

# Effect of Advertising Media on Sales Performance of Cable TV Network Firms in Mwanza City, Tanzania

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**Abstract**— *The study aimed to investigate the impacts of advertising media on sales performance of firms in Cable TV network sector in Mwanza city, Tanzania. Specifically, this study concentrated in determining how digital marketing affects sales performance, determining effect of TV/Radio on sales performance of firms, assessing effect of outdoor (out of home) on sales performance.. This study employed quantitative methodology. The targeted population of the study was about 414 network managers from the six Cable TV network service providers and A sample of 83 network managers, selected from a population of 414 Cable TV network firms and were selected using simple random sampling technique. Questionnaire and documentary review are used to collect data. The study employed descriptive statistics and inferential statistics. The results revealed that all the advertising media namely digital marketing, TV/Radio and outdoor had a significantly positive effect on sales performance of Cable Network firms. The study further found that mobile marketing had the highest effect of firms' ales performance followed by outdoor adverting, then social media marketing and lastly TV/Radio. The study lastly recommends that management should create readiness of the company in terms of ensuring products and organization area, and establish a great team. The study also recommended that Cable TV firms should use more of modern advertising especially mobile marketing and social media marketing as they can be accessed by customer 24/7/365 and will reach more people. The marketing/Advertising department should develop marketing plan for advertising to assist measuring effectiveness of each advertising media and hence this can help in developing effective marketing activities.*

**Keywords**— *Advertising, Media, Sells performance, Cable TV, and Network. Firms.*

## I. INTRODUCTION

In today's intensive and dynamic business environment, it has become imperative for organizations to use advertising media that gives an advantage in the market. Media in the advertising industry is like a product to marketing meaning that without awareness of the product in the market exchanges cannot take place. Advertising focuses on making the available message, creates intention and gives reasons why to accept a particular marketer's offering. As a firm communicates with both current and potential buyers, advertising has become a very important role in the recent market arena (Mantha et al., n.d.).

In recent times, the concept of advertising has received the attention of both manufacturers, retail organizations and those in the service industry all over the globe. Advertising has developed significantly in recent years in the global and domestic digital television networks industries, as well as in the virtual electronic environment, because businesses believe advertising plays a vital part in customer purchasing or patronage decision-making.

Advertising in different media is applied by many businesses oriented and non-business oriented organizations across the globe. Depending on the goal, cost, nature of customer and their geographical location,

most organizations in developing countries tend to use digital marketing as their main media while in developing countries where the use of technology is still low, visual and audio advertising media are frequently used (Koslow et al., 2006). In view of this, Etim & Inameti (2017) contend that advertising is used to generate a consistent awareness of goods and services in the minds of potential customers, to remind existing customers of the goods and services available for patronage, and to persuade customers to acquire goods and services. According to Kotler (2000), advertising is a weapon that forces businesses, whether for profit or not, to send persuasive messages to specified markets, despite the fact that it comprises no personal forms of dialogue done through paid and non-paid channels.

## II. LITERATURE REVIEW

According to Etim & Inameti (2017), advertising comprises a process of, among others, communication, marketing, social and economic, public relations/information and persuasion. It can also be defined as a paid non-personal communication done via various media by individuals, firms, and non-profit organizations, hoping to inform or persuade a particular audience (Ayanwale et al., 2005; Dunn & Barban, 1987). Further, advertising is used as a tool to establish basic awareness of services or products in the minds of potential customers to build knowledge about it (Rahmi & Amerkhail, 2020). Brassington & Pettitt (2000) suggests that advertising is any form of non-personal communication that is paid to promote and present a product, service or idea which is targeted to specific audiences and transmitted via various media. Advertising is distinct from other promotional methods in that it is impersonal and communicates with a big number of individuals through paid media outlets. Kotler & Caslione (2009) states that advertising is one of the four main

techniques that businesses use to communicate persuasively with target buyers and the general public. It is made up of non-personal types of communication that are carried out through paid media and are clearly sponsored.

Advertising expenses account for 34% of a product's overall cost. This is significant since advertisers strive for high top-of-mind recall through commercials (M. Singh, 2012). Thus, advertisements are key components of any marketing plan, particularly in business-to-consumer situations. Kotler et al. (2009) noted that the consumer goes through several stages before final purchases are made. Niazi et al. (2012), found that consumers buy brands with which they have an emotional connection, according to research. This study presents fresh findings in the subject of consumer purchasing behavior.

## III. MATERIALS AND METHODS

This chapter covers the research design and methodology of this study. It discusses the target population, sampling and sample size determination, tools for collection and analysis of the collected data. It further explains how valid and reliable data were achieved and ethical considerations. These methodology tools were used to solve the research problem: investigate the effect of advertising media on the sales performance of the Cable TV program sector based on the opinions and experience of the company's sales and marketing department employees. Various advertising media targeting customers for Cable TV network services. According to Mwanza Business Review (2020), there are about 414 network managers from the six Cable TV network service providers. Preferences and skills, the geographical distribution of the target population, and the nature of the research challenge all influence the decision.

Table 3.1 Population and corresponding sample sizes

| Population Category                     | Population Size | Ratio | Sample Size |
|---|-----------------|-------|-------------|
| Program Network Managers- Star Times TV | 45              | 0.3   | 13          |
| Program Network Managers – DSTV         | 80              | 0.3   | 24          |
| Program Network Managers – Zuku         | 79              | 0.3   | 24          |
| Program Network Managers – Azam         | 65              | 0.3   | 20          |
| Program Network Managers – Bermuda      | 78              | 0.3   | 23          |
| Program Network Managers – Others       | 67              | 0.3   | 20          |
| <b>Total</b>                            | <b>414</b>      |       | <b>124</b>  |

Source: Mwanza Business Review (2020)

This research opted to use the percentage principle. The percentage concept was used in this study. At least 30% of the overall population is representative, according to (J. P. Gall et al., 2003; M. D. Gall et al., 2007) As a result, a representative sample size of 30% of the accessible population is sufficient.  $f=n/N= (124/414) *100% =30%$  is the sampling fraction. The population consists of all 414 network managers as well as a selection of 124 network managers. Table 3.1 shows the sample size for major cable network TV firms in Mwanza City, which was proportionately distributed among the six cable TV network firms in the target population.

**IV. DATA ANALYSIS AND DISCUSSIONS**

This chapter looks at the data acquired during the field research project and how it was analyzed. The research

looked into the impact of advertising media on the sales performance of cable television network companies. However, it specifically expressed concern about the effect of digital marketing on the sales performance of Cable TV network sector firms, the effect of TV/Radio on the sales performance of Cable TV network sector firms, the effect of outdoor (out of home) email marketing on the sales performance of Cable TV network sector firms, and the effect of promotion slogan on the type of advertising media used by Cable TV network sector firms and its effect on the sales performance of Cable TV networks.

**4.1 Response Rate**

In this subsection, the study examined the rate of the responses to which data for this research was collected. The results are summarized and presented in Table 4.1.

*Table 4.1: Response Rate*

| Nature of Sample      | Frequency | Percentage |
|-----------------------|-----------|------------|
| Intended sample size  | 85        | 100        |
| Available sample size | 83        | 97.6       |

Source: Field Data (2021)

Table 4.1 above, reveals that the study intended to collect data from 85(100%), unfortunately, during data collection, only 83 (97.6%) of the respondents took part in the data gathering process. Therefore, the response rate of this study was 97.6, which is sufficient for the data analysis process as supported by Baruch & Holtom (2008), the average level of response rate is 52.7 percent, which is regarded as a good response rate.

