

Effect of Advertisement on Consumers' Buying Behaviour of Real Estates in Tanzania: Insight from the National Housing Corporation

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Abstract

The article examines the influence of advertisement elements—namely television, radio, print media and online advertisements—on consumers' buying behaviour of real estate products in Tanzania, using evidence of the National Housing Corporation (NHC). Informed by the positivist and deductive paradigms, as well as theoretical lens of the AIDA model, the study used structured questionnaires to gather quantitative data from 103 conveniently sampled NHC customers based in the Tanzania's sprawling city of Dar es Salaam. These were complemented by in-depth information from 3 key informants. Data were subjected to multiple regression analysis. The findings indicate that of all the four constructs, only two—television, and radio—advertisements were the major shakers as they emerged as significant predictors with 53% and 27% contribution to changing the consumers' buying behaviour, respectively. Print and online media, on the other hand, insignificantly contributed 13% and 7% to influencing consumers' buying behaviour respectively. These findings have implications for policy makers and real estate companies seeking to make the most from advertising of real estate products through the media.

Key terms: advertisement, consumers' buying behaviour and AIDA

Introduction

Consumer behaviour is related to how organisations, groups or individuals choose, buy and utilise ideas, experience, goods or services for their needs satisfaction (Thangasamy & Patikar, 2014). In fact, the behaviour that a customer exhibits is not the only focus of consumer behaviour. Tobergte and Curtis (2013) suggest that at the macro level, officers who deal with marketing place their emphasis on the demographic shift and practices, beliefs and values, which have effects on their interaction with customers in the market. On the other hand, at the micro level, the focus is on human behaviour and their associated reasons; communication inclusive. In this regard, how customers choose, buy, and utilise certain products or services can be influenced significantly by the way in which communication, largely through advertisement, is conducted (Haider & Shakib, 2017). Information needs and behaviour that customers tend to portray in their buying process differ depending on the product type, and the nature of the customer.

Purchasing products that are bought frequently, and costing less—such as sugar and coffee—do not require deep search for information compared to other products that are not frequently bought and are of higher costs, such as real estates. According to Tobergte and Curtis (2013), transactions involved in these latter

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products demand high involvement of customers, and require a serious decision-making process, which includes information search, alternatives evaluation, product purchasing, and final evaluation of the end results of using a product. On the other hand, consumer behaviour tends to be influenced by personal, psychological, cultural and social factors (Kotler et al., 2017).

Before a consumer makes a purchasing decision, there are mental information processing systems that function to form beliefs, attitudes, values and reaction to a particular product that motivate a consumer to buy a product. In businesses that experience changes in the environment, consumers may decide to trace, receive and process such information via different media, which include advertisements. Shabbir et al. (2012) argue that different ways and media may be applied to design and convey an advertisement in a bid to influence consumers through creating and raising awareness, changing beliefs and attitudes, and reinforcing positive values for them to make subsequent purchasing decisions.

Advertisement constitutes one of the four traditional promotion mix elements; namely advertising, personal selling, publicity, and sales promotion. In fact, it is one of the promotional strategies that act as main initiator of the product awareness-creation to awaken the senses, and alert the mind of a target market to decide on whether to buy that product/service or not. Overall, within the weapons for marketing, advertisement can yield long-term effects as an effective advert lingers long afterwards in the minds of individuals and, thus, its impacts tend to be broader (Fossen et al., 2021; Rosenbaum-Elliot, 2021; Elsaesser et al., 2021; Kumar & Raju, 2013).

Context of the Paper

Knowledge and information about consumers are critical in developing successful marketing strategies. After all, marketers ought to think about and analyse the relationship between consumer behaviour and their envisioned marketing strategy, which require sound knowledge and power to be on their finger-tips. Indeed, good knowledge of consumer behaviour bolsters advertising and the selling of a product or services in a successful way. Schiffman and Wisenblit (2015) and Tanrikulu (2021) delineate 'consumer behaviour' as the attitude that a consumer displays in the process of searching for, purchasing, using, evaluating and disposing of a product and service that s/he expects to satisfy his or her needs. Moreover, Ferreira et al. (2021) assert that, there are variations in consumer attitudes resulting from a continual change in a human's standard of living, technology, fashion and trends. In this regard, Solomon (2009) details, that these changes inevitably complicate the behaviour of customers, especially in real estate business because clients differ in income level, consumption patterns, attitudes, their disposal of products, beliefs and general mind-set. Yet, it is through these factors that one can understand the importance of having a firm grasp of consumer behaviour since effective marketing of real estate products mostly depend on them. Arguably, consumer behaviour serves as a tool for meeting marketers' sales objectives in real estate business.

