

Influence of Private Television Advertisement on Consumer Buying Behaviour: A Case Study of Azam TV

***Rahel G. Mwaifuge, Dr. Silverius Komba, Dr. Crispin Mbogo**

St. Augustine University of Tanzania

***Correspondence Author**

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ABSTRACT

The study was conducted in Dar es Salaam and it involved the customers who are subscribers of Azam Television. The study was guided by Advertisement Theory and it used questionnaire and interview methods to collect data. The process of data analysis involved both descriptive and inferential statistics for quantitative data while for qualitative data the study employed thematic technique. The findings of the study revealed that the TV advertisements have an influence to brand awareness and consumer buying behaviours. The visited customers argued that the more they watch advertisements of particular products the more they become aware of them thus they make decision to purchase them. In addition, the study found that television advertisements have an influence on brand image thus causing a change in purchasing behaviour. Furthermore, the study revealed that there is a positive relationship among television advertisement, customer interest and their buying behaviour. The visited customers argued that the way advertisements are presented, it arises customers' interests and, as a result, they decide to purchase the product. The study established that when customers are watching advertisements through television they find a positive image of the product. Such advertisements showcase testimonials, endorsements, or success stories that build credibility and trust leading to change of perception and purchasing of the product. Finally, the study recommends that advertisers should design TV adverts that are easy to be understood by customers. Television has more power to influence than other media such as radio and magazine. The adverts displayed on television can be remembered easily because they involve seeing and hearing the advert.

Keywords— Television Advertisement, Buying Behaviour

INTRODUCTION

Advertisements are utilized by many individuals at various points in their lives. Some may engage with them personally, while others use them for business purposes. Many people respond to advertisements, appreciating the variety of choices available to them in different aspects of life (Kotler, 1994:35). Advertising serves as a crucial tool for companies to persuade target consumers and the general public to purchase their products or services. The primary aim of advertising is to convince consumers to buy these offerings, while other objectives may include informing consumers about product availability, features, and uses. Various definitions of advertising exist, but they generally convey similar meanings. Some well-known definitions include: "Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor" (Kotler, 2000:42) and "Advertising is the means by which we make known what we have to sell or what we want to buy" (Jelkins, 1985:65).

Various forms of advertisement play a crucial role in influencing consumer behavior and shaping market dynamics. Traditional media, such as television, radio, and print, have long been utilized to reach broad audiences, effectively delivering persuasive messages to potential customers (Asfar, 2023). In recent years, digital advertising has gained prominence, leveraging social media platforms to engage consumers in more interactive and targeted ways (Fuxman et al., 2018). Research indicates that advertisements on social media significantly impact purchasing decisions, although concerns about trust and security persist among consumers

(Shin, 2017). Additionally, innovative approaches like word-of-mouth marketing and influencer partnerships have emerged, blurring the lines between organic and amplified advertising (Dost et al., 2018).

Organizations employ a variety of advertising methods to effectively reach and engage consumers, adapting their strategies to fit the evolving market landscape. Traditional advertising channels, such as television, radio, and print media, remain popular for their broad reach and ability to create brand awareness (Rihn et al., 2021). However, the rise of digital marketing has led to an increased focus on online platforms, including social media and search engine advertising, which allow for targeted campaigns and real-time engagement with consumers (Agnoli et al., 2019). Research indicates that businesses are allocating significant portions of their advertising budgets to digital channels, recognizing their effectiveness in reaching specific demographics (Barton & Behe, 2017). Additionally, innovative approaches such as influencer marketing and experiential advertising are gaining traction, as they leverage personal connections and immersive experiences to foster brand loyalty (Romani et al., 2012). By integrating these diverse advertising strategies, organizations can create comprehensive marketing campaigns that resonate with consumers and drive purchasing decisions.

Despite the availability of various advertising channels, television continues to play a pivotal role in the advertising landscape due to its unique ability to reach large audiences with impactful visual and auditory messaging. Television advertisements combine sight, sound, and motion, creating a dynamic medium that captures viewers' attention and enhances brand recall (Weibel et al., 2019). Research indicates that TV advertising significantly influences consumer behavior, often persuading viewers to engage in purchasing decisions (Jolodar & Ansari, 2011). Furthermore, television's capacity for storytelling allows brands to convey complex messages and evoke emotional responses, which can lead to stronger consumer connections (Roslan et al., 2021). The importance of television advertising is increasing day by day. Television gives information to a large number of people than any other medium of advertising. Due to the satellite facility, television programmes are viewed internationally. In today's glamorous world, we can show all the aspects of products and services through television advertising. It is always said that people don't believe in things until they hear and see them. This can be possible through television advertising only (Mukta, 2009). FMCG (Fast Moving Consumer Goods) can be defined as products that have a fast speed turnover and relatively low cost. Examples of FMCG products are beverage products such as juice and cola, hygiene products like soap and detergent and frequently home used products like salt, cooking oil, etc. These are short-term goods that are purchased frequently by customers. They are also known as Consumer Packaged Goods (CPG). To be successful in the market, each manufacturer/supplier develops different business strategies for these products. For this study, the Bakhresa industry group is one among the leading manufacturers producing most of the FMCG. Television advertising has become an integral part of the marketing strategy for Fast Moving Consumer Goods (FMCG) globally. In Tanzania, particularly in Dar es Salaam, the effect of television advertisements on buying behaviour of consumer is a critical area of study. With the rapid growth of the FMCG sector in the region, understanding the influence of private television advertising on consumer choices is essential for both marketers and policymakers.

