced technologies (such internet and email) and print materials were used at a low rate despite their presence in the communities. Table 4.14 illustrates.

Table 4.14: Source of Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	24	48.0	58.5	58.5
	Print based materials	17	34.0	41.5	100.0
	Total	41	82.0	100.0	
Missing	System	9	18.0		
Total		50	100.0		

Source: Personal survey.

The study did not investigate other sources of information for TBL. More cautiously, the company must take into consideration the reliability of information from whatever source. The sources of information might be internal or external and primary or secondary. More in-depth research needs to be conducted to explore more sources of information utilized by TBL and other companies in the industry. Figure 4.13 also summarizes, in brief 58.5% respondent agreed that the internet is the source of information for TBL Company.

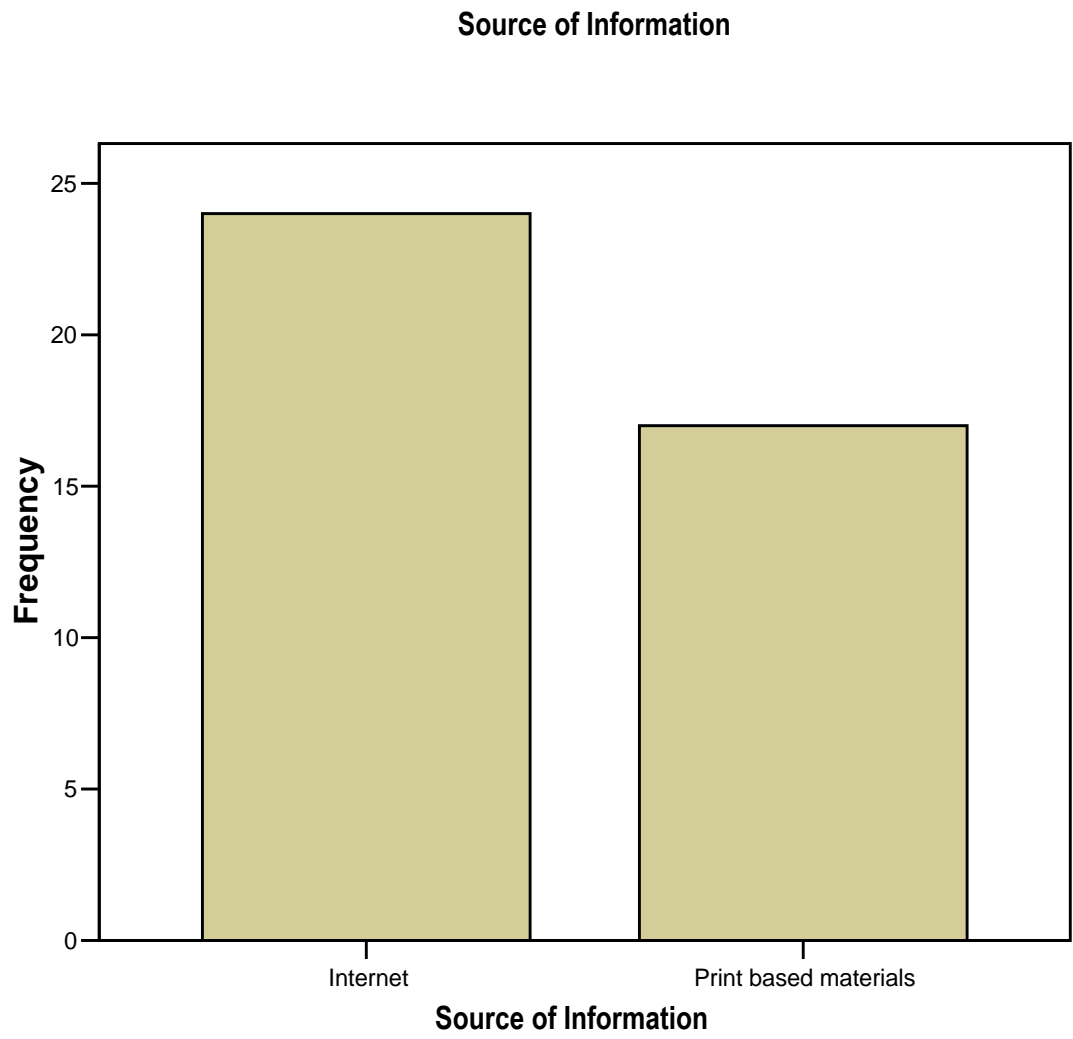


Figure 4. 13 Sources of Information

Source: Personal survey.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSION & RECOMMENDATIONS

5.1 Summary of Research Findings

The main objective of the study was to investigate the advertising media mainly used by TBL by comparing print-based and electronic (internet). The findings indicated that male respondents surpassed female respondents and they were within the age range of 30 to 40. TBL did not use internet very much but only during premium branding campaigns. More staff had access to internet and used it mainly in checking personal emails. Internet increased information accessibility and it was cost effective and efficient. Internet accessibility was limited due to cost implications, lack of knowledge of people and it was only available in urban centres.

In contrary, it was found out that print-based materials were mostly used in advertising TBL products. it mostly used posters, billboards, caps, local newspapers and T-Shirts as advertising tools. In addition, marketing through blog was used. The study also investigated the ways of overcoming internet challenges. It was revealed that the challenges would be overcome by increased funding, presence of innovative search engines, good servers, and respect for privacy, presence of high speed facilities and addressing threats and security problems. It was equally important to examine the benefits of print-based materials.

The study uncovered the advantages of print materials as visibility, long life span and non-dependence on electricity. Print materials on contrary were expensive, static and sometimes difficult to communicate the messages. These challenges would be

overcome by employing well qualified marketing personnel, use of electronic billboards, conducting workshops, innovative and creative advertising, use of plastic materials and ABS Boards plus outsourcing the services.