When a business organisation, including real estate, fails to determine how customers will react to a service or product, it will incur financial losses, as it will not achieve its objectives due to failure to meet the needs and aspirations of the target customers (Kotler et al., 2017; Siegel, 2021). Besides, such an organisation may fail to meet its sales projections, resulting from the failure to communicate effectively its products and services to the targeted market. Dhaliwal (2016) argues that advertisement shapes the attitudes and perceptions of individuals and society, which strikingly influences customers' buying behaviour. In the view of Neupane (2019), any business can get on the road of success when it attracts and retains consumers with profit; and this goal is achieved when a company builds a strong consumer perception for its product or service. As such, advertisement is important in the market as the targeted customers get informed about the existence of a product or service, with the ultimate goal of influencing their perception and persuading them to purchase it (Kumar & Raju, 2013). The varied advertisement media used to influence customers include TV, print media, the Internet, and radio. These media outlets are used to communicate adverts of products and services with objectives of informing, persuading and reminding customers on the features and quality of products or service so as to induce their purchasing behaviour (Kotler et al., 2017).

Extant literature generally treats advertisement as a proper way of communicating an organisation's offerings to customers. However, there are inherent challenges in advertising. Jilibulima (2020), while citing Fatima and Lodhi (2015), reports that advertising challenges arise when it comes to the kind, nature and process appropriate for effectively marketing a particular product, the channel through which to communicate that message, and determining the end results of the chosen advertising alternatives.

A research on the effects of newspaper advertisement on the behaviour of customers in India by Bansal and Gupta (2014) indicate a positive relationship between the two. Moreover, Ghafoor et al. (2016) examined the impact of general advertisements on consumer purchasing behaviour and came up with similar results. Furthermore, Abideen and Saleem (2012) study on the effectiveness of advertisement in attracting customers to buy a product found significant and positive relationships between the two constructs. In contrast, Das and Datta (2021) reveal that of all the six major factors (location, price, design, public services, security, and luxury) that influence the buying of real estate products, only price, design and luxury factors appeared to be the most influential.

Though the significance of advertisement in understanding the behaviour of customers remains indisputable, literature on advertisement in developing countries such as Tanzania remains largely scanty. Previous studies in this area have reported much on movable products, and just a few have been on immovable assets such as real estates. Overall, previous researches, especially in relation to consumers' buying behaviour and real estate in developing countries have largely concentrated on the airline industry (Malemba, 2015); household products (Karinga, 2015); domestic wines (Ryoba & Dev, 2015), to mention some. Others

have ranked the Internet as the top most media in the persuasion of consumers towards buying products or services (Rasool et al., 2012). Yet, this assertion regarding the Internet is not absolute as other researchers have come up with competing explanations. Researchers such as Bansal and Gupta (2014) contend that the application of the print media in advertising is much more significant than other types of media. On the other hand, Arshad et al. (2014) underscore television advertisements as the most effective method of influencing consumers' buying behaviours. On the whole, these findings bring about inconclusive and contradictory findings; thus, necessitating the need for a deeper understanding of advertisements tools and their implications on consumers' buying behaviour.