**4.2 Respondent Demographic Characteristics**

This section describes the social and economic features of the respondents to this study. The findings on respondents' age, gender, and work experience are presented below.

*Table 4.2: Demographic Characteristics of the Respondent*

| Character                | Category      | Frequency | Percentage |
|--------------------------|---------------|-----------|------------|
| Age                      | Male          | 74        | 59.7       |
|                          | Female        | 50        | 40.3       |
| Age group                | 18 - 25 Years | 20        | 16.1       |
|                          | 26 - 34 Years | 40        | 32.3       |
|                          | 35 - 44       | 33        | 26.6       |
|                          | Over 44       | 31        | 25.0       |
| Cable network TV program | DSTV          | 18        | 14.5       |
|                          | Star-times    | 18        | 14.5       |
|                          | Azam          | 35        | 28.2       |
|                          | Mwanza Cable  | 53        | 42.7       |
| Working Experience       | Less 2 years  | 49        | 39.5       |
|                          | 2 - 5 years   | 33        | 26.6       |

|  |               |    |      |
|--|---------------|----|------|
|  | 6 - 10 years  | 26 | 21.0 |
|  | Over 10 years | 16 | 12.9 |

Source; Field Data (2021)

According to Table 4.1 above it was revealed that 74 (59.7%) of the respondents were male while 50(40.3%) were female. Therefore, this shows that there was effective participation of males than the female with a difference of almost 19.4% of the obtained response. This difference is an acknowledgement of the participation of both genders in this study, which means that the study was free from gender bias.

Also under table 4.1, there are findings related to the age group of the respondents which shows that 20 (16.1%) of the respondents had the age of between 18 – 25 years. Also, it was shown that 40(32.3%) of respondents aged between 26 – 34 years. Not only that but also there were 33(26.6%) of the respondents who had the age of between 35 – 44 Years and lastly 31 (25.0%) of respondents aged 44 years and above. These findings depict that there was effective participation in the age of between 26 – 34 years.

Table 4.2 also shows that 18(14.5%) of the respondents who participated in this said that they use DSTV cable, in the sale vein 18(14.5%) of the respondents said that they use star-times cable while 35(28.2%) of the respondents

said that they use Azam Cable while other 53(42.7%) of the respondents use Mwanza Cable. Based on these findings, the study concludes that the majority of respondents who took part in the study use Mwanza Cable, as about 42.7 percent of those who took part in the study agree.

Finally, it was discovered that 49 (39.5%) of the respondents had less than two years of work experience, 33 (26.6%) had two to five years of work experience, 26 (21.0%) had six to ten years of work experience, and 16 (12.9%) of the respondents had more than ten years of work experience.

**4.3 Effect of Digital Marketing on Sales Performance OD Firms in the Cable TV Network Sector**

**4.3.1 Extent to which advertising affects the performance of your company**

The respondents were asked to comment on the extent to which advertising has an impact on a company's performance. The following is a summary of the findings acquired in this area, which is shown in Table 4.3.

Table 4.3: Extent to which Advertising Affects Performance

| Response on the extent to which Advertising Affects Performance | Frequency | Percent |
|---|-----------|---------|
| Very great extent   | 18        | 14.5    |
| Great extent  | 36        | 29.0    |
| Moderate extent   | 35        | 28.2    |
| Little extent   | 35        | 28.2    |
| Total   | 124       | 100.0   |

Source: Field Data (2021)

Table 4.3 shows that 18(14.5%) of the respondents said that to a very high extent advertising affects the performance of their company. The findings revealed that 36(29.0%) of the respondents said that to a great extent advertising affected the performance of their company. Not only that but also 35(28.2%) of the respondents said that advertising affects the performance of their company to a moderate extent likewise 35(28.2%) of the respondents said that advertising affects the performance of their company to a little extent. Therefore, based on these findings it can be established that almost 43.5% of

the respondents agree that to a high extent advertising affects the performance of their company.

**4.3.2 Extent to which Company Employ Advertising Media to Enhance Its Performance**

The respondents were asked how much their organization uses the following advertising channels to boost its success in this section. The response obtained based on these findings were summarized and presented in Table 4.4.

Table 4.4: Extent to which Company Employ Advertising Media to Enhance Its Performance

| Advertising media                         | 1<br>F (%) | 2<br>F (%) | 3<br>F (%) | 4<br>F (%) | 5<br>F (%) |
|---|------------|------------|------------|------------|------------|
| Digital marketing                         | 18(14.5%)  | 18(14.5%)  | 18(14.5%)  | 70(56.5%)  | 0          |
| Social media                              | 0          | 0          | 18(14.5%)  | 35(28.2%)  | 71(57.3%)  |
| Web solutions (corporate website)         | 0          | 0          | 18(14.5)   | 52(41.9)   | 54(43.5)   |
| Email marketing                           | 0          | 15(12.1%)  | 31(25.0)   | 32(25.8%)  | 46(37.1%)  |
| Mobile marketing                          | 0          | 15(12.1%)  | 31(25.0%)  | 16(12.9%)  | 62(50.0%)  |
| Outdoor (billboards, posters and banners) | 0          | 15(12.1%)  | 16(12.9%)  | 62(50.0%)  | 31(25.0%)  |
| TV  | 0          | 0          | 16(12.9%)  | 31(25.0%)  | 77(62.1%)  |

Source: Field Data (2021)

From Table 4.4, it was found that 70(56.5%) of the respondents who participated in this study said that their company employs digital marketing to enhance its performance to a very greater extent. In the same vein, 18(14.5%) of the respondents said that their company employs digital marketing to enhance its performance to a greater extent. Not only that, but 18 (14.5 percent) claimed their organization uses digital marketing to a moderate amount to improve its success. On the other hand, 18(14.5%) of the respondents said that their company employs digital marketing to enhance its performance to a little extent while only 18(14.5%) of the respondents said that they don't at all their company employs digital marketing to enhance its performance.

Generally, these findings indicate that the majority of the people who took part in this study agreed that their company employs digital marketing in enhancing the performance of the company, this amount is compared to those who disagree on the use employment of digital marketing on the improvement of their performance, therefore it is agreed that digital marketing can be used by companies to enhance performance.

Not only that but also it was found that 54(43.5%) of the respondents said that to a very greater extent companies uses web solutions (corporate website) to enhance the performance of their company. In the same context, 52(41.9%) of the respondents said that to a greater extent companies uses web solutions (corporate website) to enhance their performance. However, 18(14.5%) of the respondents said that their company employs web solutions (corporate website) to improve their company's performance moderately. Hence from these finding, it can be observed that most of the study participants agree that to a greater extent their companies' employs web solutions (corporate website) to enhance their

performance as supported by almost 85.4% of respondents, hence it established that employs web solutions (corporate website) is employed by companies to enhance their performance.

In addition, Table 4.4 shows that 46 (37.1 percent) of the respondents claimed that email marketing is used to a very great amount to improve their company's performance, while 32 (25.7 percent) said that email marketing is used to a higher level to improve their company's performance. On the other hand, 31 (25.0 percent) of respondents indicated that email marketing is used to a moderate amount to improve their company's performance, while 15 (12.1%) said that email marketing is used to a little extent to improve their company's performance. As a result of these data, it can be concluded that the majority of the respondents in this study believe that email marketing is employed to a much higher level to improve their company's performance, as 62.9 percent of the respondents agreed.

