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Domestic Tourists' Attitude towards Television Advertising in Tanzania

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Abstract:

The objective of this paper is to analyze domestic tourists' attitude towards television advertising. The specific objective is to analyze the influence of content on domestic tourists' attitude towards television advertising. The study area is the southern national parks (Mikumi, Udzungwa, Ruaha and Kitulo) of Tanzania. Quantitative data was collected using survey structured questionnaires handed out to a sample size of 420 domestic tourists. Descriptive, chi-square test and binary logistic regression were used for data analysis. Findings indicate that content significantly influences domestic tourists' attitude towards television advertising. Future research should explore the influence of credibility, irritation and interactivity on domestic tourists' attitude towards television advertising in Tanzania.

Keywords: attitude towards television advertising, domestic tourists, southern national parks, Tanzania

1. Introduction

Development in tourism include advertising of attractions by internal tools like brochures, guidebooks and television (Andereck, 2005; Nishimura, Waryszak and King, 2007; Spencer, 2013). Many countries around the world such as Bahamas, China, Singapore and USA use television and have established TV channels to advertise tourist attractions (Spencer, 2013). Tanzania National Parks (TANAPA) as the agency for conservation of protected areas under the Ministry of Natural Resources and Tourism (MNRT) of Tanzania uses TV channels such as Independent Television (ITV), Channel Ten and Tanzania Broadcasting Corporation (TBC) to advertise national parks to domestic tourists (ITV, 2013; Channel Ten, 2014; TBC, 2014; TANAPA, 2015). Not only is television being used by many countries but it is widely researched by various scholars (Ansari & Joloudar, 2011; Mariki, Hassan, Maganga, Modest & Salehi, 2011; Thomas, 2012; Reisch et al., 2013; Salehi & Farahbakhsh, 2014; Anurekha, 2015). Similarly, Shavitt, Lowery and Haefer (1998) were interested to research on whether the public in the USA have a positive or negative attitude towards advertising from different media including television. Mohammedi, Esmaeily and Salehi (2012) used the Attention, Interest, Desire, Action (AIDA) theory to study promotion tools. Beriain (2013) mentioned that content is an important factor for effective television advertising. Barake (2011) studied television as one of the media used for tourism awareness in Nigeria. In addition, other studies focused on sales, popularity and return on investment as factors that measure effectiveness of television advertising (Ortega & Rodriguez, 2007; Spencer, 2013). However very few studies have literature about television in Tanzania (Mariki et al., 2011; Adamson & King, 2013). The study by Beriain (2013) also indicated quality of message as an important variable than sales in measuring effectiveness of television advertising. This is a clear indication that information on television advertising in reference to quality of message, content and design have been done with little understanding of these variables in other countries including Tanzania that may influence domestic tourist's attitude towards television advertising. Hence this study aims to analyze domestic tourists' attitude towards television advertising in Tanzania. The specific objective of this study is to analyze the influence of content on domestic tourist's attitude towards television advertising.

2. Literature Review

2.1. Theoretical Review

There are several theories and models available in advertising which provide key concepts for theoretical purposes of research. Most of the different explanatory models have their own system of measuring advertising which responds in a different way to understand how it affects individuals (Beriain, 2013). In Beriain (2013), the historical development of theories and subsequent models in marketing research for measuring advertising is in phases. In phase one, the measurement model based on the concept of sales (Beriain, 2013). Sale was the variable for measuring advertising but received criticism for lack of incorporating long term effects of advertising on sales (Beriain, 2013). In phase two, the measurements of advertising based on recall, recognition and persuasion where recognition was measured in terms of seeing and reading a print advert. Recall, recognition and persuasion became new advertising variables (Beriain, 2013). In analyzing advertising persuasion in television commercials based measurement on quality of message in terms of content and presentation (Beriain, 2013). In the 1960s models such as AIDA which stands for Awareness, Interest, Desire and Action was used for studying intermediate variables in hierarchy effects, persuasion or attitude change in advertising (Beriain, 2013). The third phase in 1970s saw the introduction of Advanced Tracking Program (ATP) to provide continuous analysis of advertising

campaigns in terms of recall and recognition (Beraiin, 2013). There are other subsequent phases till the final sixth phase. The sixth phase used the neuro marketing to understand the effect on the human brain in relation to advertising (Beraiin, 2013). This study borrows the AIDA theory to analyze domestic tourists' attitude towards television advertising.