Statement of the Problem

Despite the widespread use of private television advertisements to promote fast-moving consumer goods (FMCG), there is a notable gap in understanding how these ads specifically influence consumer buying behavior, particularly in the context of Azam TV. While existing research has examined the broader effects of television advertising on consumer behavior, there is a lack of focused studies that assess the impact of private television advertisements on FMCG purchases. This study aims to fill this gap by exploring the relationship between private television advertising on Azam TV and consumer purchasing behavior in the FMCG sector, providing valuable insights for marketers, advertisers, and policymakers.

Advertising serves as a crucial tool for companies to persuade target buyers to purchase their products or services, with various purposes such as announcing new products, modifications, or special offers. The effectiveness of advertising is vital for shifting demand curves upward and achieving marketing success. Television, as a dominant advertising medium, allows for widespread reach and appeals to diverse audiences. However, there is a lack of research on the effectiveness of television advertising in urban areas like Dar es Salaam, Tanzania. This study aims to provide essential information regarding the effectiveness of private

television advertising among different demographic groups, particularly in urban settings, and to explore the popularity of television advertisements in these areas.

Study Objectives

1. To analyse the influence of brand awareness on buying behaviour of consumer of Azam Energy.
2. To examine the influence of interest on buying behaviour of consumer of Azam Energy.
3. To determine the influence of perceptions on consumer buying behaviour of Azam Energy.

LITERATURE REVIEW

Sama (2019) investigated the impact of media advertisements on consumer behavior, specifically focusing on newspapers. The study revealed that newspaper advertising positively affects consumer purchasing behavior for certain products. Achuku and Abubakar (2023) explored how new product advertisements influence consumer buying behavior through awareness, employing a cross-sectional survey design with 550 randomly selected respondents. Their analysis indicated that advertisements significantly affect consumer purchasing behavior by enhancing awareness of new products, stimulating interest, and prompting purchase intentions.

Khanam (2022) conducted a study examining the effects of media advertisements on consumer awareness of products or services, utilizing a survey design with a quantitative approach. A total of 404 randomly sampled respondents provided data through structured questionnaires. The study considered three media categories: television and radio, newspapers and magazines, and online platforms, particularly the internet. Findings revealed that all three media categories significantly impact consumer awareness and, consequently, buying behaviors. Exposure to vigorous advertising across various media increases consumer awareness of market products, influencing their choices and purchasing behaviors.

Mbura and Kagoya (2021) investigated the influence of various advertising elements—television, radio, print media, and online platforms—on consumer purchasing behavior regarding real estate products in Tanzania. Employing a positivist and deductive paradigm alongside a quantitative research approach, the study involved 103 respondents selected through random sampling. Data were collected via questionnaires and analyzed using multiple regression analysis. The findings indicated that television and radio advertising significantly influence consumer buying behavior, while print and online media had no significant impact.

Novansa and Ali (2017) assessed the effects of brand image, brand awareness, and price on purchasing decisions for SME products in SMESCO Indonesia. The study involved a population of 1,340 individuals, with a sample of 93 consumers derived using Slovin's formula. Descriptive statistical analysis revealed a high agreement among respondents regarding research variables, while multiple regression analysis yielded a linear regression equation indicating that brand image, brand awareness, and price significantly influence purchasing decisions. The adjusted R Square indicated that 94.5% of purchasing decisions are influenced by these variables, with the remaining 5.5% attributable to other factors.

Amenano (2021) focused on evaluating the effects of radio and television advertisements on Sonturk products among students at the University of Cape Coast. Employing a quantitative approach and descriptive research design, the study utilized simple random and purposive sampling techniques to select 50 respondents. Questionnaires collected data, which were analyzed using descriptive statistical tools, including tables, figures, frequencies, and percentages, while regression analysis assessed the influence of TV and radio advertisements on students' purchasing behavior. The study concluded that television advertisements are not strong predictors of purchasing behavior, indicating a minimal influence. Furthermore, radio advertisements were found to exert a greater influence on students' purchasing behavior than television advertisements, leading to the recommendation that management should prioritize radio advertising.

Achuku and Abubakar (2023) conducted a cross-sectional survey study on the effect of advertising on the consumer buying behaviour of new products in Nigeria. A total of 550 respondents were randomly selected and engaged in data collection through structured questionnaire. The collected data were analysed through

descriptive and multiple regression method. The study concluded that advertisement of products through different media has led to arousal of consumer's interest on the products which results to purchasing decisions. In the same vein, a study by Rajagopal (2017) on the impact of radio advertisements in buying behaviour of consumers of urban transport revealed that the accompaniment of advertisement with entertainment enhances and helps to generate consumers' interest with much power.

Jung, Shim, Jin & Khang (2016) carried out a study on factors affecting attitudes and behavioural intention towards social networking advertising in South Korea. The study focused on rising consumers' interest on media advertisement among Facebook users. The study found that accompanying advertisement with some sorts of entertainment arises consumers' interest on the product. Entertainment draws the consumers' attentions hence developing consumer's attitudes towards the product. Tang & Chan (2017) carried out a study on the impact of online advertising on new generation consumers in Malaysia. The study focused on how online advertisement affects consumers' attentions and interests. The study found that using online advertisement draws consumer attention and it arouses their interests with the product or service.