In a similar vein, it was discovered that 62(50.0 percent) of respondents claimed that mobile marketing is used to a very large amount to improve the company's performance, while 16(12.9%) said that mobile marketing is used to a higher extent to improve the company's performance. On the other hand, it was discovered that 31 (25.0 percent) of the respondents believe that mobile marketing is used to a moderate extent to improve the company's performance, while only 15 (12.1%) of the respondents believe that mobile marketing is used to a minor extent to improve the company's performance. As a result of these data, it can be concluded that the majority of those who participated in this study agree that mobile marketing is used to a larger extent to improve the company's performance, as 62.9 percent of those who participated in this study agree.



According to Table 4.4, it was shown that 31(25.0%) of the respondents said that outdoor (billboards, posters and burners) are also used in the enhancement of the company’s performance to a very greater extent. In the same vein, 50.0% of the respondents are of the view that outdoor (billboards, posters and burners) are also used in the enhancement of the company’s performance to a greater extent. While 16(12.1%) of the respondents viewed that outdoor (billboards, posters and burners) are also used in the enhancement of the company’s performance to a moderate extent, other 15(12.1%) of the respondents said that outdoor (billboards, posters and burners) are also used in the enhancement of the company’s performance at a little extent. Thus it can be generally established that most of the study participants, for about 75.0%, agree that that outdoor (billboards, posters and burners) are also used in the enhancement of the company’s performance to a greater extent.

Lastly Table 4.4 shows that 77(62.1%) of the respondents said that TV also is employed in enhancing the performance of companies to a very greater extent. Other 31(25.0%) of the respondents said that TV also is employed in enhancing the performance of companies to a greater extent. 16(12.9%) of the respondents said that TV also is employed in enhancing the performance of companies to a moderate extent. From these findings, it was established that almost 87.1% of the respondents affirm that TV also is employed in enhancing the performance of companies to a greater extent.

**4.3.2.1 Website Solutions**

The respondents were questioned about the extent to which the company has used a Web solution/cooperate website to improve its sales success. The response obtained based on these findings were summarized and presented in descriptive statistics as shown in Table 4.5

Table 4.5: Web Solution Corporate Website use in Enhance Sales Performance

| Descriptive Statistics  | N   | Min | Max | Mean | Std. Deviation |
|---|-----|-----|-----|------|----------------|
| All time connectivity   | 124 | 1   | 4   | 2.80 | .892           |
| This leads to the development of a consistent brand image               | 124 | 2   | 5   | 3.27 | 1.239          |
| Encourages effective customer feedback                                  | 124 | 2   | 5   | 3.13 | 1.059          |
| Through website solutions, at least 10% of sales in a year is generated | 124 | 3   | 5   | 4.00 | 1.004          |
| Valid N (listwise)  | 124 |     |     |      |                |

Source: Field Data (2021)

It was revealed that mean of all-time connectivity is 2.80, with a standard deviation of .892, indicating that it is employed to improve sales success (Table 4.5). Also, web solution leads to the development of a consistent brand image in the mean of 3.27 and a standard deviation of 1.239. Also, the encouragement of effective customer feedback had a means of 3.13 and a standard deviation of 1.059. Lastly, web – solution generates at least 10% of sales in a year which had a mean of 4.00 and standard deviation of 1.004.

Therefore, from these results it can be established that web-solution enhance the performance of sales because it is effectiveness has been measured by the high standard

deviations it had, these findings were similarly reported in the study conducted by Miller & Pazgal (2007). It is self-evident that correctly deployed websites lead to improved organizational performance. The digital marketing field includes mobile marketing, as well as internet and social marketing. Also according to Hossinpour et al. (2014) website marketing has been shown to help insurance companies collect information about potential clients who visit their websites. The internet aids the firms' distributors and agents in increasing their marketing operations and bridging the knowledge gap between them and their customers about their products, promotions, price, and competition.

Table 4.6: Descriptive Statistics of the Kinds of Social Media Being Used

| Descriptive Statistics | N   | Min | Max | Mean | Std. Deviation |
|------------------------|-----|-----|-----|------|----------------|
| Facebook               | 124 | 1   | 5   | 3.66 | 1.175          |
| Twitter                | 124 | 1   | 5   | 3.58 | 1.190          |

|   |     |   |   |      |       |
|---|-----|---|---|------|-------|
| Blog  | 124 | 1 | 5 | 2.89 | 1.122 |
| Instagram   | 124 | 2 | 5 | 4.16 | 1.211 |
| Podcasts forms                                    | 124 | 2 | 5 | 3.68 | 1.193 |
| Content communities (such as flicker and YouTube) | 124 | 3 | 4 | 3.50 | .502  |
| Valid N (listwise)                                | 124 |   |   |      |       |

Source: Field Data (2021)

According to Table 4.6, it was established that Facebook use has a mean of 3.66 and a standard deviation of 1.175, this shows the effective use of Facebook is effective because it has a high standard deviation also Twitter had a mean of 3.58 and a standard deviation of 1.190 which also shows effective use because it has a high standard deviation. On the other hand, blogs also had means of 2.89 and a standard deviation of 1.211 which also means that blog use is effective in enhancing sales because it has a high standard deviation. Not only that but also Instagram is the most effective social media being used

because it has a mean of 4.16 and a standard deviation of 1.211. In the same consideration podcast forms also play a role in enhancing sales by a mean of 3.68 and a standard deviation of 1.193, lastly Content communities (such as flicker and YouTube) had a means of 3.50 and a standard deviation of .502 which show less application because of low standard deviation.

Guidelines. The response obtained based on these findings were summarized and presented in Table. 4.7 is as follows.

Table 4.7: Effect of Social Media on Sales Performance

| Effect of social media on sales performance   | 1<br>F (%) | 2<br>F (%) | 3<br>F (%) | 4<br>F (%) | 5<br>F (%) |
|---|------------|------------|------------|------------|------------|
| It provide personalized location and time – sensitive information using initiative wireless media   | 0          | 8(6.5%)    | 12(9.7%)   | 77(62.1%)  | 27(21.8%)  |
| It enhance customer relationship management   | 12(9.7%)   | 26(21.0%)  | 0          | 31(25.0%)  | 55(44.4%)  |
| It increase frequency of interaction with customers   | 26(21.0%)  | 0          | 12(9.7%)   | 41(33.1%)  | 45(36.3%)  |
| There is increased use of communication through social media  | 12(9.7%)   | 27(21.8%)  | 0          | 38(30.6%)  | 47(37.9%)  |
| At least 10 percent of business in a year is generated through our advertising through social media | 0          | 8(6.5%)    | 29(23.4%)  | 56(45.2%)  | 31(25.0%)  |

Source: Field Data (2021)

Table 4.7 shows that 27 (21.8%) of respondents strongly think that social media can give tailored location and time-sensitive information via initiative wireless media. Similarly, 41.3 percent of respondents believe that social media gives customised location and time-sensitive information via the wireless media. On the other hand, 26(21.6%) of the respondents strongly disagreed that social media provides a personalized location and time-sensitive information using initiative wireless media while only 12(9.7%) of the respondents remained neutral. Therefore, it can be established that most of the

respondents for about 694% agree that social media provides a personalized location and time-sensitive information using initiative wireless media in enhancing sales performance.

