



Impact of Elements of Advertisement on the Consumer Buying Behaviour in Urban Areas: The Lessons from Coca-Cola Consumers in Dar-Es-Salaam Tanzania

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Abstract

Advertising a product through billboards, media communication and POS materials is expected to influence positively the Consumer buying behavior. The purpose of this paper is to examine the relationship between billboards advertisement, media communication advertisement and POS materials advertisement on one side and Consumer buying behavior on the other side and determine the impact of billboards advertisement, media communication advertisement and POS materials advertisement on Consumer buying behavior. For the dependent variable, consumer switching to Coca-Cola consumption is used as a measure of change in consumer buying behavior and the relation between billboards advertisement, media communication advertisement and POS materials advertisement to the consumer buying behavior is investigated for a sample of 200 Coca-Cola consumers in Dar-es-Salaam Tanzania, who had to tell the advertisement element that influenced them to start using Coca-Cola products, the data were collected in early 2014. This study employs Regression analysis to determine the impact of billboards advertisement, media communication advertisement and POS materials advertisement on consumer switching to Coca-Cola consumption, taking sales promotion, personal selling and publicity as control variables. The results indicate that there is a significant positive relationship between media communication advertisement and change in consumer buying behaviour. There is positive relationship between billboards advertisement and

change in consumer buying behaviour. There is also positive relationship between POS materials advertisement and change in consumer behaviour. The relationship between three control variables viz; sales promotion, Personal selling and Publicity and change in consumer buying behaviour indicate the expected positive relationship.

Keywords: Billboards advertisement, Media communication advertisement, POS materials advertisement, Consumer buying behaviour.

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