Sama (2019) examined the impact of media advertisements on consumer behaviour focusing on three dimensions: awareness, interest, and conviction. Descriptive research design was adopted with 529 randomly selected respondents. Online survey was used as a method of data collection. The findings showed that newspapers and TV advertisements have influenced consumers' awareness, interest, and conviction towards purchasing a given product. Nouman, Muhammad and Naveed (2015) examined the relationship between TV advertisement and consumer interests. The study found that TV advertisements had a direct linkage with consumer interests. It, therefore, aroused interests towards the product.

Hackley and Hackley (2021) conducted a study on advertising and promotion and how they influence the consumers' purchasing decisions. These scholars provide that the AIDA model is established to ensure that advertisements lead to creation of consumer awareness and they stimulate interests on the product. Consumers develop desires to purchase the product when they are stimulated with the advertisement, which arouses their interests. Sachdeva (2015) conducted a study to examine the effectiveness of advertising in arousing consumers' interests on product purchasing. The study noted that effective advertisement had a significant level of consumer interests on advertised products.

Rasool et al. (2012) explored the impact of advertising on consumer behavior regarding fast-moving consumer goods (FMCG) in Lahore, Pakistan. They randomly distributed questionnaires to 80 respondents and discovered that cultural factors, pricing, quantity, and parental influence significantly affect buying behavior. Additionally, the study indicated that consumers are more influenced by electronic media than by print media. However, the limited sample size restricts the ability to generalize the findings regarding how advertising influences consumer behavior. This study seeks to expand the respondent pool to provide a broader perspective on the relationship between advertising and product consumption.

Muriye and Tun (2013) investigated the relationship between customer expectations, satisfaction, and loyalty within the Turkish airline industry. Utilizing a convenience sampling method, they distributed 421 questionnaires to targeted respondents. The results indicated that customers are more likely to purchase airline tickets based on the quality of service they received from airlines with which they have previously interacted. The study further highlighted that high-quality service enhances customer numbers through tangible evidence. However, it did not specifically address the role of advertising in influencing purchasing behavior.

Pal and Pal (2019) studied on the effect of advertisement on consumer behaviour in particular products. The study was quantitatively designed in the collection of data through questionnaire. The collected data were analysed using descriptive and inferential statistics. The findings of the study indicated that perceptions and brand awareness had a significant influence on consumer decision to purchase the product. This means that the advertisement had increased the capability to persuade consumers to purchase the product. In a similar study, Anusha (2019) carried out a study on the effectiveness of online advertisement in India. The results showed that digital advertisement had a greater influence on consumer perceptions on purchasing decisions.

Kekezi (2023) conducted a study on the impact of television advertisement on consumer behaviour in Albania.

The study adopted a case study design with mixed methodology whose data were gathered using questionnaires and in-depth interviews. The study found that television advertisement has impacted consumers' perception towards the advertised product or service in the market. The more the product is advertised the more it changes perceptions and consequently behaviours of consumers. Televisions have a tendency of manipulating watchers' minds and make the products or services seem to meet their needs and expectations.

In their study, Bhat et al. (2020) examined how online advertisement affected the Indian consumers' purchasing decisions and they found that online advertisements favourably influence mobile phone customers' perceptions on purchasing behaviours. The study revealed that online advertisement had significant impacts on the purchasing decisions of consumers irrespective of gender and age. Jindal, Pannu, Marjara and Bindra (2022) examined the impact of digital media advertisements on consumer behaviour. The study adopted descriptive design with data gathered through questionnaire and analysed descriptively. The results of the study indicated that online advertisements increase consumers' interests and perceptions on the product or services through persuading consumers to purchase the products.

Similarly, Vipin and Faizal (2021) conducted a study on the influence of online advertisement on customer purchasing decisions. It was noted that there was a significant influence on decision to purchase the product by digital advertisement. The study showed that advertising is the key to enhancing consumers' perceptions on certain products. A study by Zari (2021) on the influence of digital advertisement on consumer behaviour noted that age, income, and occupation correlate with digital advertising impacts on consumers' purchasing decisions. The study revealed that the use of newspapers in advertising has positive impacts on consumers' purchasing behaviour of certain products.

METHODOLOGY

This study adopted mixed research approach in working with data collection and analysis. In this regard, the study used both quantitative and qualitative approaches. Specifically the study employed survey research design. The targeted population were all people watching Azam TV in Dar es Salaam city, from which the sample of 118 respondents selected through simple random sampling. This study used two methods of data collection questionnaires and interview. The study used quantitative data analysis of the primary data obtained through questionnaire. Data were processed through Statistical Package for Social Sciences (SPSS) and were analysed using both descriptive and inferential statistics. The study employed thematic method of data analysis for qualitative data analysis and for quantitative data the study employed descriptive and inferential statistics

FINDINGS

The Influence of Television Advertisement on Brand Awareness and Consumer Buying Behaviour

The purpose of this objective was to find out the influence of television advertisement on brand awareness among the subscribers the Azam Television. The study sought to understand if the television advertisements have any influence to brand awareness and how it can affect the consumers' buying behaviour. The researcher was interested in knowing about the advertisements displayed on the television during commercial break and the responses were as shown in Table 4.3 below.