2.1.1. Theoretical Framework and Hypothesis Development

America Marketing Association (AMA) defines AIDA as an approach on how advertising works with the assumption that consumers pass the influence process of Attention, Interest, Desire and Action in message. AIDA stands for Awareness/Attention, Interest, Desire and Action which is a theory developed by Lewis in 1898 (Li & Yu, 2013). Wijaya (2012) mentioned of further development of AIDA in the 1900s for advertising purposes as well as the usage of AIDA by many researchers. Further use of the AIDA theory added critique and ushered in new developments such as the satisfaction concept hence the creation of AIDAS theory in 1911 (Kai, Moretta & Fierro, 2014). Wijaya (2012) again mentioned that due to new technologies in information, the AIDA is challenged since marketing shifts from product orientation to consumer/people orientation. This introduced new concepts to the hierarchy of effects in the AIDA model and developed the AISDALS Love which stands for Attention, Interest, Search, Desire, Action, Like/dislike, Share and Love/hate (Wijaya, 2012). Figure 1 shows the AIDA model with hierarchy of effects namely Attention, Interest, Desire and Action. Ekberg (2010) explains briefly the stages of AIDA. The attention stage is concerned with gaining attention of the customer (Ekberg, 2010). The interest stage is the advertising capacity to create customer's interest towards the product (Ekberg, 2010). The desire stage is the ability to motivate the customer to feel positive about the product and action is the stage when the customer buys the product (Ekberg, 2010). The advantages of AIDA theory are that it is known, easy to describe and better for marketing communication processes while one of the pros is that not all the four stages are equally important for advertising purposes (Ekberg, 2010). Mohammedi et al. (2012) used the AIDA model to research the sports industry. Beraiin (2013) mentioned that in the 1960s AIDA theory emerged for purposes of studying intermediate variables in hierarchy effects, persuasion or attitude change in advertising. Its applicability was criticized on the basis that purchase does not happen immediately and that it is a memory effect which occurs as a later attitude after watching the advertising (Beraiin, 2013).

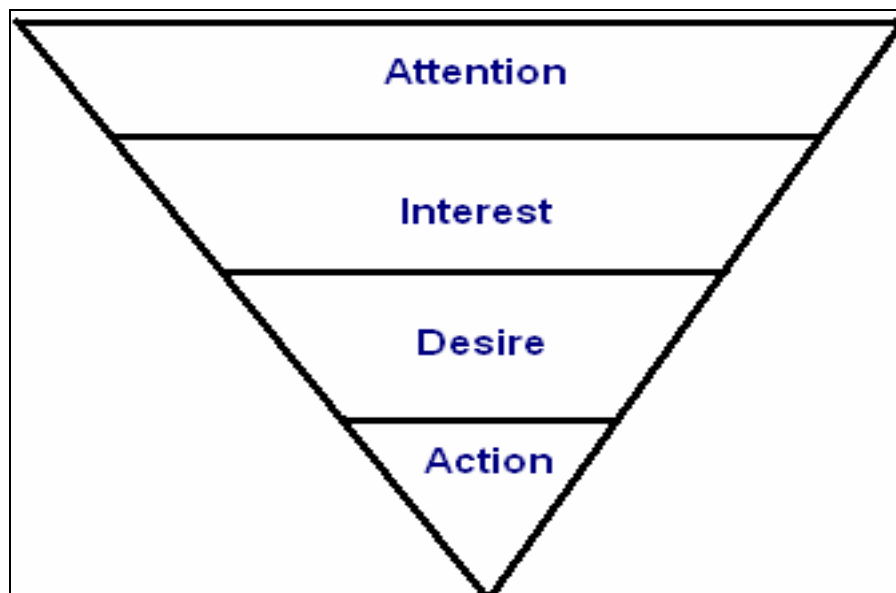


Figure 1: The AIDA model
Source: Li & Yu (2013, p. 48)

Another criticism mentioned the AIDA theory is weak in that not all the stages (attention, interest, desire and action) have equal importance in advertising (Ekberg, 2010). With this view, this study will focus on only one stage of AIDA which is the attention stage where content is used for advertising. The attention level in this study is the content on television advertising programs aimed at domestic tourists to visit national parks. In Shavitt et al. (1998) advertising content was measured using its usefulness. The usefulness of advertising content consisted of statements which asked respondents if the advertising is informative, how often they use information on advertising to make purchase decisions, how confident and comfortable they are in using information on advertising. Therefore, in reference to the applicability of the AIDA theory in the context of Tanzania, this study argues that content influences domestic tourists' attitude towards television advertising.