5.2 Implication of the Results

The study examined and analyzed the use of print-based materials versus internet in marketing the products of Tanzania Breweries Limited. Many factors related to the same were visualized and discussed. These included the advantages and disadvantages of both internet and print materials in marketing the products. In view of this, the study contributed more to the existing body of knowledge and could be regarded as the basis and foundation for the further research studies. Since the knowledge was generated after the study, those management positions in the company would also utilize it in decision making regarding the same. With the advent of globalization in which the world is regarded as one village, business relationships have become more complex in nature than before without the use of internet.

5.3 Discussion and Conclusion

The study found out that Tanzania Breweries limited use fewer internets than print materials. Rehman and Ramzy (2004) explore the use of electronic resources from the perspective of information sciences for addressing the issues of their procurement, selection and installation in an organization. Probably there is lack of understanding of who uses electronic resources for what purposes (Armstrong et al, 2001; Miller-Francisco, 2003; Liu, 2006). The findings of this study, however,

cannot be generalized at some extent because the study was conducted in only one company. To generalize these findings, the study should be repeated at other companies. A longitudinal research is also desirable so that the emerging pattern and trend could be further explored. In addition, more critical factors can be investigated to understand the utilization of both electronic and print resources better. The interrelationship between the utilization of electronic and print resources and performance from the utilization would be another area for the future research.

5.4 Recommendations

TBL should at any means find the best ways to utilize internet fully in marketing its products. In case the company decides to continue using print materials, the state-of-art technology is recommended to be used considering the cost implications that would be incurred thereof.

The company should also strictly adhere to by-laws made by City Councils regarding placement and positioning of billboards and posters in order to avoid legal suits and fines. TBL should employ highly motivated and qualified personnel in the Marketing Department. There were a good number of people who did not have access to internet. The company should have initiatives to organize orientation and training programs.