Table 4. 1: Changing of Channel during Commercial break

I Change The Channel during Commercial/Advertisement Breaks	F	%
Never	39	33
Sometimes	12	10
Depends on advertisement	56	47
Often	8	7

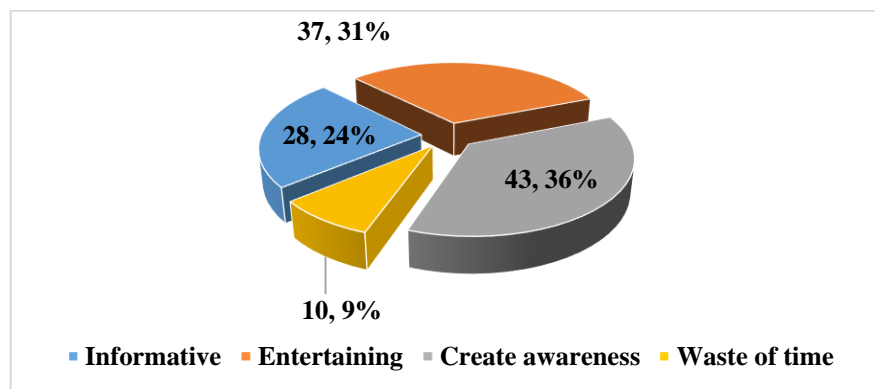
Every time	3	3
Total	118	100

Source: Field Data (2024)

The findings from Table 4.3 revealed that 39 (33%) of visited customers said that they never change the channels during commercial break. In addition, 12 (10%) sometimes change the channel during commercial break while 56 (47%) change the channel depending on kinds of advertisement. The same Table revealed that, 8 (7) often change the channel during commercial break. Furthermore, 3 (3%) argued that every time they change channel during commercial break. The study established that most of visited customers (47%) change the channels depending on kind of advertisements. This implies that most customers watch advertisements of their choices.

The study went further investigating the responses of customers when they watch advertisements. Their responses were as shown in Figure 4.1.

Figure 4. 1: Filling of customers while they watch advertisement



Source: Field Data (2024)

The findings from Figure 4.1 revealed that 28 (24%) customers found television advertisement as informative, 37 (31%) found it entertaining, 43 (36%) seen television advertisement as creating awareness. However, 10 (9%) of customers found television advertisement as waste of time. Hence, the study established that most of visited customers found television advertisement as creating awareness.

Furthermore, the study was interested to find out if brand awareness through television advertisement has any influence on customers' purchasing behaviour and the findings are displayed in Table 4.4.

Table 4. 2: Influence of TV advertisement on brand awareness and purchasing behaviour

Statement	SA		A		D		SD	
	F	%	F	%	F	%	F	%
People are more likely to buy products from a brand/company they are familiar with	54	46	43	36	21	18	0	0
People are more likely to buy products from a brand/company they are awareness with their products	36	31	64	54	18	15	0	0
People are more likely to buy products from a brand/company they know and trust	42	36	55	47	11	9	0	0
People are more likely to buy products from a	28	24	73	62	17	14	0	0

brand/company they recognize their name and logo								
People are more likely to buy products from a brand/company they have emotional connections created by brand awareness	40	34	64	54	14	12	0	0
People are more likely to buy products from a brand/company they know and trust	33	28	70	59	15	13	0	0

Source: Field Data (2024)

The findings from Table 4.4 indicated that 54 (46%) strongly agreed with the statement that people are more likely to buy products from a brand/company they are familiar with. 43 (36%) agreed with the statement, while 21 (18%) disagreed with the same statement. When the customers asked if they are more likely to buy products from a brand/company they are awareness with their products, 36 (31%) strongly agreed with the statement, 64 (54%) agreed, and 18 (15) disagreed with the statement. In addition, 42 (36%) of customers strongly agreed that people are more likely to buy products from a brand/company they know and trust. On this, 55 (47%) agreed, while 11 (9%) disagreed with the statement.

The Table further revealed that 28 (24%) of customers strongly agreed that people are more likely to buy products from a brand/company they recognize their name and logo. Customers who agreed with this statement were 73 (62), and 17 (14%) disagreed with the statement. The customers further were asked if they are more likely to buy products from a brand/company they have emotional connections created by brand awareness. From this statement, 40 (34%) strongly agreed, 64 (54%) agreed, and 14 (12%) disagreed with the statement. Furthermore, 33 (28%) strongly agreed that people are more likely to buy products from a brand/company they know and trust. However, 70 (59%) agreed, and 15 (13%) disagreed with the statement.

The study further investigated on the influence of brand image through television advertisement and the views of customers are presented in Table 4.5.

Table 4. 3: Brand image influence purchasing behaviour

Brand image influence purchasing behaviour	Frequency	Percent
Strong Agree	64	54%
Agree	37	31%
Neutral	0	0%
Disagree	11	9%
Strong Disagree	6	5%
Total	118	100%

Source: Field Data (2024)

The findings from Table 4.5 revealed that 54% of customers strongly agreed, while 31% agreed, 9% disagreed, and 5% strongly disagreed with the statement that brand image influences purchasing behaviour. The study established that the customers agreed with the statement that brand image influences purchasing behaviour.

The results of this study align with the research conducted by Novansa and Ali (2017), which aimed to assess the impact of brand image, brand awareness, and price on the purchasing decisions of small and medium-sized enterprises (SMEs) within SMESCO Indonesia. The analysis revealed that brand image, brand awareness, and price significantly affect the purchasing decisions for SME products in this context. Utilizing SPSS for calculations, the study found that 94.5% of the variance in purchasing decisions could be attributed to these

three variables, while the remaining 5.5% was influenced by other factors. These findings indicate that brand image, brand awareness, and price can positively influence consumers' purchasing decisions regarding SME products in SMESCO Indonesia, contributing to the overall success of the companies involved.

