

MARKETING COMMUNICATIONS: HOW STRATEGIC ADVERTISING ENHANCES GOOD CUSTOMER RELATIONS AND ASSURES BRAND LOYALTY – THE CASE OF CELTEL, TANZANIA

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Abstract

This study investigates how marketing communications in strategic advertising scientifically brings long-term profits to a company in regard to management of customer relations and brand loyalty. Advertising being a function of attention, perception and trial brings about brand expectation to customers. Customers compare brand performance to their pr-existing expectations to judge and position themselves from brand's perspective. Using a Tobin's 'q' concept, the authors analyze the advertising strategy of Celtel, Tanzania and study how it is used to manage customer relations and project repurchase behavior for Celtel services. A comparative study of Celtel Customers and non-Celtel customers is done. Empirical results show that Celtel customers are more loyal to Celtel brands and Celtel advertising strategies encourage higher brand loyalty. Further, an analysis of the customer confidence for repurchase behavior projection using similar measures shows a higher value with Celtel Customers database than Non-Celtel Customers database.

Key Words: *marketing communications, loyalty, brand expectation, brand performance*

INTRODUCTION

Celtel is one of the four leading mobile telecommunication companies in Tanzania and advertising is one of its strong marketing tools. The four leading telecommunication companies have more than 6 million subscriber base. Since consumer satisfaction decreases as they become more familiar with a product, new products receive higher ratings of satisfying expectations, and therefore the fulfilling of the high expectations produce greater consumer loyalty.

The overall goal of this research is to investigate the power advertising brings to both consumer and non-consumer groups in the market if it is used to establish a strong cognitive, affective and behavioral response for consumption. It is a tool when one wants to position brands to their prospects' attitude and behavior in favor of advertised brand. Advertising is used to build up a long-term image of brands for triggering more sales as well as maintaining existing customers. Advertising reaches a more geographically dispersed customer and the presence of advertisements has a relevant effect on sales if consumers become confident with what they believe that an advertised brand offers "*good value*". However, there are other products which are not advertised yet sell more, for example, the Golden Neo Life Diamite (GNLD) medicinal products.

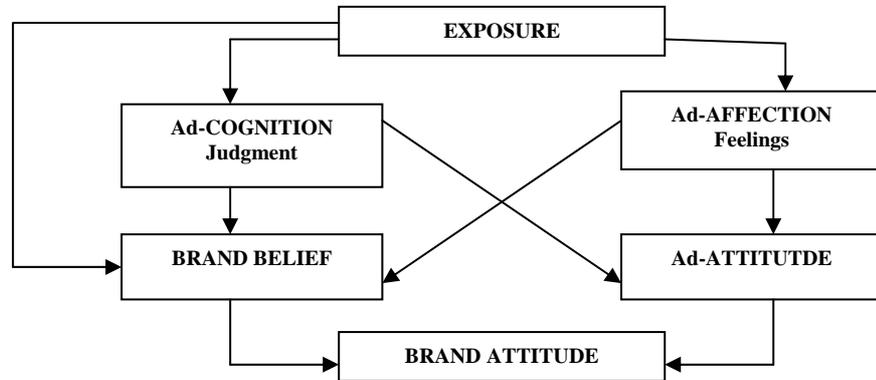
Therefore, to influence consumer's attitude formation towards consumption of advertised services will depend on what kind of information approaches audience and how is being utilized with backing of company's differing business philosophies; for example Celtel's philosophy is Dutch based "*emerging from within the intense competition*" and (or) "*availing weak internalities to evolve strong externalities*" with a meaning of accepting and learn confronting challenges to expose hidden opportunities; while Vodacom's – South African business philosophy "*focus on the market, competitor are always right in their undertaking*" meaning that work robust with the marketing mix you can prove your competitors wrong in their visions but beat them on the field.

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This embarks kind of signals strengths that are being communicated in so many Celtel’s advertisements and shared by customers to force advertising companies see what kind of signals their advertisements send to the target audience, who reads, hears others comments and watches them. Such information quality is what raises expectation and this is what advertising looks to satisfy so as to raise customers’ confidence via communication process.

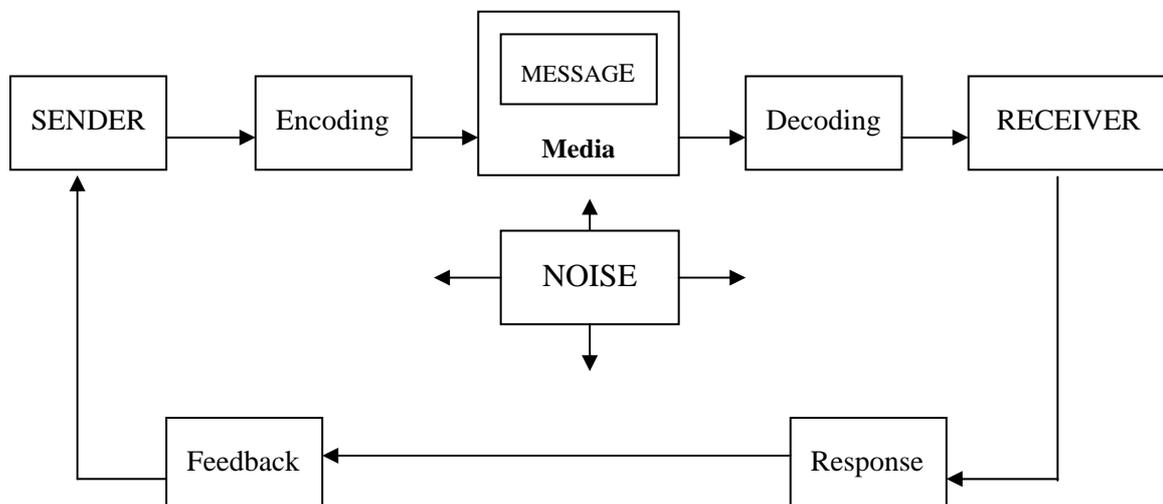
FIGURE.1 Attitude towards advertisements model