5.5 Areas for Further Study

This study was cross-sectional; furthermore a longitudinal study as an extension of this study is required. A comparative study similar to this study involving companies

belonging to different industries will be required. A similar comparative study involving different companies in the same industry will also be required.

A study that will investigate other forms of sources of information used by TBL and other companies in the industry apart from internet and print based materials. In-depth study that will examine the reasons for TBL and other companies for not utilizing internet fully in marketing their products despite its presence and efficiency. Study is needed to explore their impact as regards to personal buying decisions made by prospective buyers and management in decision making process

REFERENCES

- A, M. (2005.). Information and Communication Technology (ICT) Revolution in African Librarianship. *Problems and Prospects. Gateway Library Journal.* , 119-126.
- Alasa, M. a. (1999). *Internet and academic library services development in Nigeria* (Vol. 33). Nigerian Libraries.
- Al-Mashari M, I. Z. (2001). '*An exploratory study of Information Technology Evaluation and Benefits Management Practices.*
- Ani, O. (2010). a study of undergraduate students in three Nigerian universities. *Internet access and use* , 28.
- Ani, O. a. (2005). Globalization: its impacts on scientific research in Nigeria. *Journal of Librarianship and Information Science.* , 37 No. 3, 153-60.
- Ani, O. a. (2003). Use of information technology by academics in selected universities in Nigeria. 2, 57-63.
- Ani, O. E. (2005). *Adoption of information and communication technology in academic libraries: strategy for library networking in Nigeria* (Vol. 23 No. 6). The Electronic Library.
- Armstrong, L. P. (2000.). Potential determinants of heavier internet usage. . *International Journal of Human-Computer Studies.* , 53,537-550.
- Azubogu, N. a. (2007). Use of computer and internet technology among the teaching staff of Imo State University, Owerri", H-JOLIS. *Heartland Journal of Library and Information Science* , 38-49.
- Badu, E. a. (2005). Internet awareness and use at the University of Ghana. *Information Development* , 21 (4), 260-8.

- Boisseau, C. (n.d.). Internet rife with cyberspace. *The Dallas Morning News* , 3C.
- Breeding, M. (2006). Knitting systems together. *Computers in Libraries* , 26 No. 9, 32-5.
- Bryman, A. (2008). *Social Research Methods*. (3rd ed.). Oxford: Oxford University Press.
- Brynjolfsson, E. a. (2000). Frictionless Commerce? A Comparison of Internet and Conventional Retailers”. *Management Science* 46(4). 563-585.
- C, O. (2007). Information and Communication Technology in Library Services in tertiary institutions in Nigeria. *H-JOLIS Heartland Journal of Library and Information Science* .
- Chifwepa, V. (2003). The use of the intranet and internet by teaching staff of the University of Zambia. *Archival and Information Science* , 13 No. 2., 119-32.
- Chowdhury, B. C. (2008). *Real-time RFID-based Secured Loan Document Management System, the 5th International Conference on Information Technology and Applications (ICITA 2008)*,. Queensland, Australia: Cairns.
- Custodio, G. A. (2006). Agility: Balancing Stability and Flexibility - the Case of the California Energy Commission. *Agile Information Systems. Conceptualization, Construction, and Management*.
- Denzin, N. L. (1994). *Handbook of Qualitative Research* (1st ed.). London: Sage Publications.
- Direct Marketing“How to market on the Internet”. (1995). *Conference Publication for the Marketing Advisory Board*.
- Ehikhamenor, F. (2003a). Internet facilities: use and non-use by Nigerian university scientists. *Journal of Information Science* , 29 No. 1, 35-48, .