In a similar vein, Sasmita and Suki (2015) explored the relationship between brand image and purchasing decisions among 200 respondents buying branded goods in Malaysia. Their study highlighted a positive and significant correlation between brand image and consumer purchasing decisions. Additionally, the findings are consistent with the research conducted by Watson et al. (2015), which examined the impact of brand image on purchasing decisions for branded apparel in Germany. Their results indicated that brand image positively influences buying decisions. Based on these insights, the researcher has formulated hypotheses suggesting that brand image positively affects consumers' purchasing decisions regarding multi-purpose vehicles (MPVs).

In addition, the sought to understand the view of customers on brand trust and their purchasing behaviour. The findings are presented in Table 4.6.

Table 4. 4: Brand trust influences purchasing behaviour

Brand trust influence purchasing behaviour	Frequency	Percent
Strongly Agree	70	59
Agree	28	24
Neutral	5	4
Disagree	9	8
Strongly Disagree	6	5
Total	118	100

Source: Field Data (2024)

The findings from Table 4.6 revealed that 59% of customers strongly agreed, while 24% agreed, 4% were neutral, 8 % disagreed, and 5% strongly disagreed with the statement that brand trust influences the purchasing behaviour. The study concluded that most of visited customers (83%) agreed that brand trust influences the purchasing behaviour.

The results of this study align with those of Alwi et al. (2016), who investigated the impact of buying decisions on air conditioning products in Malaysia, using brand trust as the independent variable. Their findings indicated that brand trust significantly and positively affects consumers' purchasing decisions. Similarly, Chinomona (2016) also employed brand trust as a variable to assess product purchasing decisions in South Africa. The outcomes of this research demonstrated that brand trust positively influences buying decisions. Consequently, we suggest that there is a favorable relationship between well-developed brand images and consumers' decisions to purchase multi-purpose vehicles (MPVs).

The customers were also asked if the vigorous advertisement had any influence on their purchasing behaviour and the findings are indicated in Table 4.7.

Table 4. 5: Vigorous advertisement influences purchasing behaviour

Vigorous advertisement influence purchasing behaviour	Frequency	Percent
Strongly Agree	58	49

Agree	46	39
Neutral	2	2
Disagree	8	7
Strongly Disagree	4	3
Total	118	100

Source: Field Data (2024)

The findings from Table 4.7 revealed that 49% of customers strongly agreed, while 39% agreed, 2% were neutral, 7 % disagreed, and 3% strongly disagreed with the statement that vigorous advertisement influences the purchasing behaviour of customers. Hence, the study established that 88% of visited customers agreed that vigorous advertisement influences the purchasing behaviour of customers.

The findings of this study were similar to Khanam (2022) who conducted a study to investigate the effect of advertisements in media broadcast on consumers' awareness of the product or service. The study found that all three categories of media broadcast had significant impacts on customers' awareness and hence buying behaviours. When consumers are subjected to vigorous advertisement through different media, they increase awareness on the product in the market which, in return, they influence their choice and consequently their buying behaviours.

Then, the study established that watching television advertisements has an influence on brand awareness and it is likely to influence the customers' purchasing behaviour. Through semi-structured interview, one among the customers had the following to say:

Through TV advertisement, I come across Azam Energy produced by Azam Ltd. When I watched the advertisement several times I became aware of the brand then I decided to purchase it. To me it was easy to purchase that product because I was aware with the brand, the use, and impact of the product through advisement (Interviewee, 2024).

The other customer who subscribes to Azam TV said that:

In most cases it is difficult to purchase a product which I am not aware with its brand. For example, I always purchase Azam Energy because I see and I am aware of the company brand through advertisement on Television. The advertisement was very creative and was performed by the famous artist called Zari (Interviewee, 2024).

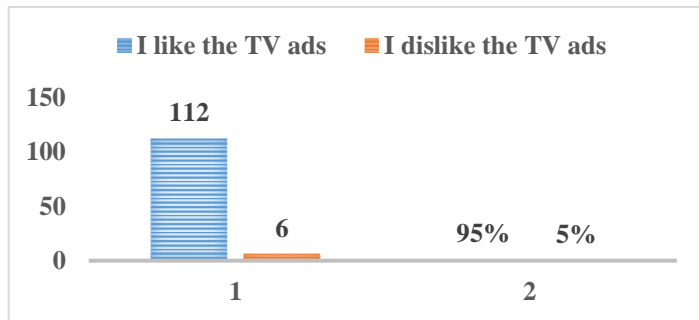
The quotation from visited customers indicated that the TV advertisement has an influence to customers' brand awareness, which affects their purchasing behaviour. The study established that most customers purchase products that they are aware of. The findings of this study correlate with those of Achuke & Abubakar (2023) who found that advertisement has significant effects on the consumer purchasing behaviour. Advertisements lead to awareness of new products by the consumers. Advertisements have proved potential to help in developing awareness among consumers about a product, stimulate their interest, and spark intention to purchase the product.

The Influence of Television Advertisement on Consumer Interest and their Buying Behaviour

The focus of this study was on the influence of television advertisement on customer's interest and their purchasing behaviour.