Source: Journal of Consumer Research 14 (Dec. 1987) pg 431

In advertising communications, advertisers try to establish means of reaching their target audiences in reacting from their responses, they encode messages that target their audience and they can decode correctly, (see the communications model Figure.2) where message is channeled through a media and reach a target audience. A target audience receives intended messages from advertiser with any of three stated technical reasons which dictates effectiveness of the advert. First reasons is “*selective attention*”, it gives reason of advertisement having a bold headlines promise something that has a high likelihood of getting attention. Second reason, “*selective distortion*”, receivers will hear what fits into their beliefs, and therefore as a result receiver may amplify a message without noticing other surrounding communications. Third reason, “*selective retention*”: customers retain in long-term memory only a small fraction of the messages that reach them. If receivers’ initial attitude toward advertisement is positive, they rehearse supporting arguments and if message is likely to be accepted then has a high recall. The communicator must strive for simplicity, clarity, interest and repetition to get the main points across (signals).

FIGURE 2. Basic Communication Process Model



source: P. Kotler “Marketing Management” Pearson Educations (2003:565)

Limitations

High Migration Costs. Celtel subscribers have limited alternative choice of purchasing a competing service due to higher ‘cost’ of migrating to another network. Therefore it seems this influences Celtel’s continued customer ‘loyalty’ and not the outcome of strategic advertising by Celtel.

Mathematical Relationship. There are relatively rare chances of customer response to an advert following an exact linear process of attention – perception – trial – performance, choice of preference and switching. This linear progression hardly applies on the ground exist and these however phases may take place simultaneously.

Geography. Sample concentrated only in the city of Dar-es-Salaam instead of the whole country, so it can not be accurate to assume that the confidence of Dar-es-Salaam mobile phone users represents that of the the whole country. Conduct further research for the Tanzania cities of Mbeya, Mwanza, Tanga and Arusha.

RESEARCH DESIGN

Objective and Research Questions

The overall objective was to conduct an empirical study to identify how Celtel customers’ repurchase behavior (loyalty) has been influenced by their advertisements. The study results will be used to investigate the effectiveness of Celtel’s advertising campaign.

Objective:

- To find out if there was any mathematical relationship between advertising and consumer’s confidence.
- To assess level of brand confidence as related to advertising.

Questions:

- What is the market determination factor of an advertisement?
- What is the satisfaction level of customers with advertised brand?

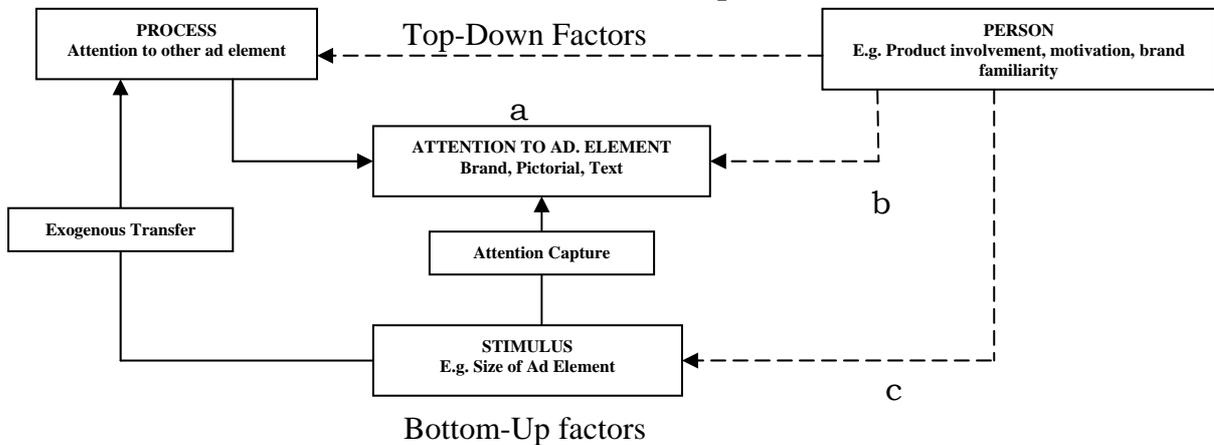
Literature Review

Consumer Dynamic. According to Ries and Trout (2000) positioning is not about what you do to a product or service but rather it is what you do to the minds of the prospects. If customers do not experience some degree of pleasant surprise with firm’s product, the level of satisfaction may be decreasing while their probability of switching to competitor’s product increases. As marketers we say “it is important to tap confidence of consumers during communication so as to position your offer effectively”. The tendency after product consumption is likely to switch or not to switch and advertising strategy is therefore required. It is true that for customers familiar with product ultimately will be most satisfied when their expectations are met, this will balance costs of product and maintain sales development and profitability in the short and long term basis. Likewise, anticipated positive relationship between repeat purchase behavior (loyalty), satisfaction and culture, for example; a company can claim great financial loss if its products innovation or development is not effectively advertised and it may fail to build loyalty. Building expectations if there is a sudden favorable event that takes place, those not expecting the event will be happier than those others who expected the fortunate occurrence. On the other hand, people expecting on unfavorable event will not be as disappointed as those who did not expect the misfortune (Bawa, 1990; McAlister, 1979).