Real Estate Environment in Tanzania

Tanzania has witnessed a soaring demand in the housing sector due to a rapidly growing population, currently estimated to stand at 54.5m people; and projected to double in the 2050s (Arvola et al., 2021; Izar & Mtwangi Limbumba, 2021). In fact, the annual housing demand stands at approximately 200,000 housing units, and there is a deficit of 3 million houses (Arvola et al., 2021). In response to the demand, the real estate sector in Tanzania has experienced a sensible growth in tandem with the annual economic growth rate of 7%. The growth in real estate is partly triggered by the establishment and improvement of companies, agencies and corporations engaged in the real estate construction, sale, and renting namely the public-owned National Housing Corporation (NHC), Watumishi Housing, and social security funds (LAPF, NSSF, GEPF, PSPF and PPF) to mention large ones. The housing supply and demand has also been boosted by easier access to mortgage, with the number of mortgage lenders in the market increasing from a paltry 3 in 2009, to 21 in 2015; and the average mortgage interest rate in Tanzania falling from 22% to 16% (Izar & Mtwangi Limbumba, 2021). The increased number of real estate suppliers in the market—both from the public and private sectors—means that companies need to develop and communicate their competitive advantages to customers. Sama (2019) reiterate that in a competitive market, it is important for advertising managers to grab consumers' attention through advertisements and sales promotion. Through effective use of advertising tools, real estate marketing can give a company an edge for it to be ahead of the pack and grab the attention of targeted customers. The study on which this article is based addressed the same issue regarding these tools and their role in influencing customer behaviour; an area that has not been well-researched, especially in relation to the real estate industry.

The article attempts to ascertain the roles of television, radio, print media and online advertising in influencing consumers' buying behaviour justified by the view that consumer expectations of information from various media—such as TV, radio, newspapers, magazines and the Internet—are entirely different (Sama, 2019). The article uses the NHC as a study platform. The NHC in Tanzania is under the Ministry of Lands, Housing and Settlements Development. According to the NHC Strategic Plan (2015), its core functions includes housing construction for sale, construction of buildings as part of approved schemes, and management of houses

for rent. The rest of the paper covers theoretical discussions, empirical support, methodology, findings, discussion, conclusion, policy implications, and recommendations.

AIDA Model and Advertisement

An advertisement constitutes forms of non-individual promotions and presentations of services, experience, ideas and goods or products initiated and facilitated by a known sponsor. Effective advertisement is likely to be facilitated by following the AIDA model. The AIDA model was developed by E. St. Elmo Lewis in 1898, and stands for **A**ttention/**A**wareness, **I**nterest, **D**esire, and **A**ction. It is an advertising effect model that identifies the stages that an individual goes through during the process of purchasing a product (Preston, 1982).

The original purpose of the AIDA model was to optimize sales calls and advertisement, specifically the interaction between a seller and a buyer pertaining to a product. Accordingly, a successful advertisement should always follow a specific logical pattern for it to attract a reader to look and start reading the product advertisement; then interest him/her enough to continue reading it; then convince him/her so that when s/he has read the advert s/he will believe it, and subsequently act by searching for, and buying the product. Similarly, Hackley and Hackley (2021) advocates that the AIDA model aims to ensure that effective advertisements create awareness, stimulate interests and, finally, direct customers' desire to act by purchasing a particular product having been stimulated by a much more enlightening advertisement.

The act of purchasing has been referred to as consumer-buying behaviour (Khan et al., 2021; Song et al., 2021; Ofosu-Boateng, 2020; Sadikoglu, 2017) that entails buying action of products or services by households and individuals. Thangasamy and Patikar (2014) detail consumer-buying behaviour as a study of the ways through which an organisation, a group, or an individual gets involved in the selection, buying, and using of ideas, services, experience and/or goods for the satisfaction of their wants and needs. Aided by AIDA model we propose in this paper that one way to enable target audience to positively get involved in buying particularly real estate purchase is through effective advertisement. This proposition is shared by In the Hadiyati's (2016) who opines that AIDA model envisages to attract potential customers' attention, to increase the customers' interest and desire to do the last act of fully engagement through purchasing a product or service.

An advertisement needs to be designed in a way that the target audience may access, interpret and gain the deep concept associated with it. This clarity of access makes it easy for potential customers to pass through the four stages of the AIDA model and, thus, contribute to the attainment of the intended goal for which the intervention of advertising is solicited in the first place. The AIDA model suggests that managers responsible for the preparation of advertisements have to ensure that an advertisement carries reliable, believable and memorable messages that steer a customer towards the final purchasing decision (Flores, 2012). The AIDA

model is helpful in advertising and marketing in general by helping respective managers in developing communication strategies that engender effective sending of message.