According to Table 4.7 is shown that 55(44.4%) of the respondents strongly agree that social media enhance customer relationship management. In the same vein, 31(25.0%) of the respondents agree that social media enhance customer relationship management. On the other hand, 12(9.7%) of the respondents strongly disagreed that

social media enhance customer relationship management, as well as 26(21.0%) of the respondents disagreed. From these findings, the study established that most of the respondents who participated in this study agreed that social media enhance customer relationship management for about 69.4% of the respondents who participated in this study hence suggesting that social media also enhance the increase of sales performance.

Table 4.7 shows that not only that but also 45(36.3%) of the respondents strongly agreed that social media increase the frequency of interaction with customers. In the same vein, 41(33.1%) of the respondents agreed that social media increase the frequency of interaction with customers. On the other hand, 26(21.0%) of the respondents strongly disagreed while 12(9.7%) of the respondents remained neutral on the fact that social media increase the frequency of interaction with customers. Thus based on these findings the study established that most of the respondents who participated in this study agree for about 69.4% that social media increase the frequency of interaction with customers.

Table 4.7 above revealed that 47(37.9%) of the respondents strongly agreed that through social media there is increased use of communication. Also, it was revealed that 38(30.6%) of the respondents agreed that through social media there is increased use of communication. On the other hand, 12(9.7%) of the respondents strongly disagreed that through social media there is increased use of communication while 27(21.8%) of the respondents disagreed that through social media there is increased use of communication. Thus from these findings, it can be established that most of the respondents agreed that through social media there is increased use of communication through social media

shown by 68.3% of the respondents who participated in this study.

Also, Table 4.7 show that 31(25.0%) of the respondents strongly agreed that At least 10 percent of business in a year is generated through our advertising through social media, also 56(45.2%) of the respondents agreed that At least 10 percent of business in a year is generated through our advertising through social media. Not only that but also 8(6.5%) of the respondents disagreed that At least 10 percent of business in a year is generated through our advertising through social media while 29(23.4%) of the respondents remained neutral on the fact that At least 10 percent of business in a year is generated through our advertising through social media. Generally, it can be agreed that almost 70.2% that At least 10 percent of the business in a year is generated through our advertising through social media. Therefore, with these findings, it is apparent that At least 10% of business in a year is generated through our advertising through social media hence leading to the increase in sales performance.

Therefore, it can be established that mobile marketing is also very effective in enhancing the performance of sales on the cable TV network, the results which were also depicted in the study conducted by Miller & Pazgal (2007), mobile marketing field includes mobile marketing, as well as internet and social marketing.. Also, Mason (2013) points out that mobile technology allows marketers to not only contact customers where they are, but also to engage them by addressing their urgent and specific requirements. In the same vein, according to Wanjiru (2015), mobile phones provide another natural platform for marketers to reach millions of people with tailored text (SMS) messaging.

Table 4.8: Descriptive Statistics on E-mail Tools Being used to enhance Performance

| Descriptive Statistics                                | N   | Min | Max | Mean | Std. Deviation |
|---|-----|-----|-----|------|----------------|
| Opt-in e-mail   | 124 | 2   | 5   | 3.02 | 1.186          |
| Opt-out emails  | 124 | 3   | 5   | 3.63 | .781           |
| Spam email  | 124 | 2   | 5   | 3.97 | 1.189          |
| Email newsletter and campaign partnership arrangement | 124 | 3   | 5   | 4.08 | .842           |
| Partnering arrangement                                | 124 | 2   | 5   | 3.55 | .999           |
| Valid N (listwise)                                    | 124 |     |     |      |                |

Source: Field Data (2021)

Table 4.8 above revealed that opt-in email had a mean of 3.02 and a standard deviation of 1.186 which means it is

an effective email tool used by companies. Also, it was shown that opt-out emails had a mean of 3.63 and a



standard deviation of .781, this also suggests that opt-out email is an effective email tool because it has a high standard deviation. On the other hand Spam email also had a mean of 3.97 and a standard deviation of 1.189, it was also found that email newsletters had a mean of 4.08

with a standard deviation of .842 and lastly only partnering arrangement had a mean of 3.55 and a standard deviation of .999 which means that these email tools were also effective in enhancing sales performance of a company.

Table 4.9: Descriptive Statistics once of E-mail Marketing on Enhance Sales Performance

| Descriptive Statistics   | N   | Min | Max | Mean | Std. Deviation |
|--|-----|-----|-----|------|----------------|
| Email new letter efficiency  | 124 | 1   | 5   | 3.88 | 1.429          |
| Level of ability to attract new customers  | 124 | 3   | 5   | 3.85 | .937           |
| Level of ability to maintain correct customer and at the same time attract new customers | 124 | 3   | 5   | 4.34 | .742           |
| Level ability to build brand loyalty   | 124 | 3   | 5   | 3.89 | .885           |
| At least 10 percent of sales volume in a year is generated through e-mails               | 124 | 2   | 5   | 3.23 | 1.162          |
| Valid N (listwise)   | 124 |     |     |      |                |

Source: Field Data (2021)

According to Table 4.9, it was revealed that email newsletter efficiency had a mean of 3.88 and a standard deviation of 1.429. in the same vein level of ability to attract new customers had a mean of 3.85 and a standard deviation of .937, not only that but also level of ability to maintain correct customers and at the same time attract new customers had a mean of 4.34 and standard deviation of .742. On the other hand, the level of ability to build brand loyalty has a mean of 3.89 and a standard deviation of .885. Also, was At least 10 percent of sales volume in a year is generated through e-mails had a mean of 3.23 and a standard deviation of 1.162.

Therefore, it can be established that the use of email to a greater extent enhance sales performance. This is revealed by the presence of higher standard deviation on the email

uses presented in the respective Table above. The findings are consistent to Brodie et al. (2007) who opined that E-marketing gives customers information access while the use of interactive technologies permits these customers to give information to the business. Also, it was established that according to the findings presented by Brodie et al. (2007) it was revealed that adoption of e-marketing is positively related with performance of marketing and acquisition and retention of the customers. It can allow the obtaining of competitive intelligence and organizational capabilities by the firms that smooth effective marketing decisions for proper positioning in the sector (Olalekan&Ganiu, 2010).

Ted in Table4.10

Table 4.10: General Effect of Mobile Marketing on Sales Performance

| Effect of mobile marketing on sales performance                             | 1<br>F (%) | 2<br>F (%) | 3<br>F (%) | 4<br>F (%) | 5<br>F (%) |
|---|------------|------------|------------|------------|------------|
| It providing our customers with information about our programs and services | 25(20.2%)  | 0          | 0          | 50(40.3%)  | 49(39.5%)  |
| Use of mobile marketing enhance customer contact                            | 25(20.2%)  | 0          | 0          | 74(59.7%)  | 25(20.2%)  |
| It increase frequency of virtual interaction with customers                 | 0          | 0          | 25(20.2%)  | 49(39.5%)  | 50(40.3%)  |
| generate leads and inquiries about our                                      |            |            | 25(20.2%)  | 49(39.5%)  | 50(40.3%)  |

| Effect of mobile marketing on sales performance                         | 1<br>F (%) | 2<br>F (%) | 3<br>F (%) | 4<br>F (%) | 5<br>F (%) |
|---|------------|------------|------------|------------|------------|
| network program packages  |            |            |            |            |            |
| Mobile Marketing messages generates At least 10 percent of sales volume | 0          | 25(20.2%)  | 0          | 74(59.7%)  | 25(20.2%)  |

Source: Field Data (2021)

According to Table 4.10, it was revealed that 49(39.5%) of the respondents strongly agree that social media use provides our customers with information about our programs and services, similarly, 50(40.3%) of the respondents agreed that social media uses to provide our customers with information about our programs and services. While on the other hand 25(20.2%) of the respondents strongly disagreed that social media use provides our customers with information about our programs and services. Generally, with these findings, it can be established that almost 79.8% of the respondents agree that social media use provides our customers with information about our programs and services.