Attention Creation; Attention to advertisements in the process of communication is the initial stage of building a loyal consumer. However the researcher hypothesizes that the second and third stage in the process are orientation and satisfaction respectively. Pieters *et al.* (2002) argue that in order to reach consumers effectively and to communicate with them, print advertisements need to cut through the clutter of competing advertisements and editorial

messages. Failure to capture consumers' attention (to attract and retain it) reduces effective reach of print advertising thereby jeopardizing attainment of long term communication and marketing goals. Some experts argue that "the power of marketing is eroding from lack of attention" (Sacharin, 2001). Attention has been referred to as scarcest resource in today's business (Adler and Firestone, 1997).

FIGURE 3: A Model of Attention Capture and Transfer



Janiszewski (1998) also supports this by determining those factors of origin as perceptual salience (advertisement) such as the size and shape. These features capture attention to ad – elements rapidly and almost automatically, even when a consumer is not actively searching for them (Jonides, and Yantis 1984). For those factors in person himself or herself in the attention process, they are explained as destination. They are the factors such as involvement with the product or familiarity with brands (Rayner *et al.* 2001, Rosbergen, Pieters and Wedel 1997) encourages subjects to voluntarily pay more or less attention to advertisements and their elements (see lines a, b, c in FIGURE. 1).

Researchers Pieters & Wedel (2004) acknowledged that advertisements are composed of complex scenes and texts, the visual system and knowledge operate jointly to guide attention, this occurs because memory and expectations are required to locate and recognize elements with particular visual features in the scene. In other words, consumers expectations are stored in the memory and can be stimulated and compared with visual features in the advertisements.

Consumption Intent; Vakratsas and Ambler (1999) suggested that, prior product usage dominates the effects of advertising influence on intent and behavior. It is expect that prior trial behavior positively affect intent to act. This example of smoking hypothesizes the behavior of confident and non-confident mobile phones user

Advertising Psychology; (Psychology: Principle and Applications, by Worchel and Shebilske (1994) argued that in the psychology of advertising communications, there are stimuli brought by expectations when customers see Celtel adverts and it is due perception. As such, Celtel color (red) communicates strongly in expressing emotional feelings, specialists have studied and found out effects in helping efficiency, comfort and well-being of people in their surroundings. In advertising emotions there are basics like love, joy (surprise), anger, sadness and fear however it can be further divided into dozens of more specific advertising emotional experiences but it can be concluded that emotional experiences are difficult to be describe or classify.

Satisfaction Retention; Eugene *et al.* (2004) argued that, "a positive word of mouth should lead to lower acquisition costs and greater future net cash flow". (Anderson, 1998; Srivastava

and Tasqddug, 1999) further conclude that, positive word of mouth helps to penetrate new and existing markets and thus should lead to accelerated cash flow. Eugene *et al.* (2004) explain their findings that greater customer satisfaction enables communicating firm to charge higher prices and customers will resist downward pressure on prices. (Anderson 1996 and Narayandas 1998) say, greater satisfaction in customer's leads to greater shareholder value through increased price tolerance, loyalty.

Culture; Cultural variables influencing confidence in marketing communications strategy are nothing but the creation of consumer knowledge, (Brugge, 2004). On reducing 'cognitive dissonance', he says expensive purchases easily give rise to a sense of dissonance or psychological unease or guilt. Therefore when price is brought in relation with other imperatives, the most commonsensical approach to reduce dissonance is by suppressing information which fuels dissonance. Brugge (2004) gave a second layer behind meaning to advertisements as tool of communication, 'traditions' (culture). Certain truths, customs or traditions are usually conveyed to the next generation as a means to keep them 'alive' but also to instill a suite of desirable values and life skills in the children to equip them to manage their lives after the elders have passed on.

Purchasing, Switching and Targeting; Companies should encourage consumers to experience company's product for even a short period of time. Study of marketing communication found a correspondence between migration and customers switching behavior as appealing. 'Migration' involves the flow of people from one geographic area to another whereas 'switching' involves the flow of customers from one product to another. Clark and Knapp (1996) pointed out this analogy in the migration literature "Just as individuals shop for consumer goods, potential migrants compare attributes of alternative locations and express those preferences by moving to the location that best satisfies them". Migration decisions in consumers are also influenced by normative and psychological variables (Germani, 1965).

Bansal *et al.* (2005) talked about the migration tendency or switching behavior, research of this topic relates to predicting migration with predicting consumption behavior as it may be influenced by consumer confidence. They also explain that, to predict migration one must therefore examine the migrants perceptions of variables at the origin that might act to push them away (push variables) migrants perception of variables at the destination that might act to draw migrants toward it (pull variables) and perceptions of person – specific variables that act either to facilitate or to hamper the migration decision.