The four attributes applied in the AIDA model can be described thus. The first letter 'A' (*awareness* or *attention*) refers to the ability of the advert to grab the attention of a customer. In this regard, managers in real estate firms are expected to develop a message that communicates and stimulates this intent to customers: be it on television, radio, print media, or online media. The second letter 'I' (*interest*) demands managers to create an advert capable of stirring and raising the interests of customers by communicating the salient features, benefits, advantages and other attributes of the products. The third letter 'D' (*desire*) refers to the strong want among consumers that emerges when they perceive that a service or product advertised will satisfy their wants and needs as a result of the communication made. In this regard, managers in real estates have to send messages that communicate the uniqueness of the benefits, brand image and features attached to the products or services that differentiate them from those of their competitors. It is this 'interest' of customers that generates a desire for them to satisfy their needs by purchasing the advertised products or services.

The fourth and last letter 'A' (*action*) refers to the ultimate outcome of the communication facilitated by the advert. After attention, interest and desire have been created, what follows is the decision of consumers to act by purchasing the particular product or service. In this case, the actions included in the realm of real estate involve the decision by a potential buyer to purchase land or a house. However, the decision to purchase a product is highly associated with the amount of disposable income. In a study by Das and Datta (2021), it was established that present price of real estate was one of the major factors that influences customers to invest in real estate.

The AIDA model was relevant in this study as it links advertisement and the consumer behaviour in enhancing sales in real estate business. Specifically, it illustrates how the advertisement media—such as TV, radio, print media and online media—can be used to create awareness, generate interest, and stimulate target customers to make a purchasing decision in favour of the advertised product or service.

Empirical Literature Review

A study by Abideen and Saleem (2012) looked at the effect of effective advertisement on consumer-purchasing behaviour in Pakistan. A total of 200 respondents were randomly selected from among telecommunication firms in the three cities of Lahore, Islamabad, and Rawalpindi. It was found that customers buy a product to which they were highly attached emotionally, and that stuck in their minds. It identified advertising as the main source of customer attachment to the product. However, the study was conducted in a telecommunication industry, which differs from the real estate industry.

A study by Malik et al. (2014) in Pakistan examined the impact of advertisements and perception of a customer on the consumer purchasing process. Random sampling technique was used in selecting 150 respondents. The study confirmed a positive and significant relationship between advertisements and consumer purchasing behaviour. The study detailed that the quality of advertisement and positive perception by customers play significant roles in influencing consumers' purchasing behaviour. Further, Arshad et al. (2014) in Pakistan assessed the effects of effective advertisement on consumers' buying behaviour. Through regression and correlation analyses it was revealed that the most persuasive ways for customers to buy a product is advertisement. Nevertheless, the study failed to address ways through which consumers' purchasing behaviour may be influenced by adverts.

Likewise, Shabbir et al. (2012) conducted a quantitative study on the relationship between effective advertisement and consumers' purchasing behaviour in Pakistan. Some 200 respondents were selected using a probability sampling. The findings showed a positive and significant relationship between advertisement (TV, the internet and radio) and consumer buying behaviour. Rasoolet al. (2012), on the other hand, assessed the relationship between advertisement modes and consumers' purchasing behaviour in Lahore city, Pakistan. Random sampling was employed to draw 80 respondents; and a descriptive, z-test and chi-square tests were used in data analysis. The results showed that the Internet (or electronic media) was perceived to be a proper method for fast awareness-creation.

Additionally, Bansal and Gupta (2014) analysed the effects of advertisements through newspapers on the consumers' purchasing behaviours in India. A total of 1,017 respondents were randomly selected from various newspaper consumers, employing the Resnik and Stern criteria techniques. The results indicated that newspaper advertisements are mostly for information provision and, therefore, significantly affect buyer's decision-making, particularly for durable and high-end electronic products. Similarly, Ghafoor et al (2016) conducted study on the impacts of advertisements on the consumers' purchasing behaviours. A sample of 250 respondents was randomly selected from the six cities in Punjab, in India. Regression and correlation analyses revealed that advertisements had a positive influence on consumer choices of alternatives.

Also, in a study by Sama (2019) in the state of Gujarat in India, it was revealed that magazines and newspapers were the effective media in influencing purchase and post-purchase behaviours of consumers; while the TV, radio, and the Internet had insignificant influence on the same. Still in India, Neupane (2019) conducted a study to ascertain whether demographic background (i.e., Age, gender, education and occupation) of ultimate consumer had a varying effect on the media preference due to advertisements. The results indicated TV advertisements to be more popular as compared to the radio, print and other media regardless of the demographic contexts of the respondents.