- H_1 : Content significantly influences domestic tourists' attitude towards television advertising.

2.1.1.1. Empirical Literature Review

A recent study on attitude toward television advertising researched factors such as trust building, religious, transparency and announcing superior marks using the descriptive – correlation method (Tehrani, Tehrani & Moghadam, 2014). However, the study did not research on content. Spencer (2013) surveyed tourists in Black Hills of South Dakota in the USA using a survey method approach.

Data analyzed using dependent variables T- tests for the metric scale, chi-square for nominal scale and Mann- Whitney tests analysis to address the problem of imbalance from group size. The awareness level showed that 10.4% of respondents heard of TV channel, 5.3% watched TV channel, 2% were influenced a great deal to visit attractions and the estimate advertising return on investment was \$9.20 and \$ 14.00. Furthermore, the study is limited to variables of sales, return on investment and characteristics of viewers to study television advertising. Shavitt et al. (1998) included the content variable and used Weighted Data Analysis to study public attitude toward advertising and found that Americans enjoy advertising contrary to previous research. Barake (2011) used descriptive and chi square test analysis and found that awareness creation for tourism in Nigeria was effective with TV and Radio. Hossain and Ahmed (2012) studied television advertisement of Bangladesh focusing on viewer's attitude and behavior where chi-square test was used for analysis. The study indicated that 71.74% of the respondents found product information on television advertising is not satisfactory. Salehi and Farahnakhsh (2014) mentioned about brochures, handbooks, television, newspapers and internet advertising but did not specify which tool is the most popular with domestic tourists. However, these results may not apply in Tanzania which is in a different setting geographically, culturally and also a less developed country. Furthermore, there is even very few literatures on television advertising on domestic tourism in Tanzania. Mariki et al. (2011) deployed content analysis and functional analysis with results showing that 67% of domestic tourists who visited the northern protected areas of Tanzania used only 15% (TV and Radio) as the source of information on national parks. One of the challenges in research is limited literature (Mkwizu, 2015).

2.1.1.1.1. Conceptual Framework

The conceptual framework for this study is developed from theoretical and empirical literature review. From the theoretical perspective, this study is guided by AIDA theory which has the attention hierarchy where content is used for advertising. The content variable draws from empirical literature by Shavitt et al. (1998) and Beriain (2013). Figure 2 shows content as the independent variable and domestic tourists' attitude towards television advertising as the dependent variable.

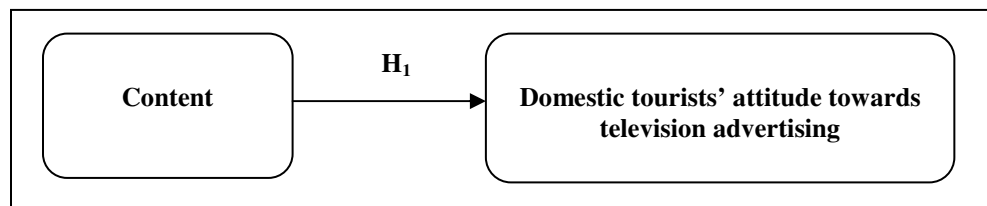


Figure 2: Conceptual Model
Source: Author (2016)

- H_1 : Content significantly influences domestic tourists' attitude towards television advertising.