- Ehikhamenor, F. (2003b). Internet resources and productivity in scientific research in Nigerian universities. *Journal of Information Science* , 29 No. 2, 107-116.
- Herbig P., a. H. (1997). Internet: the marketing challenge of twentieth century. *Internet research* , 7 (2), 95-100.
- Joint, N. (2009). Choosing between print or digital collection building in times of financial constraint.
- Kane, M. (1991). *International Dimensions of Information Systems and Technology*. Boston: PWS Kent, MA.
- Kerlinger, F. N. (1969). *Foundation of Behavioral Research*. London.: Holt Rinehart & Winston.
- Kovac, M. (2008). *Never Mind the Web: Here Comes the Book*. Oxford.: Chandos.
- L.O., A. (2004). *Library and Information Science Text for Africa*. Lagos: University of Ibadan.
- M., Z. (2010). Print or electronic?.,.
- Magazine, D. M. (1995). "Successful marketing on the Internet," , . *Direct Marketing Magazine*, (p. 39.).
- Manda, P. (2005). Electronic resource usage in academic and research institutions in Tanzania. *Information Development* , 21 (4), 269-82.
- Mathews, J. (1995, March,). growing and growing. *Internet world* 94 , 34.
- Maynard S., a. O. (2009). print and digital in teaching and research. *Scholarly output*
- Mylone, I. (2008). A study of internet by Greek and British academics. A *contribution to the globalization debate. Dissertation* .
- Okoro, I. a. (2006). Availability and utilization of internet among doctors in south-eastern Nigeria. *The Information Technologist* , 3 (2), 1-8.

- P., R. A. (2006). Print versus electronic reference sources. *implications of an Australian study* .
- Pakhare, J. (n.d.). Internet and its impacts.
- Palmer, R. M. (n.d.). Moving Procurement Systems to the Internet: .
- Paul, P. (1996). Marketing on the internet. *Journal of consumer marketing*. , 13 (4).
- Penn. (2011). International Journal of Computer & Information Science (IJCIS). (I. (IEE), Ed.)
- Quelch, J. a. (1996). The Internet and International Marketing. *Sloan Management Review (Spring)* , 60-75.
- Rehman, S. &. (2004). Awareness and use of electronic information resources at the Health Science Centre of Kuwait University. *Library Review* 53 (3) , 150-156.
- S, S. (1997). expanding the public sphere through computer mediated communication: Political discussion about abortion in Usenet Newsgroup. *PhD Dissertation* .
- Sarantakos, S. (1998). *Social Research*. (2nd Ed ed.). London: MacMillan Press Ltd.
- Sawyer, S. a. (2005). *Using Information Technology: A Practical Introduction to Computers and Communications* (6th ed.). Boston, MA.: McGraw-Hill.
- Schneider S., K. R. (2007)). In the internet and national elections. A comparative study of web campaigning. *Epilogue reflecting on elections and the web* , 261-264.
- Tredinnick, L. (2008). Digital Information Culture: The Individual and Society in the Digital Age.

- Tuncalp, S. (2004). Print media planning in Saudi Arabia. *Marketing Intelligence and Planning* .
- Tuncalp, S. (1992). The Audio-visual Media in Saudi Arabia: Problems and prospects. *International Journal of Advertising* , 11 (2), 119-30.
- Vijayasarathy, L. a. (2000a). Exploring the effects of products types, shopping orientations, and attitudes towards computers. *Intentions to shop using Internet catalogues* , 10 (1), 29-38.
- Vijayasarathy, L. a. (2000b). print and internet catalog shopping assessing attitudes and intentions. *internet research* , 10 (3), 191-902.
- West, P. a. (2000). The African Digital Library: an initiative of the Centre for Lifelong Learning of Technikon, SA. *paper presented at Online Educa*.
- Whitehead, C. (2009). Computer cluster versus WebCT. *Computers & Education*, 52(1) , 45–52.
- Whitley, E. A. (2005). Visiting the Red-Light Zones with Claudio. *European Journal of Information Systems*, , 14 (5), 477-479.
- Willie Lubka, N. H. (n.d.). Kiss Guide to the Internet. *rebound 09/2000* .
- Zakon. ((2010)). “*Hobbes’ Internet Timeline* (Vol. 8.2). Zakon Group LLC.
- Zumalt, J. R. (1998). The internet and reference services. *Reference & User Services Quarterly*, 38(2). , 165.172.9.