A study in the UK by Hajli (2014), through multiple regressions, on the roles of social media (the Internet) in influencing consumers' buying behaviour, found that a consumer is highly influenced by the Internet kind of adverts; and this was perceived to have a high influence over social groups and peers. The use of online communication signals the ways through which products from real estates in Tanzania can be communicated to potential consumers.

In an African-based study in Nigeria, Chukwu et al. (2019) found that a significant and positive relationship exist between all independent variables of emotional response, environmental response towards brand, brand awareness and sensory-stimulated advertising, and the dependent variable of consumers' buying behaviour. Moreover, a study by Mwiti (2020) in Nairobi found that there exists a significant relationship between social media reach and consumers' buying behaviour ($r(0.663)$; p -value < 0.01); social media frequency and consumers' buying behaviour, ($r(0.502)$, p -value < 0.01); and social media tools on consumers' buying behaviour ($r(0.521)$, p -value < 0.01).

A Tanzania-based study by Mwakasege (2015) revealed that advertising plays a very significant role in influencing consumers' buying behaviour by attracting their attention, arousing their interest, and creating desire to purchase the Forever Living products. According to Kapre (2020), Forever Living uses event, word of mouth, magazine, Facebook, DVD, trade fair, T Shirt and Website advertising in providing customers with information about product benefits, price, quality, ingredients (materials of which the product is made of), quality, product quantity, product testimonial, product packaging, product name, and product colour.

A related study by Kibona (2015) examined the impact of advertising on consumers' buying behaviour in Dar es Salaam, Tanzania, using the case of Coca-Cola Kwanza Company. The study involved 200 respondents. Through regression analysis the study found that there was a positive and significant relationship between advertisement and consumers' purchasing behaviour. However, these study findings were based on a soft-drink company and a consumable product, hence incomparable to the real estate products and nature of clientele as well as marketing strategies which entails much more complex buying behaviour and higher degree of involvement than habitual soft drink purchase.

On the whole, previous research offers a positive direction regarding the influence of advertising on consumers' buying behaviour. However, most of the studies have been conducted outside Tanzania. Moreover, these studies, including the few based on Tanzania; do not offer insight regarding how each of the elements of advertising would have greatest impact on envisaged outcome. This is despite different potentials offered by each media on organization performance especially so in the real estate. Corollary to this, a need to have effective advertisement budget decisions in line with different media has been anchored in several studies. According to McMeekin (1988) optimum advertisement budget can be optimized by allocating advertisement budget to different media since each has its unique potentials.

Conceptual Framework

Advertisement may be designed in different media. In this article four Advertisement media namely televisions, radio, print and online advertisement explained thereafter are used as predictor variables as they influence consumer buying behaviour of Real Estate. These are presented beneath in the depicted conceptual framework in figure 1.

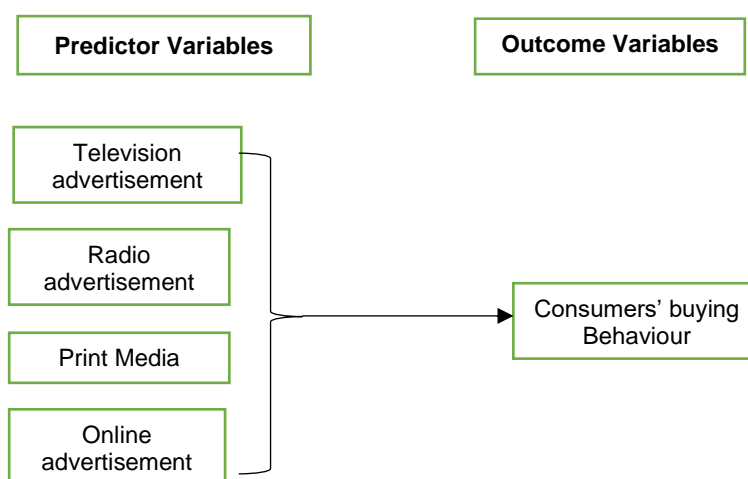


Figure 1: Conceptual Framework

Source: Constructed from the literature (2020)