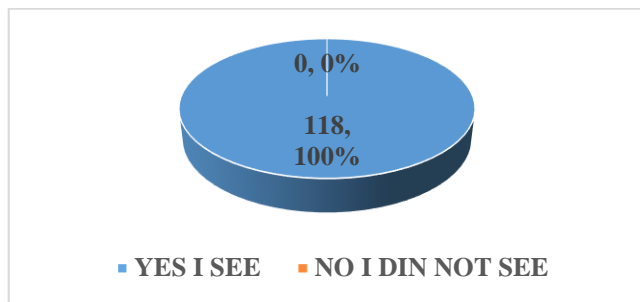
The study investigates the interest of Azam television subscribers on advertisement of the Azam energy drink. The customers' responses on their likeness for the TV advertisement, specifically the advertisement of Azam energy drink, are shown in Figure 4.2.

Figure 4. 2: The like and dislike of television ads



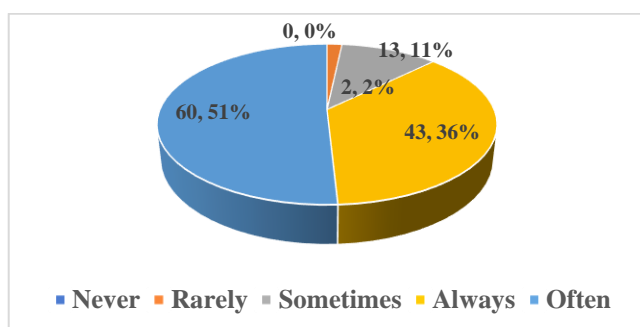
The findings from Figure 4.2 revealed that 112 (95%) of visited customers like watching television advertisement and 6 (5%) dislike to watch television advertisement. It must be emphasized that respondents who dislike the TV advertisements does not mean that they had never viewed TV advertisements before. It rather means that these respondents did not spend enough time watching the TV advertisements because they did not have keen interest for them. The customers were further asked if they have ever seen the Azam energy drink being advertised before and their answers are presented in Figure 4.3.

Figure 4. 3: Customers who see the Azam energy advertisement



The findings from Figure 4.3 indicate that all the respondents had seen the Azam energy drink TV advertisement before. This implies that all the respondents had knowledge on the subject under discussion and they could provide all the needed information for the study. The study further asked the respondents the frequency of viewing the Azam energy drink TV advertisement and the responses are summarized in Figure 4.4.

Figure 4. 4: Frequency of viewing the Azam energy drink TV advertisement



The findings from Figure 4.4 revealed that 60 (51%) often view the Azam energy advertisement, while 43 (36%) always view the advertisement, 13 (11%) sometimes and 2 (2%) rarely view the advertisement. The study established that most of visited customers often view the advertisement of the Azam energy drink. This implies that all the respondents had knowledge on the subject under consideration and they could provide all the needed information for the study.

The study further asked the customers on the motive behind making decision to purchase the product after the TV advertisement and the responses are presented in Table 4.8.

Table 4. 6: Factors for making purchasing decision

The most drive in making purchasing decision of a product after TV advertisement	F	%
Price of product	32	27%
The need to try a product	37	31%
Interest of consumption	49	42%
Total	118	100%

Source: Field Data (2024)

The findings from Table 4.8 indicated that 32 (27%) their purchasing decision based on price of the product, 37 (31%) made purchasing decision based on their need to try the product, and 49 (42%) made purchasing decision based on their interest. Hence, the study established that most of visited customers their decisions on purchasing the product depend on interest.

The study further investigated if television advertisement has any influence on customers' interest and their buying behaviour. The respondents were given statements and were asked to either agree or disagree and their responses are presented in Table 4.9.

Table 4. 7: Influence of television advertisement on customers' interest and buying behaviour

Statement	SA		A		D		SD	
	F	%	F	%	F	%	F	%
TV advertisement creating a sense of desire or need for a product that can further drive interest and influence buying behaviour	43	36	41	35	34	29	0	0
TV advertisement highlights the benefits, features, and unique selling points of the product ending in buying particular products	40	34	56	47	22	19	0	0
TV advertisement evokes emotions, such as excitement, aspiration, which can further drive interest and influence buying behaviour	29	25	73	62	16	14	0	0
TV advertisement reinforces the brand in the minds of customers, leading to increased consideration and ultimately purchase	37	31	66	56	15	13	0	0

Source: Field Data (2024)

The findings from Table 4.9 indicated that 43 (36%) of customers strongly agreed that TV advertisement creates a sense of desire or need for a product that can further drive interest and influence the buying behaviour, 41 (35%) agreed, and 34 (29%) disagreed with the statement. In addition, the customers who strongly agreed with the statement that the TV advertisement highlights the benefits, features, and unique selling points of the product ending in buying a particular product were 40 (34%). Customers who agreed were 56 (47%), and disagreed were 22 (19%). In addition, customers who agreed were 41 (35%), and those who disagreed were 34 (29%).

In addition, the customers who strongly agreed with the statement that the TV advertisement evokes emotions,

such as excitement and aspiration, which can further drive interest and influence the buying behaviour were 29 (25%). The customers who agreed were 73 (62%) and those who disagreed were 16 (14%). Furthermore, the customers who strongly agreed with the statement that the TV advertisement reinforces the brand in the minds of customers, leading to increased consideration and ultimately purchase were 37 (31%). The customers who agreed with this statement were 66 (56%) and those who disagreed were 15 (13%). Then, the study established that the television advertisement has an influence on customers' interest and it is likely to drive the purchasing behaviour of customers.

The study was further investigated to find out why the customers are interested with the advertisement of the Azam energy drink while on television there were many advertisements. Through open ended questionnaire, the following points were outlined by respondents who were subscribers of the Azam television and the customers of the Azam energy drink.