Also according to Table 4.10, it was shown that 25(20.2%) of the respondents strongly agreed that the use of mobile marketing enhances customer contact, similarly, 74(59.7%) of the respondents agreed that that the use of mobile marketing enhance customer contact. On the other hand, 25(20.2%) of the respondents strongly disagreed that the use of mobile marketing enhances customer contact. Thus from these findings, it can be established that most of the respondents for about 79.9% agree that the use of mobile marketing enhances customer contact.

Table 4.10 also presents that 50(40.3%) of the respondents strongly agreed that mobile marketing increase the frequency of virtual interaction with customers, also 49(39.5%) of the respondents agreed that mobile marketing increase the frequency of virtual interaction with customers. On the other hand, 25(20.2%) of the respondents who participated in this study remained neutral on the fact that mobile marketing increases the frequency of virtual interaction with

customers. Thus it is established from these findings that most of the respondents for about 79.8% of the respondents agree that mobile marketing increases the frequency of virtual interaction with customers hence helpful in increasing sales performance.

Also according to Table 4.10, it was revealed that 50(40.3%) of the respondents strongly agreed that mobile marketing generates leads and inquiries about our network program packages, in the same vein 49(39.5%) of the respondents agreed that mobile marketing generates leads and inquiries about our network program packages while only 25(20.2%) of the respondents remained neutral on the fact that mobile marketing generates leads and inquiries about our network program packages.

Lastly, it was revealed that Table 4.10 suggested that 25(20.2%) of the respondents strongly agreed that mobile marketing messages generate At least 10 percent of sales volume. Also, 74(59.7) of the respondent agreed that those mobile marketing messages generate At least 10 percent of sales volume, while on the other hand 25(20.2%) of the respondents remained neutral on the fact that mobile marketing messages generate at least 10 percent of sales volume. Generally, it can be established that most of the respondents agree that mobile marketing messages generate At least 10 percent of sales volume for about 79.9% of the respondents who participated in this study.

### 4.3.3 Contribution of Digital Marketing on Sales Performance

Table 4.11 summarizes the respondents’ overall opinion on the level of contribution of digital marketing on the sales performance of their Cable TV network firm.

Table 4.11: Level of Contribution of Digital Marketing on Sales Performance

| Response of the Contribution of Digital Marketing on Sales Performance | Frequency | Percent |
|--|-----------|---------|
| Little Extent  | 25        | 20.2    |
| Moderate Extent  | 24        | 19.4    |
| Greater Extent   | 56        | 45.2    |
| Very Area Extent   | 19        | 15.3    |
| Total  | 124       | 100.0   |

Source: Field Data (2021)

According to Table 4.11 above it was established that 19(15.3%) of the respondents said that the contribution of digital marketing is very high in enhancing sales performance. In the same vein, 56(45.2%) of the respondents said that to a greater extent digital marketing contributes to enhancing sale performance. On the other hand, 24(19.4%) of the respondent said that digital marketing contributes to a moderate extent to the enhancement of sales performance. Lastly, 25 it was revealed that 25(20.2%) of the respondents said that digital marketing has little contribution in enhancing the sales performance of a company.

Generally, from these findings, it can be established that most of the respondents successfully suggests that the digital market has impacts on the sale performance as agreed by almost 60.0% of the respondents who participated in this study. The results which were supported by Sedlacek (2006)opined that broadly digital marketing is the use of the internet and related information and communication technologies to

accomplish marketing goals, also according to (Kariuki & Egerton, 2014), digital marketing as an interactive form of e-marketing enables firms to interact with its customers and can positively influence on the performance of the business.

**4.4 Effect of TV/Radio on Sales Performance of Firms in the Cable TV Network Sector**

In this aspect, the researcher examined the effects of TV/Radio on firms’ sales performance in The Cable TV network sector. For this objective, several questions were asked to the respondents as shown in the subsections that follow.

**4.4.1 Extent to which TV Advertisement Enhance Sales Performance**

The respondents were asked about the extent to which the following aspects of TV advertisement deployed by your company enhance its sales performance. The response obtained based on these findings were summarized and presented in Table 4.12

*Table 4.12:Extent to which TV Advertisement Enhance Sales Performance*

| <b>TV Advertising</b>  | <b>1<br/>F (%)</b> | <b>2<br/>F (%)</b> | <b>3<br/>F (%)</b> | <b>4<br/>F (%)</b> | <b>5<br/>F (%)</b> |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|
| TV dramatizes the advert sent  | 0                  | 24(19.4%)          | 18(14.5%)          | 41(33.1%)          | 41(33.1%)          |
| TV advertisement has the ability to attract new to customers                   | 0                  | 0                  | 0                  | 76(61.3%)          | 48(38.7%)          |
| TV can maintain current customers while at the same time attract new customers | 0                  | 0                  | 24(19.4%)          | 59(47.6%)          | 41(33.1%)          |
| Overall, TV advertisement generates at least 10 percent of annual sales volume | 0                  | 18(14.5%)          | 0                  | 24(19.4%)          | 82(66.1%)          |

Source: Field Data (2021).

According to Table 4.12 above it shows that 41(33.1%) of the respondents said that to a greater extent TV dramatizes the advert sent. Also, 41(33.1%) of the respondents agreed that to a greater extent TV dramatizes the advert sent. On the other hand, 24(19.4%) of the respondents said that to a little extent TV dramatizes the advert sent while 18(14.5%) of the respondents said that TV dramatizes the advert sent to a moderate extent. Hence from these findings, it can be established that most of the respondents affirm that to a greater extent TV dramatizes the advert sent as posited by 66.2% of the respondent who participated in this study.

Also in this study, it was revealed that 48(38.7%) of the respondents said that TV advertisement can attract new customers to a very greater extent while in the same vein 76(61.3%) of the respondents said that TV advertisement

can attract new to customers at a greater extent. Generally, these findings depict that all the respondents for about 100% agreed that TV advertisements can attract new customers to a greater extent.

Also according to these findings, it was revealed and established that 41(33.1%) of the respondents said that TV can maintain current customers to a very greater extent while at the same time attracting new customers. In the same vein, 59(47.6%) of the respondents said that TV can maintain current customers while at the same time attracting new customers to a greater extent. On the other hand, 24(19.4%) of the respondents said that TV can maintain current customers while at the same time attracting new customers to a moderate extent. Generally, these findings establish that most of the respondents who participated in this study agree that TV can maintain

current customers while at the same time attracting new customers to a greater extent.

Lastly Table 4.12 provided that 82(66.1%) of the respondents said that to a very greater extent Overall, TV advertisement generates at least 10 percent of annual sales volume, in the same vein 24(19.4%) of the respondents said that to a greater extent Overall, TV advertisement generates at least 10 percent of annual sales volume, on the other hand, 18(14.5%) of the respondents said that in a moderate extent Overall, TV advertisement generates at least 10 percent of annual sales volume. Hence it can be established that most of the respondents who participated in this study said that to a greater extent Overall, TV advertisement generates at least 10 percent of annual sales volume as agreed by 85.5% of the respondents. These results were highly affirmed by Rajagopal (2010) who

opined that radio advertisement had a significant impact on making buying decisions and on company performance. Similarly, according to Etim & Inameti (2017), in their study of above-the-line advertising media in Calabar metropolis, Nigeria concluded that radio and billboard advertisements create positive consumers' awareness of cable TV networks.