METHODOLOGY

Data Description

Sample and Sampling. Satisfaction it is a function of attention about the product where companies advertise heavily and a function of perception. Altogether two forms a component of expectation and it will be measured. When customers try products because of marketing communications effect, then we introduce a third important function, TRIAL to conclude on a product performance. Customers who do not experience some degree of pleasant surprise with a company product will have low level of satisfaction and chances of switching to competitor's product increase (Ries and Trout, 2000).

The study assumed that Celtel customers do experience some higher degree of pleasant experience when they consume services as promised when encountering advertisements that is why it appears their level of satisfaction is higher and the probability of switching to competitor's product decreases. It is through this assumption that our empirical study focuses to study how Celtel customers' future repurchase behavior has been influenced by advertisements.

The sample is based on primary responses which we believe will enable us to establish a model which will compare expectations of Celtel customers built from advertisements basing on attention and perception and finally on trial on one side to compare with performance of the other side. Comparison is a relevant measure for predicting Celtel customers' service repurchase. From four factors, research exploits variables which constitute to the attention factors, perception factors and trial factors. Variables are image, text, brand, view, location (*attention*); culture, interest, needs (*perception*); anxiety, price, promotion (*trial*); motivation, care, complaint, communication, media (*performance*).

Sample. For analysis, random selection of 120 respondents was done to know whether they are using mobile phones or not and if they are, to know whether they are Celtel customers or not. For collection of the required primary data related to Celtel advertisements, respondents were required to identify themselves if they are Celtel customers or not also to fill out their personal reactions towards advertisements as related to their opinion of service consumption experience. Some data positions Celtel customers as loyal customer basing on where they first obtained services. Majority buy starter-packs from the streets mobile service vendors which dictate selection and inclusion of street vendors in data collection.

Street mobile phone service vendors confirmed that increasing weekly sales and decreasing connection charges enable provider (Celtel) to sale more. Apart from these factors, distribution of Celtel services (connectivity) throughout rural areas is the most powerful selling proposition to both its consumers and non-consumers,

Due to time limitation of the study, and due to wide coverage area of the country, and due to limited competitors (four only), data was obtained from within the city of Dar es Salaam where usage and network infrastructure is robust and highly shared to be enough to represent the entire country customer distribution.

Sampling. Sampling is a social unit of specific coverage and encompasses individual cell phone owners, non-owners, consumers from the streets and audiences near Celtel billboards and those who have come across various adverts. Selection of the industry is non-probabilistic because the sector exhibits intensive use of advertising. It is a judgmental sampling because it assumes telecommunication sector in Tanzania gives enough response from audiences because majority of consumers own mobile phones.

Data

Secondary data. The study needed data on consumer attention and attitude formation through advertising. *Primary Data*; we needed data about attention and perception (cognitive and affective) in advertisements; about brand performance and consumer evaluation. Instrument for our secondary data would be journals and the Internet.

Primary data. The study used 'Questionnaires' by distributing personally and requesting respondents to answer questions on spot. However some respondents' confidence was tempered so slightly in on-spot response so we allowed them to return next day. Personal interviews were also conducted and helped researcher to collect data from those who use mobile phones service and yet could not read or write. It helped us collect oral-verbal responses after presenting oral-verbal stimuli and so a structured interview.

Data Type. For analyses, the study used ordinal data because it allowed setting up inequalities in qualitative responses.

Data Processing

Editing. The methodology adopted a central editing for the purpose of meeting increasing ability for examining the huge volume of data collected in a short period of time to see if errors and omissions exist and to correct them before starting analysis. It helped in scrutinizing data quality where all forms and data were collected and returned to the center.

Coding. After editing, the study assigned various numerals and signs to customer responses so that all the responses were put into limited number of categories (classes) to create meaning. These classes were relevant to the research problem and strictly the data was mutually exclusive.

Classification. For the purpose of analysis, classification was done as an exercise followed coding of all data to reduce large volumes of raw data into limited and homogeneous groups for getting relatedness to these data. Classification exercise was undertaken carefully both in accordance with attributes as well as class intervals as it was necessitated by information supplied by responses.

Tabulation. After assembling or classifying data, it was easy to handle information and data was arranged in a logical form to give more meaning for further analysis.

Scaling and Measurements

Scaling. As it is placing events on un-favorableness, less favorableness, fairness, favorableness and most favorableness equally spaced intervals in an ascending order. Researcher's choice of using ordinal data determines scaling technique since the research is of qualitative nature.

Measurement. The study used ordinal scaling to imply that only one mark is greater than the other to get a feel of customer impression in their confidence for or against Celtel service brand. It used average for measuring central tendency of responses and standard deviation for measuring correlation analysis between different relating variables to draw meaning statements from questions.

Consumer Satisfaction versus Expectation

It can be assumed that natural experience in communication strategies follows the manner such that by increasing satisfaction, expectations of customers are also increased. This phenomenon is realistic since hierarchy of needs theory applies, when consumers get satisfied with basic needs they switch to higher needs by evaluating the perceived performance and increase or shift higher with expected needs and vice versa.