The Azam energy drink has a commercial advertisement that is clear, the advertisement is not long, and non-repetitive while the graphics are very good. It is entertaining, different and it expresses the power of drink. It was further highlighted that the Azam energy drink is the best advertisement because it is entertaining. It is not boring with the talking. It is covered with music and models. The customers also outlined the following points on the performance of other advertisements. Water promotion: there are many advertisements about it and have similar advertising styles. Soap and detergent promotion is highly exaggerated and far from the truth, the Nido powdered milk promotion is boring, pasta advertisements do not represent the message besides their music choice; they mostly entertain instead of advertising.

Some advertisements are not related to their products. Participants added that the beer promotion encourages drinking even though they explicitly say that it is forbidden for people under 18 years old. Other advertisements are very repetitive and boring. The product and the advertisement do not go together and the message is very long. Promotions are mostly exaggerated and are far from the truth. The way they promote the product is unrelated. Most of the advertisements do not teach a good lesson to the generation. There is lack of creativity and professionalism in designing them. Most of the advertisements are done through relatives or actors/famous people, who don't mostly play it well when it comes to advertisement. As a result, the advertisement appears to be unreal and poorly designed.

They further outlined that some advertisements take long time, they miss their goals, not related to the cultural norms of a particular society. In some advertisements, the people involved in them appear to be endorsing something to viewers instead of promoting a certain product. As a result, it turns the advertisement to appear as if promoting individuals, not the product in question. Such kind of inadequacies of advertisements have led some TV viewers to be confused on the type of message communicated. Furthermore, the visited customers outlined the following as their recommendations on television advertisement: The advertisements should be short and should talk about the main thing. They shouldn't be repetitive and boring but informative. When an advertisement is made first it should be researched before being displayed on TV. It shouldn't be long and it should relate with the product being advertised. The advertisement shouldn't come frequently so that we can see it without being bored. When advertisements are made, they should be given focus and transmit the message clearly. When making an advertisement, artists and marketing professionals should be involved. They should make an advertisement that makes the present generation reflect on their culture. The promoters of the product should tell us the advantage we get for buying that particular product. They should also reflect the African culture. Most of people living in the Dar es Salaam City Council watch TV without any age distinction, starting from children to elders. Therefore, designers of advertisements should consider these dynamics in designing their promotions.

The study used interview to get the views of customers on the influence of interest on purchasing behaviour. One among the visited customers had the following to say: I often watch product advertisements on Television. However, it does not matter how good the advertisement is or how cheap the price is. If I am not interested with a product then I will not purchase. I often buy products that I am interested in and I have used it (Interviewee, 2024).

The quotation from the visited customer indicated that customers' interest is among the consideration of

purchasing behaviour. The study established that, customers purchase the product after watching the advertisement because most of advertisements arose their interest on products. These findings are similar with the study conducted by Jung *et al* (2016) who established that accompanying advertisement with some sorts of entertainment increases consumers' interest on the product. Entertainment draws the attention of consumers and hence it develops consumers' attitudes towards the product being advertised hence positive interest on the product.

The Influence of Television Advertisement on Consumer Perception and Buying Behaviour

This objective focused on the influence of customers' perception on purchasing behaviour. Specifically, the objective intended to reveal whether the television advertisement has any influence on customers' perception and their purchasing behaviour. The findings from the statement above on whether agreed or disagreed are presented in Table 4.10.

Table 4. 8: Influence of customers' perception on purchasing behaviour

Statement	SA		A		D		SD	
	F	%	F	%	F	%	F	%
TV advertisement creates a positive image of the product and shapes customers' perception in buying a product	31	26	54	46	33	28	0	0
TV advertisement differentiates product from competitors and changes the customers' perception in buying a commodity	41	35	59	50	18	15	0	0
By showcasing testimonials, endorsements, or success stories, advertisements build credibility and trust that change customer perception in buying	26	22	73	62	19	16	0	0

Source: Field Data (2024)

The findings from Table 4.10 revealed that 31 (26%) of customers strongly agreed that TV advertisements create a positive image of the product and they shape the customers' perception in buying a product. Customers who agreed with this statement were 54 (46%) and those who disagreed were 33 (28%). In addition, the customers who strongly agreed with the statement that TV advertisements differentiate product from competitors and they change customers' perception in buying the commodity were 41 (35%). Customers who agreed were 59 (50%) and who disagreed were 18 (15%). Furthermore, the customers who strongly agreed with the statement that showcasing testimonials, endorsements, or success stories, advertisement build credibility and trust that change customer perception in buying were 26 (22%). The customers who agreed were 73 (62%) and customers who disagreed were 19 (16%). The study established that TV advertisement has an influence on customers' perception and it is likely to influence the customers' purchasing behaviour.

The study of Pal & Pal (2019) had similar findings that perceptions and brand awareness have a significant influence on consumer decision to purchase the product. This means that the advertisement has increased the capability to persuade consumers to purchase the product.

Advertisements should be short and talk about the main thing, that is, they should tell us the advantage we get for buying that product. They should reflect the culture. They shouldn't be repetitive and boring but, they should be informative. They should be researched first before being displayed for public consumption and they should have a clear focus (Azam TV Subscriber, 2024).

The quotation from the respondent above revealed that customers always need advertisements which are short

and clear. They should be direct and to the point by explaining the uses of a particular product being advertised.