From the above framework, *Television advertisement* is the form of advertisement which is perceived to have more impacts on the sensational aspects of the audiences because both eyes and ears get involved in the communication of the intended message (Arshul et al., 2014). This aspect makes it easy to make the audience (real estate clients inclusive) aware of the nature of the products by using a direct visual impression. It was therefore hypothesized that:

The higher the television advertising budget the more positive is the consumer behaviour

On the other hand, *Radio advertisement* is perhaps the commonly used form of advertisement media employed by most of the companies in Tanzania to communicate their products to the customers. In order to reach a multiple audience, this method is credited for being highly flexible, timely and affordable to most of the people in the country. It is also helpful when it comes to areas of which other forms of media cannot reach easily such as Television, Internet and newspapers like in villages and is less expensive (Stone, 1982). It was therefore hypothesized that:

The higher the Radio advertising budget the more positive is the consumer behaviour

Furthermore, *Print media* is yet another method of advertisement. This kind of advertisement is done through the use of media such as journals, magazine and newspapers. According to McQuail (2005), the print media are the sources of current events and phenomenon, news and opinion of which the product may be part of. The companies (real estate clients inclusive) choose this kind of advertisement for it is simple and the cost is reasonable compared to other forms like internet, television and radio. The Tanzanian newspapers publications are mostly on daily basis and therefore when communicated the same message can appear in more than one newspaper and easily remind the reader. The newspaper face a challenge that it is difficult to design attractive messages and pictures in as it is in television and internets. It was therefore hypothesized that:

The higher the print media advertising budget the more positive is the consumer behaviour

Finally, *online advertisement* media popularity has been highly attributed to the technological advancement. In today's business it is perhaps the less expensive form of advertisement. Different videos, words, pictures and ideas on the new product can be communicated via Internet. One of the major advantages of this method is that the response, attitude and reaction of readers may be gained at a point of time for action by management (real estate clients inclusive). This is also a widely accepted method today for it is flexible in communicating the message and any changes can be made for improvement. Prior authors argue that the application of online advertisement for promotions is growing rapidly given its advantages in attracting well-educated communities to use their internet-based applications to buy their products as opposed to physical shopping (Lim et al., 2021; Qalati et al., 2021; Maliket al., 2013). It is therefore hypothesized that:

The higher the online advertising budget the more positive is the consumer behaviour

Methodology

This paper is based on primary data obtained by a survey carried out from conveniently sampled 103 NHC customers in Dar es Salaam, which is the main business city in Tanzania. The survey was premised on the positivist and deductive paradigms to cushion the use of quantitative and qualitative data analysis. It deployed structured questionnaires to gather quantitative data from NHC customers (NHC, 2017). According to Rajasekar et al. (2006), for the generalisation of the findings, a large sample needs to be of not less than 30 participants, especially for a deductive approach. The biggest NHC projects during the study period, namely Victoria Place in Victoria area, Mwongozo in Kigamboni district, and Shekilango projects were employed to gather data from the customers associated with these projects. In addition, purposive sampling was used to select 5 key informants to gather in-depth qualitative information through interviews (Creswell, 2013; Mondal & Das, 2021; Utari, 2021). Multiple regression analysis with the aid of the SPSS, version 22 was used to ascertain the most influencing advertising media on the consumer buying behaviour of the real estate.

According to Kombo and Tromp (2006), data analysis is the process through which the researcher examines the collected data and makes deduction and inference from the named data. In this study, data were analysed through descriptive statistics, reliability analysis and Regression analysis with the aid of SPSS version 22. In this case, the tables were used in presentation of descriptive findings and the regression summary was analysed by taking the four independent variables in relation to one dependent variable. Kothari (2004) states that multiple regression analysis is significant in showing the relationship between more variables (independent) and dependent variable

Before actual data analyses, the data collected through structured questionnaire were subjected to reliability and validity test. In the former case, Cronbach's Alpha was employed as a technique to measure the reliability of data, and determine whether the instruments used met the criteria, hence robust enough to yield the necessary data (Graham et al., 2021; Tavakol & Dennick, 2011). As for validity, a pilot survey to 10 people was used to test the instrument and anomalies were corrected before the instrument was finally used for wide survey.