Tobin's 'q' Relevance to Market Determination

Forwarding-looking, consumer confidence measure for the customer brand choice during advertising communication is related to Tobin's 'q', that is, organization's (firm) value is the *ratio of its market value to the current replacement costs of its assets* (Tobin's (1969). The intuition behind this concept is that; a firm that creates greater satisfaction than expectations of consumers is perceived as using advertising effectively thus creating increased consumer confidence of the advertised brand (Eugene *et al.*, 2004). Likewise Lewellen and Badrinath (1997), say that when a firm creates a market value that is greater than replacement cost of its assets, it is perceived as using its resources more effectively and thus as creating increased shareholder value.

Furthermore, Tobin's 'q' has gained wide acceptance as a measure of a firm's economic performance. Because the 'q' value is based on the stock price of a firm, it is a more forward-looking measure (it is based on the anticipated future performance of the firm). Also measuring value of consumer confidence can be one of the usefulness of Tobin's 'q'

and it is in its ability to trace the source of confidence. We decompose Tobin's 'q' as a function of confidence C, normalized with respect to advertising: -

$$Q = \frac{\log(Sat)}{\log(Exp)} \quad (1)$$

Similar to:

$$Q = \frac{\log PF}{\log(AT * PA * TR)} \quad (2)$$

Where	<i>Q</i>	-	Tobin's 'q' value (market determination factor)
	<i>AT</i>	-	Customer Confidence at time <i>t</i>
	<i>PA</i>	-	Customer perception of the brand at time <i>t</i>
	<i>TR</i>	-	Customer trial for a brand
	<i>PF</i>	-	Service performance at time <i>t</i>

In raise consumer confidence to predict of effective communication, there is a need to focus on a factor satisfaction versus factor expectation as focused by an advertising firm. They are customer attention (AT), perception (PA), trials (TR) and performance (PF) which are assumed to follow a logarithmic trend.

- Average variable response.
- Values obtained by summation of variables of each separate factor divided by number of variables in that factor for all respondents Average factor response.
- Value obtained by summation of average variable values divided by number of respondents.

* Linearization of equation (ii) yields.

$$Q = \frac{\log PF}{(\log AT + \log PA + \log TR)} \quad (3)$$

Following findings were observed;

(Average Performance)	<i>PF</i> = 3.6775
(Average Trial)	<i>TR</i> = 3.3625
(Average Perception)	<i>PA</i> = 3.4208
(Attention)	<i>AT</i> = 3.555

Applying the formula, equation gives out;

$$Q = (\log 3.6775) / (\log 3.555 + \log 3.4208 + \log 3.3625)$$

$$Q = (0.5656) / (0.5508 + 0.5312 + 0.5267)$$

$$Q = (0.5656) / (1.6116)$$

$$Q = 0.35096$$

* Gap between Tobin's 'q' value (Q) and 1 indicates anticipated degree of consumer confidence.

$$\text{Consumer Confidence} = 1 - 0.35096$$

$$\text{Consumer Confidence} = 0.649044$$

Confidence is approx. 64.9%

FINDINGS

Analysis and interpretation of the information that are closely related to Celtel service users responses. There are explanations of respondents' opinion and their variations in use confidence. It explains how is done hypothetically, analytically and mathematically. It was found out that in Attention factor, customers' appeal goes with advert images, brand view and location variables. In Perception factor, Celtel's advertisements make appeal with customers' interests and customers' needs only. Advertising done by Celtel reinforced brand equity and customers have become more aware and have created a better brand knowledge of Celtel than that of its competitors. This is justified both empirically and heuristically in the level of confidence the public shows towards Celtel service brand (Appendix A). Heuristic evidence; through use of Tobin's 'q' value and its gap-gauging show that level of confidence in the random sample of customers is more than 65 percent (*Ref Tobin's 'q' Relevance to Market Determination*). The sample of customers was chosen at random in the city of Dar-es-Salaam where out of all respondents, 32 percent were Celtel customers, so this is yet a group that not sufficiently indicates confidence levels of around 66.4 percent.

Furthermore, in the analysis, out of the sample unit, 60 percent were found to be non-celtel customers. Those owning one-phone lines are less confident than those owning two-phone lines (Appendix A).

It is found out that when customers go for additional phone-lines, they do so to avoid cost and risk of *shifting*. It is also found out from the analysis that they however tend to adopt higher confidence with Celtel which is the process of positive switching of confidence. For example, 80.5 percent against 49 percent are those holding one line who react favorably with Celtel advertisements against those reacting unfavorably (by taking average of LF & A as well as of F & MF), whereas for those holding two lines we see more confidence of non-Celtel users where 78.5 percent react favorably with advertisements and none is unfavorable. Celtel therefore generates considerable applications of the physiology of advertisement communications in their effective promotional campaigns (Appendix C).

Expectation vs. Performance

Performance of an advertised service brand can be measured by customers who consume the service in comparison to their prior expectations 'since the time they have been exposed to advertising' against their satisfaction 'after having used the service' such that, if their level of service performance matches their prior expectation this is where we say 'Satisfaction to customers is attained', or if service performance is higher than their prior expectations, 'company delights customers' and in both cases, confidence of consumers towards a brand rises. Unlike delight and satisfaction, where customers find level of service performance is lower than their prior expectations during trial, their tendency to switch to a company's competitors is higher because they are not satisfied with the advertised service.