3. Methodology

This study used a quantitative approach for purposes of testing H_1 which argues that content significantly influences domestic tourists' attitude towards television advertising. The unit of analysis for this study is domestic tourists. There are 16 national parks in Tanzania (MNRT, 2012; TANAPA, 2015) however this study selected southern national parks as the study area due to their tourism potential. Another reason for choosing southern national parks is because the largest park (Ruaha National Park) is located in southern Tanzania (TANAPA, 2015). The selected national parks are Mikumi, Udzungwa, Ruaha and Kitulo. This study adopted and customized content items from Shavitt et al. (1998) and the statements were used to measure the content as the independent variable. The measurement scale for the content items is 5-point Likert scale with strongly disagree (1) to strongly agree (5). This study also adopted the item from Spencer (2013) for the statement "watched TV channels" to measure domestic tourists' attitude towards television advertising as the dependent variable. The domestic tourists who visited the southern national parks were asked to answer the question if they watched TV channels showing national parks. The question used a categorical scale of multiple dichotomous for the selected three TV channels (ITV, Channel Ten and TBC 1) which shows national parks.

The measurement instrument deployed for this study is survey structured questionnaires for quantitative data collection. The questionnaires were distributed to 420 domestic tourists during the months of December 2014 and January 2015. The response rate was 95% since there were 400 fully completed questionnaires subjected to descriptive and inference statistical analysis. The analysis tools used in this study are descriptive, chi-square test and binary logistic regression analyses. The software that assisted the analysis was SPSS version 20. Descriptive analysis assisted to describe characteristics of domestic tourists and opinion ratings of the content statements. In this study Chi-square test ensured measurements predictability and validity of post data collection.

Binary logistic regression analysis was used to test H_1 by creating a dichotomous of (1) for domestic tourists who watched TV channels showing national parks (0) for domestic tourists who had not watched TV channels showing national parks.

- The Binary logistic model is $\log it(\pi) = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \dots + \beta_p x_p$ Where $\log it(\pi) = \log\left(\frac{\pi}{1 - \pi}\right)$

In Binary Regression Model, the logit π means the probability that an event will occur. Additionally, it is the odds ratio of the event happening to the probability of the event not happening (Field, 2009; Karl, 2014). In this study it is the influence of content on domestic tourists who have watched TV channels and those who have not watched TV channels. The regression coefficients

$\beta_0, \beta_1, \dots, \beta_p$ where β_0 is the constant meaning there is no association with the predictor variable. The $\beta_1, \beta_2, \dots, \beta_p$ means there is an association with the predictor variable (Field, 2009). In the Binary Regression model the x_1, x_2, \dots, x_p means the predictor variables. In this study the predictor variable is content. The dependent variable is domestic tourists' attitude towards television advertising under the two categorical of watched TV channels =1 and not watched TV channels =0 for the large sample $n=400$ indicate a skewness (-3.172) and kurtosis (8.103) as per Table 1. Hae (2013) stated that a kurtosis value of above 7 for samples larger than 300 ($n>300$) is considered as high and leptokurtic therefore the distribution is not normal. The skewness and kurtosis results compliment the binary logistic regression which assumes that a dependent variable does not necessarily have to show a normal distribution (Field, 2009).

Skewness	-3.172
Std. Error of Skewness	.122
Kurtosis	8.103
Std. Error of Kurtosis	.243

Table 1: Skewness and Kurtosis for dependent variable
Source: Author (2016)

Table 2 shows the operationalization and measurement of independent and dependent variables for this study.

Variable	Measurements	Source	Instrument/type of measurement
Content	Usefulness	(Shavitt et al., 1998)	Survey structured questionnaire. 5-point Likert scale
Domestic tourists' attitude towards television advertising	Watched TV channels	(Spencer, 2013)	Survey structured questionnaire. Categorical scale

Table 2: Operationalization and Measurement of variables
Source: Author (2016)

4. Findings

The sampled size as per Table 3 shows that majority of domestic tourists are aged between 26 and 35 and are males. The characteristics of the study sample also revealed that most of the domestic tourists earn income and have a secondary level education.