**4.4.2 Level of Contribution of TV Advertising on Sales Performance**

In this subsection, the respondents were asked to indicate overall the level of contribution of outdoor advertising on the sales performance of your Cable TV network firm. The response obtained in this aspect was summarized and presented in Table

4.

*Table 4.13: Level of Contribution of TV Advertising on Sales Performance*

|                    | Frequency | Percent |
|--------------------|-----------|---------|
| High Level         | 41        | 33.1    |
| Medium Level       | 65        | 52.4    |
| Low (little) Level | 18        | 14.5    |
| Total              | 124       | 100.0   |

Source: Field Data (2021)

According to Table 4.13, it was also established that 41(33.1%) of the respondents said that TV advertising contributes at a high level in enhancing sales performance. Also, 65(52.4%) of the respondents said that TV advertising contributes at a medium level in enhancing sales performance. Lastly, it was also revealed that 18(14.5%) of the respondents said that TV advertising contributes at a low level in enhancing sales performance. Generally, from these findings, it can be established that said that TV advertising contributes much too enhancing sales performance. The results which were similarly reported in the study conducted by Etim & Inameti (2017). These media in the Calabar metropolitan aided in increasing listenership as well as serving as a reminder, education, and persuasive tool for current and prospective customers to patronize the items.

**4.5 Effect of Outdoor (Out of Home) Email Marketing on Sales Performance of Firms in the Cable TV Network Sector**

Also in this study, another concern was to establish the effects of outdoor (out of home) email mail marketing on the sale performance of the firms in the cable TV Network sector. Thus the various question was asked to the respondents, as presented in the subsection that follows herein below.

**4.5.1 Extent to which Outdoor Advertising Enhance its Performance**

When asked to what extent your company employs the following form of outdoor advertising to enhance its performance, the responses were as were summarized and presented in Table 4.14.

*Table 4.14: Descriptive Statistics on Billboard Tool Advertising on Sales Performance*

| Descriptive Statistics on Billboard Tool Advertising on Sales Performance | N   | Min | Max | Mean | Std. Deviation |
|---|-----|-----|-----|------|----------------|
| Billboards – still type   | 124 | 2   | 5   | 3.32 | 1.048          |
| Billboard- electronic type  | 124 | 2   | 4   | 3.60 | .806           |
| Posters   | 124 | 1   | 5   | 3.31 | 1.321          |
| Banners   | 124 | 3   | 5   | 3.97 | .662           |

|                    |     |  |  |  |  |
|--------------------|-----|--|--|--|--|
| Valid N (listwise) | 124 |  |  |  |  |
|--------------------|-----|--|--|--|--|

Source: Field Data (2021)

Table 4.14 revealed that billboard – still type had a mean of 3.32 and a standard deviation of 1.048, also it was shown that Billboard electronic type had a mean of 3.60 and a standard deviation of .806. Not only that but also Poster was found to have a mean of 3.31 and a standard deviation of 1.321. Lastly, banners were found to have a mean of 3.97 and a standard deviation of .662, therefore it was found that most of the billboard tools have effects on the sales performance of the company as witnessed by the high standard deviation they had. Those which are sensitive to the environment are viewed positively by consumers. Also amongst consumers with higher

education and income levels, outdoor advertisements are becoming striking and their visibility is increasing and this has a positive impact on consumer behaviour and organizational performance.

**4.5.2 Contributions of outdoor advertising on company enhance sales performance**

When asked to indicate the extent to which the following aspects of outdoor advertising deployment by their company enhance its sales performance, the respondents’ responses as presented in Table 4.15.

*Table 4.15: Contributions of Outdoor Advertising Enhance Sales Performance*

| <b>Response on Contributions of outdoor advertising on company enhance sales performance</b> | <b>1<br/>F (%)</b> | <b>2<br/>F (%)</b> | <b>3<br/>F (%)</b> | <b>4<br/>F (%)</b> | <b>5<br/>F (%)</b> |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|
| Outdoor advertising creates big impression   | 0                  | 29(23.4%)          | 27(21.8%)          | 49(39.5%)          | 19(15.3%)          |
| Outdoor advertising is usually appealing and easy to remember                                | 0                  | 24(19.4%)          | 24(19.4%)          | 54(43.5%)          | 46(37.1%)          |
| Electronic outdoor dramatize our products  | 0                  | 19(15.3%)          | 0                  | 54(43.5%)          | 46(37.1%)          |
| Outdoor advertising has high ability to build a brand image                                  | 0                  | 0                  | 29(23.4%)          | 52(41.9%)          | 24(19.4%)          |
| Outdoor advertisement available for viewing 24/7/365 thus enhance sales performances         | 0                  | 24(19.4%)          | 27(21.8%)          | 54(43.5%)          | 19(15.3%)          |
| Posters and billboard positioning lead to increased sales volume in the year                 | 0                  | 0                  | 53(42.7%)          | 19(15.3%)          | 52(41.9%)          |
| Outdoor advertising generates up to 10% of sales volumes                                     | 0                  | 0                  | 24(19.4%)          | 54(43.5%)          | 46(37.1%)          |

Source: Field Data (2021)

According to Table 4.15, it was established that 19(15.3%) of the respondents who participated in this study said that Outdoor advertising creates a big impression to a very greater extent. Also, it was shown that 49(39.5%) of the respondents said that Outdoor advertising creates a big impression to a greater extent. On the other hand, 27(21.8%) of the respondents said that Outdoor advertising creates a big impression to a moderate extent while 29(23.4%) of the respondents said that Outdoor advertising creates a big impression to a

little extent. Therefore, it was found that most of the respondents who participated in this study opined that Outdoor advertising creates a big impression as shown by 54.8% of the respondents who respondents to this question in the data collection process.

Also, Table 4.15 shows that 46(37.1%) of the respondents said that Outdoor advertising is usually appealing and easy to remember to a very greater extent, in the same vein 54(43.5%) of the respondents said that Outdoor advertising is usually appealing and easy to remember in



a greater extent. On the other hand, 24(19.4%) of the respondents said that Outdoor advertising is usually appealing and easy to remember to a moderate extent as well as 24(19.4%) of the respondents said that Outdoor advertising is usually appealing and easy to remember in a little extent. Thus it is generally established that most of the respondents who participated in this study agreed that Outdoor advertising is usually appealing and easy to remember for about 80.6%.

Table 4.15 also shows that 46(37.1%) of the respondents said that Electronic outdoor dramatize our products to a very greater extent, similarly, 54(43.5%) of the respondents said that Electronic outdoor dramatize our products to a greater extent, however, there were 19(15.3%) of the respondents who said that Electronic outdoor dramatize our products in a little extent, thus it can generally be established that most of the respondents agree that Electronic outdoor dramatize our products as shown by almost 80.6% of the respondents who had their participation in responding to this question.

According to Table 4.15, it was established that 24(19.4%) of the respondents said that Outdoor advertising has a high ability to build a brand image to a very greater extent, in the same vein 52(41.9%) of the respondents said that Outdoor advertising has high ability to build a brand image in a greater extent. On the other hand, 29(23.4%) of the respondents said that Outdoor advertising has a high ability to build a brand image to a moderate extent. Thus it is established that most of the respondents who participated in this study agrees that Outdoor advertising has a high ability to build a brand image as supported by almost 61.3% of the respondents who participated in this study.