Discussion

From analysis and the problem statement of the study 'how advertising systematically shifts consumer confidence for advertised brand' the study discussed four levels of marketing communications for effective advertising. They are need, information, measurement and performance levels. Various aspects of these conceptual levels inform readers of what it really takes place during communications to persuade consumption decision that determines confidence of a consumer from attention backed with customer perception to brand performance evaluation.

Need level

Every human being has needs and wants. Customers therefore make decisions based on their needs and usually when they encounter advertisements (establishing strong cognitive,

affective and behavioral response with) or through word of mouth. Words of mouth influences consumer's attitude formation towards consumption of advertised services, it will depend on what kind of information approaches audience.

Consumption Decision. Consumers always make a comparison in their minds about experienced and expected service values. If their experience is satisfaction which they had from the service or product and if expectations exceed performance of the advertised brand, then favorable switching tendency toward the advertised service is low and so gain less confidence, it does not seem to give customers best reasons to shift to advertised service. Contrary to that, if their experience for instance is satisfaction they had from other service or product and if they use the service and expectations become lower than the actual performance of the advertised brand, so there is likelihood of switching toward advertised brand (see FIGURE. 1)

Motivating Trials. The process of opinion leadership (word of mouth communications) is always effective and successful due to reasons that opinion leadership is credible, is not biased such that it offers both positive and negative product or service information, it gives information and advice, it is category specific and it works in a two way manner. What is the motivation behind opinion leadership of opinion receivers? (i) They want usage information, (ii) it reduces perceived risk by receiving first-hand knowledge and (iii) it reduces search time for the brands. Therefore people often look to friends, neighbors, and other acquaintances for product information. Opinion leaders' views are influenced by their personal perceptions while opinion receivers are driven by their needs, anxiety for new innovations, cost or affordability and promotional measures such as advertisements. Confidence of opinion leaders about new innovations would trigger trial of customers for new services or innovations. Product trial starts with purchase search which begins when a consumer perceives a need that might be satisfied by the purchase of a product. The recollection of past experiences (drawn from long-term memory storage) might provide the consumer with adequate information to take the present choice.

Past experience is considered an internal source of information. Many consumer decisions are based on a combination of past experiences (internal services) and marketing and non-commercial information (external sources) such as advertising. Vakratsas and Ambler (1999) suggested that prior product usage dominate the effects of advertising influence on intent and behavior. Examination of external search effort associated with the purchase of different product or service categories found that as the amount of total search efforts increase, consumer attitudes toward shopping and purchase become more positive, and more time is made available for shopping.

Information level

Customers usually interact with various kinds of signals from Celtel's advertisements that are communicating their way and share with other customers. Advertising companies are forced to examine in advance what signals adverts send to customers' attention because such information raise expectations and motivate customers to keep consuming the advertised brand.

Customer Attention; First correlation analysis reveals that customers are attracted to appealing images (celebrities, objects) that are decent, covers their privacy and enhance trust towards use. Wells, Burnett and Monarty (2000) affirm that "the bigger the illustration (contents), the higher is the attention an advertisement gets". Brugge (2004) gave a second layer behind meaning to advertisements as tool of communication and 'traditions' (culture). Consumer memory is much influenced by attention factor to advertisement and can be

inferred due to psychological processes involved with distinct antecedents (Diamond, 1968; Finn, 1988; Hanssens and Weitz, 1980; and Twedt, 1952). This is why advertisements use 'decent' celebrities in line with Tanzanian culture because in Tanzania, culture and traditions are strong.

Third correlation analysis reveals that new branding of Celtel is appealing and that is why customers and non-customers watch and read adverts more often. Customers seem to be satisfied by the relationship that exists between Celtel logo and their messages since adverts contain brand, pictorial and text elements. Researchers believe a visual brand identifies cues in print advertisements such as brand name, trade mark and logo of the source (Keller 2003). For example; *Celtel: Making Life Better* and one message of the advert says "*Enjoy Your Time*" and this advert is widely distributed. We can see a link between having better life and enjoying the times. This is a correlation and it is an incentive for non-user for thinking to subscribe with Celtel service.

The fourth correlation of attention factor analysis reveals that location selection enhances affection to a brand. It increases awareness while sharpening the image of the brand. Effective positioning of Celtel branding justifies correlation findings for example. Huge billboards of Celtel are found in near along commuter bus stops, busy highways, junctions of busy roads carrying heavy traffics, near market places *et cetera*. For this reason, customers and non-customers can easily recall and easily recognize Celtel.

For example out of 80 randomly selected respondents, only 26 respondents use Celtel services but the rest are non-Celtel users. But overall preference is 65 percent level of confidence which implies that even non-Celtel users are appreciating Celtel services. It also implies a long-term sustainability or gain of future new customers. If it were such that the percentage of respondents exceeds the level of confidence, it would imply even Celtel – users are confident with it, indicating likelihood of switching in the near future or absence of sustainability.

The fifth and last correlation analysis reveals that, just like the fourth correlation, location selection enhances tendency to view the advertisement, such that it strikes customer attention. Becoming attentive at certain places increases awareness and brightens brand image in the minds of customers. Example customers are becoming sensitive and attentive when they reach certain places. These are where you may often find Celtel adverts for example at cross roads, junctions, market places, near schools and near roundabouts. Human psychology tend to alter attentively and concentrate when they are approaching or in those places.