The other participant added that:

Even though for promoting our product, advertisement is essential, it should be taken care of. The advertisement shouldn't come frequently so that we can see it without being bored. It should be presented on real/ fact products and ingredients, it should be attractive. Mostly, the customer or the buyer wants to see an unexpected and bearing advertisement mechanisms (Azam TV Subscriber, 2024).

The quotation from the respondent above revealed that consumers need to see the advertisement of a certain product frequently without being bored. This indicates that there is a need for being creative in creating advertisements. In addition, the advertisement must present the facts concerning the product.

The other customer had the following to say:

They should be creative; show new faces and they shouldn't miss their goals. The advertisement should explain the product's real qualities. Before advertising the product, the advertisement should be investigated and they should show the true picture of the product. Before releasing the advertisement, they should be watched to see if they fit for public consumption (Azam TV Subscriber, 2024).

The quotation from the respondent above revealed that the customers prefer advertisements that show real qualities of the product. In addition, the advertisements should be reviewed before being displayed to the audience.

The next participant added that:

When making advertisements, they should consider the society in which they should be displayed. Customers can either like or dislike the advertisement based on the endorsers. Advertisers should carefully select endorsers to represent their products. They should start with making an artistic advertisement (Azam TV Subscriber, 2024).

The quotation from the respondent above revealed that the advertisers have to make sure that the selection of endorsers reflect the content and the uses of the product. The review of the advertisement should consider the understanding of a particular society.

In addition, the study measured the influence of advertisement, manipulation of watchers' mind, and meeting of watchers' need on their purchasing behaviours. The respondents were asked to either agree or disagree on several statements and the findings are presented in Tables 4.11, 4.12, and 4.13.

Table 4. 9: Occurrences of ads changes customers' perception and their purchasing behaviour

Occurrences of ads change customers' perception and their purchasing behaviour	Frequency	Percent
Strongly Agree	52	44
Agree	47	40
Neutral	5	4
Disagree	8	7
Strongly Disagree	6	5
Total	118	100

Source: Field Data (2024)

The findings from Table 4.11 revealed that 44% of participants strongly agreed, while 40% agreed, 4% were neutral, 7 % disagreed, and 5% strongly disagreed with the statement that occurrences of ads change the customers' perception and their purchasing behaviour. The study concluded that most of visited customers (84%) agreed that occurrences of ads change customers' perception and their purchasing behaviour.

Table 4. 10: Television ads manipulate customers' perception and their purchasing behaviour

Television ads manipulate customers' perception and their purchasing behaviour	Frequency	Percent
Strongly Agree	34	29
Agree	70	59
Neutral	3	3
Disagree	7	6
Strongly Disagree	4	3
Total	118	100

Source: Field Data (2024)

The findings from Table 4.12 revealed that 29% of customers strongly agreed, while 59% agreed, 3% were neutral, 6% disagreed, and 3% strongly disagreed with the statement that Television ads manipulate customers' perception and their purchasing behaviour. The study established that most of visited customers 88% agreed that Television ads manipulate customers' perception and their purchasing behaviour.

Table 4. 11: Television ads ensure meeting customers' needs and expectations

Television ads ensure meeting customers' needs and expectations	Frequency	Percent
Strongly Agree	44	37
Agree	53	45
Neutral	3	3
Disagree	12	10
Strongly Disagree	6	5
Total	118	100

Source: Field Data (2024)

The findings from Table 4.1 indicated that 37% of participants strongly agreed, while 45% agreed, 3% were neutral, 10% disagreed, and 5% strongly disagreed with the statement that Television ads ensure meeting customers' needs and expectations. The study established that, most of visited customers 88% agreed that Television ads ensure meeting customers' needs and expectations.

The findings of the study were similar to Ekes (2023) who conducted a study on the impact of television advertisement on the consumer behaviour in Albania. The study found that television advertisement actually has impacted consumer s' perception towards the advertised products or services in the market. The more the product is advertised the more it changes perceptions and consequently behaviours of consumers. Televisions

have a tendency of manipulating watchers' minds and making the product or services seem to meet their needs and expectations.

CONCLUSIONS

The study reveals that most customers actively engage with television advertisements, finding them informative, entertaining, and effective in creating brand awareness. Familiarity with a brand or company, often established through television ads, significantly influences purchasing behavior, as consumers are more inclined to buy products from brands they recognize. Key factors such as knowledge, trust, company name and logo recognition, and emotional connections also play a role in shaping consumer behavior, all of which can be enhanced through effective television advertising.

Moreover, the findings indicate that television advertisements have a substantial impact on customers' buying behavior, as well-presented ads can alter awareness, perception, and interest in specific products. The frequency with which customers view an advertisement directly correlates with their likelihood of making a purchase decision. To maximize this influence, television owners and managers should focus on creating advertisements that both entertain and educate consumers, ultimately guiding their purchasing behavior. For instance, advertisements for products like Azam energy drink demonstrate how television can effectively capture customer interest and drive purchasing decisions, underscoring the medium's power in shaping consumer perceptions and behaviors.

RECOMMENDATIONS

Based on the findings of the study, the study recommends that TVs should be used in advertisements because still people believe and trust them. Advertisers should consider creativity when designing any advertisements. The television is among the media, which has big influence to audience due to its strength: it is flexible, universal, and it entertains. Therefore, the study recommends that advertisers should design TV adverts that are easy to be understood by customers. Television has more power to influence than other media such as radio and magazines. Advertisements displayed on television can be remembered easily because people see and hear the advertisement.

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