Analysis and Discussion

Regression analysis was conducted to check the significance of the mode, the percentage of variation in the dependent variable, which is explained by the independent variables; and the association between the four independent variables and the dependent variable.

Model Summary

The significance of the model was explained by using the regression model summary; and the ANOVA results are as shown in Tables 1 and 2.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861a	.741	.730	.22181

The regression results in Table 1 indicate that 74.1% of the variations in the consumers' buying behaviour are explained by the independent variables. This shows that the multiple regression model adopted in this study is significant. From the regression model, it is evident that the variation in the consumers' buying behaviour of real estate products is significantly explained by the independent variables applied in the study.

As Table 2 portrays, unemployment positively and significantly responded to insecurity from period 1 to the tenth period, and this was felt greatly in the 10th period. The implication is that unemployment positively responds to shocks from insecurity, and it is greatest amongst all variables. Thus, insecurity is a positive determinant of increases in unemployment in Nigeria.

Table 2: ANOVA Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.787	4	3.447	70.051	.000b
	Residual	4.822	98	.049		
Total		18.608	102			

Notes: a. Dependent variable: mean consumer behaviour

b. Predictors: (constant), mean online score, mean radio score, mean print media score, mean television score

Multiple Regression Coefficients

Multiple regressions were performed to determine the relationship between each predictor variable against the dependent variable; and ascertain the level of significance for each predictor variable. The results are as shown in Table 3.

Table 3: Multiple Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.041	.217		.191	.849
Mean Television Score	.534	.069	.603	7.784	.000
Mean Print Media Score	.129	.075	.125	1.723	.088
Mean Radio Score	.268	.034	.440	7.816	.000
Mean Online Score	.070	.040	.104	1.771	.080

Note: a = Dependent Variable: Mean Consumer Behaviour

The regression (prediction) equation of the regression model above is given by:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_n X_n + \epsilon,$$

Where

- Y = Dependent variable which is the consumers' buying behaviour (CBB).
- $X_1 - X_n$ = Independent variables (television advertisement (TA), radio advertisement (RA), print media (PM) and online advertisement (OA)),
- $\beta_1 - \beta_n$ = Coefficients of independent variables
- β_0 = Constant of the equation
- ϵ = Error term

Therefore, if $\epsilon=0$, then:

$$Y = \beta_0 + Tax_1 + PM_2X_2 + RAX_3 + OAX_4$$

Then, from Table 3 the regression equation is given by the following equation:

$$CBB = .041 + 0.534TA + 0.129PM + 0.268RA + 0.070OA$$

The general regression model obtained indicates a positive relationship between advertisements media and consumers' buying behaviour of real estate

products in Tanzania. This conclusion conforms to those reached by previous researchers (such as Djafarova & Bowes, 2021; Cao & Yan, 2021; Mbura & Kagoya, 2021; Ali, 2021; Ghafoor et al., 2016; Rasool et al., 2012; Shabbir et al., 2012) whose studies found a positive association between advertisement media and consumers' buying behaviour. However, in this paper, only TV and radio adverts were found to be significant predictors of consumer behaviour for real estate products in Tanzania.

Discussion of the Findings

As Table 3 illustrates, the findings indicate that television advertisement contributes about 53% to changing a consumer's buying behaviour of the real estate products in Tanzania. On the other hand, radio advertisement contributes about 27%, whereas print media advertisement and online advertisement contribute to about 13% and 7%, respectively, in changing the buying behaviour of real estate customers. Therefore, all the four variables are varying, but positively, related with consumers' buying behaviour.

However, the contribution of TV and radio advertisements were found to be significant. The p-value of both TV and radio advertisements is 0.000, which indicates that these variables are significant, hence good predictors of changes in consumers' buying behaviour of real estate products in Tanzania. On the other hand, the p-value of the print media advertisement and online advertisement were 0.088 and 0.08, respectively. These values were above the threshold of 0.05, which suggests that the two variables are not significant in predicting changes in the consumers' buying behaviour of real estate products in the country.

The regression coefficients indicate that TV advertisements have a significant impact on changing the buying behaviour of real estate customers; followed by radio advertisements. The findings of this study conform to those obtained by Rana (1995), who also found that the impact of TV advertisements to be the greatest amongst all the other media forms. Along the same line, one key informant of the current study said:

“Television adverts can influence real estate buying behaviour because they involves the vision of the products. In selling real estate, the product does not only comprise the house or apartment but also involves neighbourhood and surrounding environments, which can be vividly seen in the adverts.”