Consumer Perception. Fim, James and McQuitty (2000) explained that it is significant to predict satisfaction as it assures a company of customers' repurchases behavior and likely switching behavior in advance. Then marketers are concerned with how customers select, organize and interpret various stimuli of communication such as that of advertisements from (i) consumers' previous experience (as it affects their expectations) and (ii) consumers' motives (needs, desires, interest, culture and so on). How do people (customers) organize their selected stimuli? They follow '*Gestalt Psychology*'. Gestalt, in German, means pattern or configuration). It follows three most basic principles of perceptual organization; figure and ground, grouping and closure interpretation. Perception depends on aspects like clarity of previous stimulus; past experiences of perceiver, motives and interests. Therefore a non-fluctuating behavior of customers nullifies *weak stimuli* that are caused by poor visibility, brief exposure, high noise level and *strong stimuli* caused by different viewing, varying distances, and changing levels of illuminations in advertisements due to cultural, interests and prevailing needs of customers.

Some consumer behavior researchers may ignore the idea of identifying customer satisfaction by communicating and that it does change over time affecting brand choice (Kasper, 1988; Newman and Werbel, 1973) and purchase intentions (LaBarbera and Mazursky, 1983; Oliver, 1980). Study findings on perception factor in the course of identifying brand confidence and correlation results revealed that respondents (Celtel customers) are satisfied. There is a weak relationship between culture and interest, weak correlation between culture and needs but strong correlation between interest and needs. 53.8 percent of respondents build this strong relationship to justify the non-fluctuating stimuli of their perception with Celtel. Out of 80 respondents seven were highly interested with Celtel advertisements whenever they see them outdoors, seven were interested and 24 were fairly interested. Assuming out of total of 38 respondents who are pro-Celtel brand and out of 80 respondents seven highly agreed that Celtel communications (advertisements) touch their personal needs, 14 agreed with some proposition and 27 fairly agreed making total of 48 respondents being pro-Celtel's proposition of touching human needs in their communications. 43 average respondents out of 80 therefore conclusively agree with needs and interest propositions versus 54 who disagree with culture proposition.

Culture had less effect in this analysis of perception in customers view on Celtel brand equity building process. What could be the reason behind this? Perhaps its low contribution we will agree from the point of view of how culture influences consumer behavior (it is a total sum of learned beliefs, values, and customs that serve to direct the consumer behavior of members of a particular society).

In expressing emotions, one has to look critically into the factors that influence perception and these are but not limited to environmental conditions, past experience, set of needs and wants as well as attention to advertisements. Environmental conditions highlights issues of light intensity and color, glare of the light and suns as well as setting/background. Customer perception is also influenced by past experience. For set of needs and wants it is evident that when you meet someone you may pay more attention to what that person is saying and perceive him as an acceptable person if you both are the same religion or have similar values.

In attention factors repetition of key phrases (making life better in commercials) and names of products (Celtel), again gains positive impression because customers do respond to this type of exposure to sights and sounds more than most of them realize. Intensity factor is used in a number of types of perception and contrast is also used in Celtel's advertising communications for example in window displays it creates emphasis on displayed or advertised item(s) see in jewelers' shops. Another factor is novelty as it has always been an effective attention getter with curious human beings. In marketing, advertisers' believes there are always customers to hear taste and see new and different things.

Measurement level

Human beings are mostly ruled by emotions and emotions define who we are. In the world of advertising, a major problem that marketers face is lack of briefing skills and many advertising agents fail to produce such skills via emotional presentations in their advertising solutions. Being attentive to adverts, consumers become influenced in their decisions. It is from their expectations customers opt to try products.

Product Trial. Theory of trying to consume is influenced by two major impediments. They are 'personal impediments' (example, where a consumer is trying to find just the right eye glass frames for under \$200 or sometimes trying to lose weight but loves dessert) and 'environmental impediments' (example, situation where only the first 500 in line will be able to purchase tickets for the rock concert). Personal and (or) environmental impediments may

prevent the desired action or outcome from occurring. By trying different cases, the outcome (purchase, possession, use, or action) is not and cannot be assumed to be certain.

For instance, the perceived influence of cigarette advertisements outweighs parental and peer smoking behavior (Amstrong *et al.*, 1990). 'The theory of trying to consume' seems also to hold with Celtel customers resulting from their intensive advertising campaign in Dar-es-Salaam. Celtel was not doing well at the start (Celtel: Let's talk) and after a year of under performance they re-launched a new logo and slogan (Celtel: Makes Life Better). This action boosted consumer confidence to 65 percent. However, former confidence level is not revealed and besides the fact that they changed slogan, the logo is an evidence of their new business approach.

Celtel Brand Value. Ries and Trout (2000) explain that a competitor in advertising communication has three strategic alternatives, first strategy; communicating by strengthening own current position in customer's mind, Second strategy; grabbing the unoccupied position, and third strategy is the de-positioning or re-positioning the competition in the customers' mind. We have realized that Celtel adopted second alternative for its relationship marketing in advertisements. The same applies to Celtel, in order to maintain their competitive strong position; they have to prove that "Celtel is Making Life Better (*their tag-line*)"

From the analysis of Celtel findings, 54 percent respondents, 51 percent respondents and 51 percent respondents have agreed that Celtel advertisements have covered their personal needs, that Celtel advertisements are exciting and that Celtel advertisements imply affordability respectively. Therefore, Celtel advertisements and information from opinion leaders have matched to trigger customer trials for the service. Unlike needs, anxiety and cost variables, promotion variable does not reveal best results such that more than 67 percent disagree with Celtel promotional activities.