APPENDICES

Appendix 1: Proposed questionnaire for the study

This questionnaire is designed in order to collect data that will be used in a study to ascertain the type media format (whether print or electronic) in marketing TBL products. Information gathered through this questionnaire is for academic purposes only and will remain confidential. You are therefore requested to answer all questions fully and honestly. In case of problems or clarifications, please contact the researcher on 0715533142. You are requested to fill-in or tick the correct answer in the spaces provided.

1. Sex (Repsex)

Male	
Female	

2. Please mention your age group (Age)

Between 18 and 30	
Between 30 and 40	
Between 40 and 50	
Above 50	

3. Please mention the department you belong? (Dept)

--

4. For how long have you served with TBL?

Less than 1 year	
Between 1 and 5 years	
Between 5 and 10 years	
Between 10 and 15 years	
Over 15 years	

5. What type of job are you involved in?

Top management	
Administration	
Human resource	
Marketing	
Accounting/Finance	
Procurement	
Transport/Logistics	
Production	
Technician/Engineering	

6. What is your education level?

Certificate	
Diploma	
Advanced Diploma	
Degree	

Postgraduate Diploma	
Masters	
PhD	
Others (Please specify)	
.....	
.....	

7. To what extent do you think TBL uses internet in marketing its products?

Between 1% - 20%	
Between 20% - 40%	
Between 40% - 60%	
Between 60% - 80%	
Between 80% - 100%	

8. Please state the reasons for your answer in (7)

9. What extent do you think TBL uses print-based materials in marketing its products?

Between 1% - 20%	
Between 20% - 40%	
Between 40% - 60%	
Between 60% - 80%	
Between 80% - 100%	

10. Please state the reasons for your answer in (9)

11. Have you ever experienced or seen TBL using both internet and print based materials at the same time and extent in marketing its products?

Yes	
No	

12. If you agree that TBL uses internet to market its products, how is that done?

13. What is the most significant print-based tool used by TBL in marketing its products?

Bill Boards	
Posters	
Local Newspapers	
Others (Please specify)	

14. According to your opinion, what are advantages of internet? **You may tick more than one answer.**

It increases information accessibility	
It is most efficient way of communication	
It helps to improve business operations	
It helps to build relationships	
It is cost effective (relatively cheap)	
Others (Please specify)	

15. What are the benefits of print-based materials to TBL as a marketing tool?

They are visible	
They can stay longer	
They do not depend on electricity	
Others (Please specify)	

16. Suggest the disadvantages of internet (Both to staff and TBL)

17. What do you think are the disadvantages of print-based materials as a marketing tool?

18. During your work, do you have access to internet at your workplace?

Yes	
NO	

19. If yes, how many times or how frequently? You can answer more than one.

Anytime I want to access it	
At only restricted times	
Only when I am ordered to use it	
During off-pick hours	
Soon before knocking off	
Others (Please specify) ----- ----- -----	

20. What do you use internet for?

Checking e-mail	
e-commerce	
Internal communication (intranet)	
Searching for various information	
Playing games	
Chatting using facebook	
Reading local newspapers	
Marketing products	
Reading world news	
Others (Please Specify) -----	