Another key informant pointed out:

“In Tanzania, TV advertisement has influenced real estate buying behaviour. This has been evident in the recent years. The comparison of boosted sales for NHC houses before and after TV advertisement serves as good evidence.”

The results also corroborate with those given by Arshad et al. (2014), and Sharma and Singh (2021), who all argue that TV advertising is more persuasive than other advertising avenues in convincing a customer to buy products.

With regard to the significance of radio advertisement, Anglada-Tort (2021) and Rosenbaum-Elliott (2021) point out that customers are attracted to buy as radio adverts have a much larger audience than other media. One key informant said:

“Radio adverts can influence the buying behaviour through the use of programmes of awareness-creation on real estate products because real estate products need a lot of time of explanation to convince a buyer.”

Summary of Findings

This paper examined the role of advertisement in influencing consumers’ buying behaviour of real estate products in Tanzania using the case of the National Housing Corporation. It has measured the role of advertisement using four advertisement media: TV, the radio, print, and online media. More specifically, it has examined the influence of TV, the radio, print media and online advertisement on the consumers’ buying behaviour of the real estate products. The regression analysis results indicate a positive relationship between four adverts media used in this study, and the consumers’ buying behaviour of real estate products. The findings imply that, as a Real Estate entity such as NHC advertises its products possibly through TV, the radio, print, and online media, it cultivates customer awareness and interest on the real estate products available then creatively arouses desire to go for the real estate products before finally acting by buying desired product. Nevertheless, the current article indicates that only two variables—namely TV and radio advertising – were found to be significant predictors of buying behaviour in the real estate sector in Tanzania.

Conclusion, Recommendations and Implications

Based on the study findings, TV and Radio advertisements are significant predictors of the consumers’ buying behaviour of real estate products in Tanzania. The remaining media—print media, and online advertisement—were found not to be significant despite having a positive association with consumers’ buying behaviour of real estate products. It can also be deduced that most of real estate customers in Tanzania still prefer traditional media of advertisement such as TV, the radio and print media. compared to the emerging media of online advertisement. This orientation may be attributable to the fact that the emerging online media is still new to some customers since not all have access to such media. Nevertheless, online media has started steadily gaining ground as many in Tanzania—particularly in the urban centres—are embracing such technology in line with the global spirit of the 21st century.

Theoretical and Practical Implications

The AIDA model aims to make sure that advertisements create awareness, stimulate interests and, finally, direct customers towards their desire to act by purchasing a particular product (Song et al., 2021). This study has demonstrated that advertisement has a positive relationship with consumers’ buying behaviour of real estate products in Tanzania. However, only TV and radio advertisements have registered a significant influence in changing the buying behaviour of real estate products.

According to Belch and Belch (2003), the rapid evolution of online marketing media is increasingly enticing more people into these kinds of internet-based advertising. In addition, most firms – both in the public and private sectors—are aware that the effective and efficient way of communication with target customers is related to achievement of their goals (Belch & Belch, 2003) through positively influencing consumer buying behaviour. However, this study found that it was TV and radio advertisement that trumped all the other media reviewed since they were found to be significant predictors of change in the buying behaviour among customers of real estate products. Thus, despite the rapid evolution of the online media that has swept through the globe, the real estate industry in Tanzania is advised—at least for the time being—to use TV and radio advertisement to communicate to its audience via advertising.

Recommendations

In view of the study findings, we recommend the following. First, real estate companies—such as the NHC—should consider using TV media in communicating their real estate products and services to their target audiences. Indeed, TV advertisement has much more impact in influencing consumers' buying behaviour than other media currently in use in Tanzania. If used appropriately, TV advertisement could be a reliable source of gaining a competitive advantage in the real estate market. Secondly, radio advertisement is also the other media that has a significant influence in changing the buying behaviour, especially for the widely scattered audience, as it is much more flexible, cheap, and easily accessible, currently even via electronic means. Therefore, real estate companies should underrate and snub radio advertisement; rather, they should design adverts that are easy to understand and remember among customers; and hence with a capacity to influence their buying behaviour.

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