

**THE IMPACT OF SELECTED FACTORS ON EFFECTIVE ADVERTISING:
THE CASE STUDY OF TANZANIA TELECOMMUNICATIONS COMPANY
LIMITED (TTCL)**

BY

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ABSTRACT

This study examined the impact of selected factors on effective advertising in Tanzania Telecommunications Company Limited with the view that this might be applicable to other organizations as well. The specific objectives of the study were to determine budget allocation and spending and its impact on effective advertising in Tanzania Telecommunications Company Limited. The other objective was to examine the extent to which top management support leads to effective advertising. Moreover the study intended to examine the extent to which competency of staff forming the advertising team leads to effective advertising. To answer the research questions, three hypotheses were developed and tested using ordinary descriptive method, from which long-run relationship among the variables was established. The study was conducted in Dar es Salaam where TTCL has its headquarters office responsible for all advertising and big number of staff that was required for questionnaire responses. The study used annual time series data covering the period of five years which was considered to be adequate period for the observations. The results suggest that the selected factors namely, budget and spending on advertising, staff competency and top-management support contribute greatly to effective advertising of the company. The analysis indicates that less spending on advertising, shortage of competent staff to manage the advertising process and lack of support by top-management leads to ineffective advertising that in turn leads to non-cost effective advertising, poor brand and company image and low awareness of company's product and services among prospective customers.