Variable	Frequencies (n)	Percentage (%)	
Age :	<18	86	21.5
	18-25	124	31
	26-35	131	32.8
	36-45	33	8.3
	46-55	24	6
	56-65	-	-
	65-100	2	0.5
Gender:	Male	256	64
	Female	144	36
Income:	No Income	171	42.8
	< 300,000 TZS	101	25.3
	>300,000 TZS	128	32
Highest Education:	Primary	21	5.3
	Secondary	173	43.3
	College	91	22.8
	University	115	28.8

Table 3: Summary of characteristics of the study sample
Source: Author (2016)

Further descriptive analysis of the sampled size is as per Table 4. The characteristics results indicate that majority of domestic tourists use television as a source of information on national parks compare to friends, social media, magazines, exhibition and radio. This implies that domestic tourists who visited southern national parks prefer television (44.5%) as a source of information on national

parcs. This result differs from the study by Mariki et al. (2011) which had less than sixteen percent for TV as a source of information on national parks for domestic tourists who visited northern protected areas.

Variable	Frequencies (n)	Percentage (%)
Radio : Not Radio	345	86.3%
Radio	55	13.7%
Total	400	100
Exhibition: Not Exhibition	355	88.8%
Exhibition	45	11.2%
Total	400	100%
Magazine: Not Magazine	332	83%
Magazine	68	17%
Total	400	100%
Friends: Not Friends	272	68%
Friends	68	32%
Total	400	100%
Social Media: Not Social Media	315	78.8%
Social Media	85	21.2%
Total	400	100%
Television: Not Television	222	55.5%
Television	178	44.5%
Total	400	100%

Table 4: Domestic tourists: Source of information on national parks
Source: Author (2016)

Domestic tourists who had watched TV channels showing national parks were 92.2% compared to only 7.8% who did not watch TV channels showing national parks. This finding is different from studies by Ortega and Rodriquez which had 81.7% and Spencer (2013) which had 5.3% for the respondents who watched TV channels. The descriptive analysis results for content statements are shown on Table 5. The findings show that most domestic tourists agree that TV advertising is informative and contribute in their decision to visit national parks. Further results show that high percentage of domestic tourists are confident to use information on TV advertising to visit national parks and are also comfortable to use address or phone numbers to solicit information about national parks. This implies that in general domestic tourists find content useful. These results are different from Hossain and Ahmed (2012) where 71.74% of the respondents found product information not satisfactory.

Usefulness of television advertising content	Agree (%)
Television advertising is informative	78%
Television advertising made me decide to visit national parks	72.6%
You are confident in using information on television advertising to visit national parks	74.3%
You are comfortable to use address or phone number seen in a television advertising for further information about national parks	71.3%

Table 5: Descriptive findings of content statements
Source: Author (2016)

The chi-square test for the content statements revealed significant p-value 0.019 hence was tested using binary logistic regression analysis. The results of binary logistic regression as per Table 6 shows Wald statistics is 4.632 meaning content has contribution in explaining the influence of content on domestic tourists' attitude towards television advertising in Tanzania. The coefficient value - 0.540 reveals a negative impact of content on domestic tourists' attitude towards television advertising but the impact is significant at 10% ($p=0.031$). The odds ratio $\text{Exp}(B)$ of 0.6 indicate that domestic tourists who watched TV channels showing national parks are 0.6 times more likely to be influenced by content compared to those who had not watched TV channels. The hypothesis is accepted since there is a significant influence of content on domestic tourists who watched TV channels showing national parks. Hence hypothesis supports the AIDA theory for attention hierarchy since domestic tourists find TV advertising content useful and significantly influenced their attitude towards television advertising where majority of them watched TV channels showing national parks. The significant result from this study is similar to the findings by Shavitt et al. (1998) which revealed positive attitude towards advertising. On the other hand, the result from this study is different from Hossain and Ahmed (2012) which showed that respondents viewed the product information as highly unsatisfactory.

		B	Wald	Sig.	Exp(B)
	Content	-.540	4.632	.031	.583

Table 6: Binary Logistic Regression results for H_1
Source: Author (2016)

5. Conclusion

This study aimed at analyzing domestic tourists' attitude towards television advertising with a specific objective of analyzing the influence of content on domestic tourists' attitude towards television advertising. Findings indicate that content has a significant influence on domestic tourists' attitude towards television advertising. This result has a policy implication to assist promotion improvements related to TV advertising on domestic tourism particularly the usefulness of content. Future research should explore the influence of credibility, irritation and interactivity on domestic tourists' attitude towards television advertising in Tanzania.

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