Also, Table 4.15 reveals that 19(15.3%) of the respondents said that Outdoor advertisement available for viewing 24/7/365 thus enhance sales performances to a very greater extent, also 54(43.5%) of the respondent said that Outdoor advertisement available for viewing 24/7/365 thus enhance sales performances at a greater extent. On the other hand, 27(21.8%) of the respondents said that Outdoor advertisement available for viewing 24/7/365 thus enhance sales performances to a moderate extent while other 24(19.4%) of the respondents said that Outdoor advertisement available for viewing 24/7/365 thus enhance sales performances in a little extent. Hence these findings show that Outdoor advertisements available for viewing 24/7/365 thus enhance sales performances as agreed by a high number of the respondents who participated in this study.

According to Table 4.15 also it is shown that 52(41.9%) of the respondents who participated in this study said that

posters and billboard positioning lead to increased sales volume in the year to a very greater extent. Also, it was found that 53(42.7%) of the respondents said that respondents who participated in this study said that posters and billboard positioning leads to increased sales volume in the year to a greater extent. On the other hand, 19(15.3%) of the respondents said that respondents who participated in this study said that posters and billboard positioning leads to increased sales volume in the year to a moderate extent. Therefore, it is established that most of the respondents for about 55.9% who participated in this study agrees that respondents who participated in this study said that posters and billboard positioning leads to increased sales volume in the year.

Finally, under Table 4.15 also it was revealed that 46(37.1%) of the respondents who participated in this study said that Outdoor advertising generates up to 10% of sales volumes to a very greater extent. Also, 54(43.5%) of the respondents said that Outdoor advertising generates up to 10% of sales volumes. On the other hand, 24(19.4%) of the respondents said that Outdoor advertising generates up to 10% of sales volumes to a moderate extent. Therefore, it can be established that most of the respondents who participated in this study agree that Outdoor advertising generates up to 10% of sales volumes as supported by 90.6% of the respondents who participated in this study.

Table 4.16, shows that 59(47.6%) of the respondents said that to a high extent there is a contribution of outdoor advertising on sales performance. In the same consideration, 41(33.1%) of the respondents said that there is a contribution of outdoor advertising on sales performance to a medium extent. 24(19.4%) of the respondents said that to a low extent there is a contribution of outdoor advertising on sales performance. Therefore, from the results obtained this study found that there is a contribution of outdoor advertising on sales performance as agreed by almost 90.7% of the respondent who participated in this study during the data collection process. This finding is in line with Bennett et al. (2006) who found that outdoor recall was better than recall of other media and this lead to positive consumer behaviour towards advertised products. In the same vein (Gulmez et al., 2010), indicated that outdoor commercials that generate diverse concepts are effective in informing and convincing people, and outdoor advertisements are becoming more striking and visible, which has a favorable impact on consumer behavior and organizational performance..

According to Table 4.17 above it was found that 39 (31.5%) of the respondents strongly agreed that the sales

volume of our company has greatly increased with the deployment of various advertising media. In the same vein, 72(58.1%) of the respondents agreed that the sales volume of our company has greatly increased with the deployment of various advertising media. On the other hand, 9(7.3%) of the respondents strongly disagreed Sales volume of our company has greatly increased with the deployment of various advertising media as well as 4(3.2%) of the respondents who remained neutral on the fact that sales volume of our company has greatly increased with the deployment of various advertising media. Therefore, it is established that most of the respondents for about 89.6% who agree that the sales volume of our company has greatly increased with the deployment of various advertising media.

Also according to Table 4.15 above it was revealed that 70(56.5%) of the respondents strongly agreed that Customer loyalty has increased over the last five years due to the use of various advertising media, in the same vein 42(33.9%) of the respondents agreed that Customer loyalty has increased over the last five years due to use of various advertising media. On the other hand, 7(5.6%) of the respondents strongly agreed that Customer loyalty has increased over the last five years due to the use of various advertising media while 5(4.0%) of the respondents disagreed that Customer loyalty has increased over the last five years due to use of various advertising media. Therefore, this generally establishes that most of the respondents agreed that Customer loyalty has increased over the last five years due to the use of various advertising media as supported by almost (90.4%) of the respondents who participated in this study.

Lastly, the study revealed that 32(25.8%) of the respondents strongly agreed that the Market share of our business has also increased over the last five years due to the use of various advertising media, also it was revealed

that 62(50.0%) of the respondents agreed that Market share of our business has also increased over the last five years due to use of various advertising media. On the other hand, 4(3.2%) of the respondents disagreed that the Market share of our business has also increased over the last five years due to the use of various advertising media while only 26(21.0%) of the respondents remained neutral on the fact that Market share of our business has also increased over the last five years due to use of various advertising media. That is to say, based on these findings a high number of responses affirms that Market share of our business has also increased over the last five years due to the use of various advertising media as evidenced by 55.8%. These findings were well-substantiated in the study by Onyango (2016) cable Television network firms are using both conventional and digital marketing in promoting their products in the local markets and this research has some similarities with the proposed one except the proposed study will be quantitative. In a similar context, similar views were obtained from Gulmez et al. (2010), who indicated that outdoor advertising is striking and visible to consumers with higher income and education levels, which positively impact consumer behaviour and organization performance compared to other advertising media. Not only that but also Sindhya (2013), showed that culture is more prevalent in rural students. It further showed that the majority of female students are interested in cosmetics and jewellery while their male counterparts are into automobiles and electronic equipment.

4.6 Effects of Advertising Media on Sales Performance

4.6.1 Descriptive Statistics

The analysis made in this section presents the minimum, maximum, and standard deviation of the variables used in the analysis. The findings obtained in this aspect was summarized and presented in Table 4.18

Table 4.16: Descriptive Statistics

|                        | N   | Min | Max | Mean | Std. Dev |
|------------------------|-----|-----|-----|------|----------|
| Social Media Marketing | 124 | 2   | 5   | 4.14 | .790     |
| Mobile Marketing       | 124 | 2   | 5   | 4.41 | .817     |
| TV/Radio               | 124 | 2   | 5   | 3.98 | .775     |
| Outdoor Advertising    | 124 | 1   | 5   | 3.79 | 1.478    |
| Sales Volumes          | 124 | 1   | 5   | 3.60 | 1.367    |
| Valid N (listwise)     | 124 |     |     |      |          |

Source: Field Data (2021)

Social media marketing had a mean of 4.14 and a standard deviation of .790 which means that there is a

strong mean and strong standard deviation which presents the effectiveness of social media use on marketing

activities. Also, mobile marketing presented a mean of 4.41 and a standard deviation of 8.17 which means that mobile marketing also is very effective and strong in the performance of marketing activities of cable TV. This was also witnessed by the presence of high standard deviation and mean values which depict its effectiveness.

Not only that but also TV/Radio also scored a mean of 3.98 and a standard deviation of .775 which suggests that TV/Radio advertisement is also effective in the marketing activities as witnessed by the presence of strong mean and standard deviation values. On the other hand, outdoor advertising was found to have a mean of 3.79 and a standard deviation of 1.478 which depicts a very effective relationship between outdoor advertising and sales volumes, hence it can be suggested that the strong mean and standard deviation means the high level of

effectiveness. Lastly, an increase in sale volumes has been shown to have a mean of 3.79 and a standard deviation of 1.367 which also suggest a very strong relationship between the marketing activities and an increase in sale volumes. Thus it can be established that from these descriptive statistics that social media marketing, mobile marketing, TV/Radio and outdoor advertising are effective on the sales volumes.