21. According to your opinion, which one is the best source of information between internet and print-based materials?

Internet	
Print-based materials	
None of the above	

22. What do you think are the challenges met when using internet?

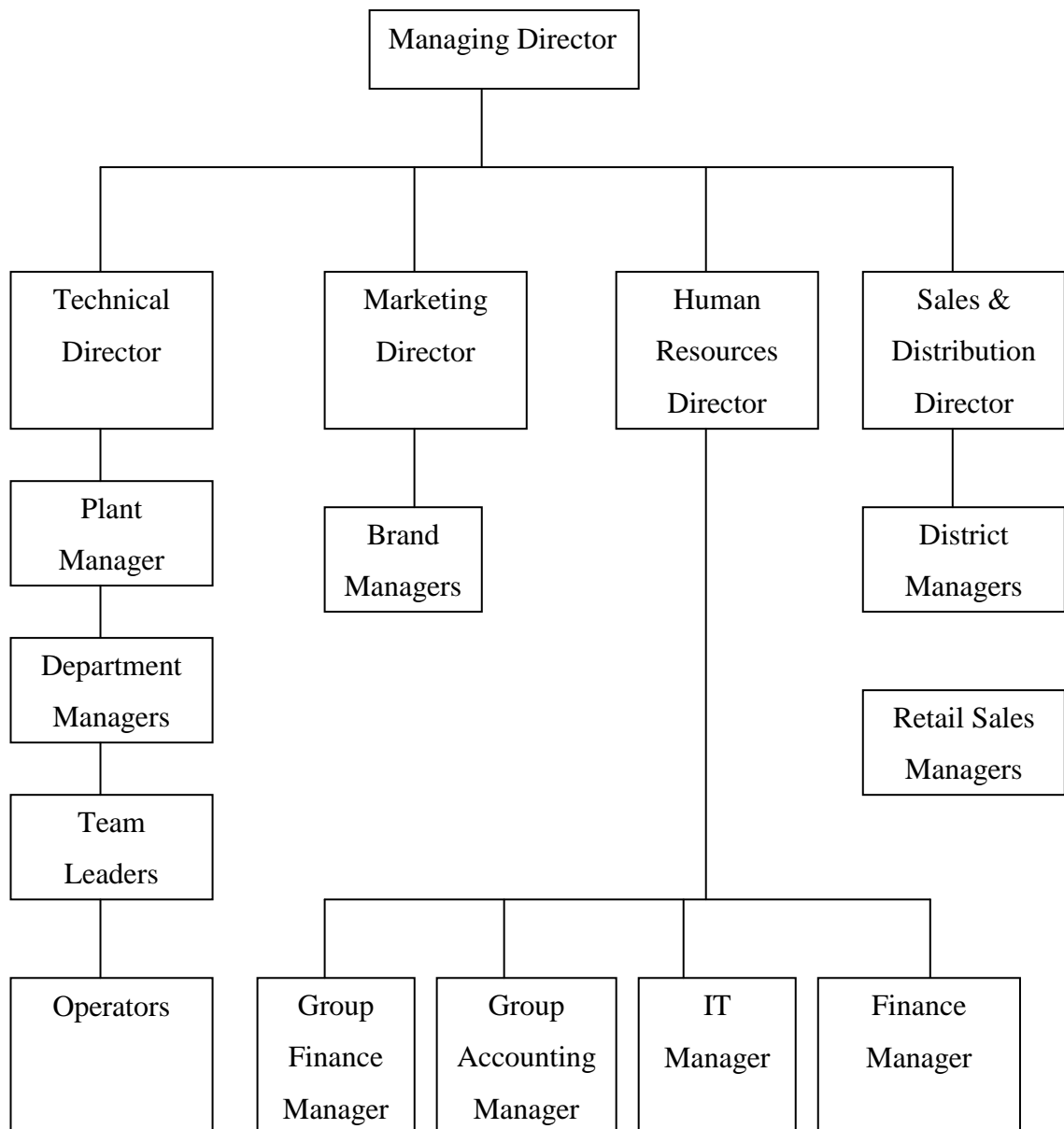
23. What do you think would be the best of overcoming such challenges?

24. What do think are the challenges met when using print-based materials in marketing TBL products?

25. Suggest the best way to overcome such challenges

Thank you very much for responding to this questionnaire

Appendix 2: Organization Structure of Tanzania Breweries Limited



(Source: Extracted from complex TBL organ gram)