**4.6.2 Linearity Analysis**

This is the analysis where a linear relation holds between forces and displacement. This is regression procedure used in the method comparison studies assumes the relationship between the methods is linear. To examine linearity assumption, the correlation was tests and results obtained were summarized and presented in Table 4.19.

Table 4.17: Correlation Analysis

|   |                     | Social Media Marketing | Mobile Marketing | TV/Radio | Outdoor Advertising |
|---|---------------------|------------------------|------------------|----------|---------------------|
| Social Media Marketing                                      | Pearson Correlation | 1                      | .038             | -.063    | -.073               |
|   | Sig. (2-tailed)     |                        | .676             | .489     | .422                |
|   | N                   | 124                    | 124              | 124      | 124                 |
| Mobile Marketing  | Pearson Correlation | .038                   | 1                | .100     | -.103               |
|   | Sig. (2-tailed)     | .676                   |                  | .267     | .254                |
|   | N                   | 124                    | 124              | 124      | 124                 |
| TV/Radio  | Pearson Correlation | -.063                  | .100             | 1        | .146                |
|   | Sig. (2-tailed)     | .489                   | .267             |          | .106                |
|   | N                   | 124                    | 124              | 124      | 124                 |
| Outdoor Advertising   | Pearson Correlation | -.073                  | -.103            | .146     | 1                   |
|   | Sig. (2-tailed)     | .422                   | .254             | .106     |                     |
|   | N                   | 124                    | 124              | 124      | 124                 |
| *. Correlation is significant at the 0.05 level (2-tailed). |                     |                        |                  |          |                     |

Source: Field Data (2021)

The results indicate that there is a very strong relationship between dependent and independent variables, more specifically social media marketing shows a significant relationship by  $(r(124) > 1 \text{ p} < .035)$ . Also, it was revealed that mobile marketing has  $(r(124) > \text{p} < 0.676)$  which means that there is a relationship between mobile marketing and an increase in sales because of positive significance. On the other hand, TV/Radio had an  $(r(124) > \text{p} < .063)$  which means a strong relationship between TV/Radio advertising and sales volumes. Lastly, outdoor advertising was also significant because it has an  $(r(124) > \text{p} < .073)$ , which also depict an existing significant

relationship between independent and dependent variables. To this effect, the factors stated above which include social media marketing, mobile marketing, TV/Radio and Outdoor advertising have impacts on the performance of sales volumes.

**4.6.4 Autocorrelation**

Autocorrelation analysis measures the relationship of the observation between the different points in time and thus seeks a pattern. The measure is best used in variables that demonstrated a linear relationship between each other. Durbin Watson is the tests for autocorrelation in the residual from a statistical model or regression analysis.

Table 4.18: Autocorrelations Test

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 2     | .965 <sup>b</sup> | .932     | .931              | .360                       | 3.035         |

Source; Field Data (2021)

The results obtained in this study shows that the Durbin – Watson statistics will always have a value of 3.035. Generally, it is required that value ranging between 0 and 4. A value of 2.0 indicates absence of autocorrelation in the sample. Therefore, in this study, autocorrelation was detected.

ANOVA helps to find out whether the difference between groups of data is statistically significant. It analyzes the levels of variance groups through a sample taken from each of them. This was employed to find out a statistical relationship between research variables and obtained in this aspect was summarized and presented in Table

4.6.5 Anova Test

Table 4.19:ANOVA Test

| ANOVA <sup>a</sup> |                |     |             |          |                   |
|--------------------|----------------|-----|-------------|----------|-------------------|
| Model              | Sum of Squares | df  | Mean Square | F        | Sig.              |
| Regression         | 213.622        | 1   | 213.622     | 1607.153 | .000 <sup>b</sup> |
| Residual           | 16.216         | 122 | .133        |          |                   |
| Total              | 229.839        | 123 |             |          |                   |

Source: Field Data (2021)

The value can be used to determine whether the test is statistically significant. The F values are used in the analysis of Variance. From Anova Test the results show that if the F- value was determined from the F ratio and the two values. Since the test statistics is much larger than the critical values, is concluded that it is statistically significant among the population means the P-value for

0.00 which means the relationship between variables is significant.

4.6.6 Multiple Linear Regressions Analysis

The results obtained from multiple regression analysis is summarized and presented in Table 4.23

Table 4.20: Multiple Regression

| Model                | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|----------------------|-----------------------------|------------|---------------------------|--------|------|
|                      | B                           | Std. Error | Beta                      |        |      |
| (Constant)           | .216                        | .090       |                           | 2.390  | .018 |
| Social Media         | .892                        | .022       | .964                      | 40.089 | .000 |
| Mobile Marketing     | .603                        | .205       | .987                      | 2.939  | .004 |
| TV Radio Advertising | .887                        | .022       | .959                      | 40.209 | .000 |
| Outdoor Advertising  | -.084                       | .040       | -.050                     | -2.094 | .038 |

Source: Field Data (2021)

Inspection of an individual predictor in the model shows a significant relationship between an independent variable and dependent variable at level, it was revealed that social media marketing has a (*Beta* = .892, *P*<.000), the results shows that social media marketing has positive significance on the increase of sales volumes of the Cable TV. On the other hand, Mobile marketing had (*Beta* = .603, *P*<.005), this also suggests a strong relationship

between mobile marketing and sales volumes. On the other hand, TV/Radio also had a (*Beta* = .887, *P*<.000), this means that there is positive significance between the independent variable and the dependent variable that is to say TV/Radio advertising has an impact on the sale volumes. Lastly, Outdoor advertising had (*Beta* = -.084, *P*<.038), from these findings it can be established that there is a relationship between social media marketing, mobile

marketing, TV/Radio, Outdoor advertising and the increase of sales volumes. These results imply that digital marketing through mobile marketing has the greatest impact on sales performance of Cable TV Network firms in Mwanza city, followed by outdoor advertising and last is TV/Radio advertising media. These findings concur with some recent studies by Baiyer et al (2021) and Lin et al (2020), who in their US studies showed that digital marketing through online advertising has more impact on firms' performance compared with offline advertising media such as outdoor and use of printed brochures. This suggests that sellers have to realize that the world has gone digital and customers can access information 24/7/365. Thus, marketing communication tools that utilize e-web based and other online facilities are now the media where is taking place even in developing countries such as Tanzania.

## V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This study aimed to examine the effects of advertising media on the sales performance of cable TV network firms in Mwanza City, Tanzania. In the entire summary of findings and conclusion thereto this part will be guided by the research objective which was to determine the effect of digital marketing on the sales performance of firms in the Cable TV network sector through examining the effect of TV/Radio on the sales performance of firms in the Cable TV network sector and assessing the effect of outdoor (out of home) email marketing on the sales performance of firms in the Cable TV network sector and to determine the effect of promotion slogans on the type of advertising media used by the Cable TV network sector and its effect on firm sales performance.

### 5.2 Conclusion

This study, based on its findings, concludes that digital marketing plays an effective role in the performance of a firm's business. Thus from the entire findings, majority of the respondents affirms that digital marketers have impacts on the performance sales of the firms in the cable TV network sector.

In considering the second research objective on the effect of TV/Radio on the performance of sales the study concludes that TV/Radio advertisements possess higher mean values and also higher standard deviation values. Therefore, in the views presented by these findings, it is sufficient to justify that TV/Radio has positive effects on the sales performance of the in cable TV/Radio.

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