Empirical findings from Trials shows that out of 80 respondents who filled up questionnaires, 43 accepted that Celtel advertisements communicate absolutely about human needs (basic ones), 41 accepted that Celtel advertisements cover personal needs and 41 accepted that they have fair costs (affordability) being implied in their advertisements. 51 disagreed with Celtel's promotional activities. And basing on Correlations; findings do support customers' *tryability* such that that there is a very weak correlation between need and promotion and a very weak correlation between costs and promotion. There is also a weak correlation either between anxiety and promotion. There is strong correlation between needs and anxiety, strong correlation between needs and cost and, very strong correlation between anxiety and costs.

Tobin's q Confidence Index

Characteristics	Respondent Status	Tobin's 'q' Value	Confidence equals (1 - q)	Percentage Confidence
CELTEL	Men	0.3482	0.6518	65.2%
CELTEL	Women	0.3114	0.6886	68.9%
CELTEL	Combined	0.3361	0.6639	66.4%
NON-CELTEL	Men	0.3545	0.6455	64.6%
NON-CELTEL	Women	0.3764	0.6236	62.4%
NON-CELTEL	Combined	0.3550	0.645	64.5%

Difference between users' and non-users' confidence is small, that is 66.4 percent versus 64.5 percent respectively. What could be the reason behind? Perhaps, it is because majority of non-users have more than one phone lines, having more than one phone line shows lack of loyalty to those providers (Vodacom and Tigo). So they have chosen to trust Celtel, which could be one scenario. A second is, from the confidence analysis model (See Appendix A, Chart 5) it shows that Celtel advertisements help customers (non-users) to accommodate the hypothetical model by realizing their needs, availing information and measurability.

Therefore the end result remains to be higher service performance than the non-customers' expectations that is why level of confidence is above average to both customers (users and non-users). Celtel adverts are also focusing on gender balance and social responsibility. This is well explained by the way women are influencing the market. They seem to be very loyal customers to the brand they are using. For Celtel users segment, women have 68.9 percent level of confidence as opposed to men who have only 65.2 percent.

Performance level

Empirical evidence. The approach compared findings of customer's expectation and performance according to their own opinions. Findings show that Celtel service brand performance is higher than customer's expectations, which give them confidence for repurchase. Expectations of customers for Celtel service are lower than what Celtel brand seems to perform, it gives customers much satisfaction and so is the confidence. Customers relate several variables in advertisements within the need, information, measurement and performance levels and they correlate various stimuli to link up their desires, personal beliefs before they decide. It is true that the higher the correlation between variables, the higher is the tendency to like trying and so is the confidence. From our research hypothesis test it can therefore be concluded that Celtel strategy of advertising campaign is effective and they manage to have loyal customers because Celtel advertisements have scientifically proved to encourage relationship with customers. In other words we can say the growing customer relationship is highly contributed by Celtel's advertisements. Therefore, advertising helps to systematically shift confidence of customers for brand preferences if advertisements encourage relationship with customers.

CONCLUSION

It is established from the analysis that customers' confidence is based on satisfaction they get from Celtel advertisements. The approach compared findings of customers' expectations and brand performance image according to their own opinions and came to find out that Celtel brand performance is perceived higher than customers' expectations that is

stimulated by perception but does not necessarily have mathematical implicated relationship.

This proves there is no mathematical relationship between advertising and consumer's confidence however, customers are attentive to Celtel advertisements and perceive their communications favorably. The level of customers' Celtel brand confidence is related to Celtel advertising campaign as there is a growing customer satisfaction backed by a positively built growing expectations compelled by their attention, perception as well as desire for trial in Celtel's advertising campaign which assures future repurchase. In the analysis it was assessed that customers with two lines are 100 percent brand confident; meaning they are in favor of Celtel adverts. Therefore, influencing customers' attention, perception and their tendency to try Celtel's products and services under the fact that both non-customers' satisfaction to advertisements concludes systematic shifting of confidence of the customers for the brand.

Recommendations

Manage Existing Confidence. Celtel advertisements should explain more of benefits, in order to manage existing confidence of both customers and non-customers, to communicate solution(s) to customers' problems and to capitalize on motivating customers with language which will influence propensity to try.

Gender Balance. Celtel advertisements should concentrate communicating for female (both features and images) as they influence participation of females in the service consumption. Females need equal involvement in the adverts to boost their confidence.

Way Forward

Further Research. There is a need to study more on the same subject with bigger sample unit of not less than 2.5 percent of Celtel customers to find out whether it is true for non-Celtel customer having satisfaction with Celtel adverts and yet they delay switching into Celtel while they have two network lines. For example, it was found out that customers with two mobile-phone lines non-Celtel seem more likely they can switch to Celtel as they are more conversant with Celtel communications than one with single mobile-phone line and therefore a further study needs to answer why such a phenomenon?.

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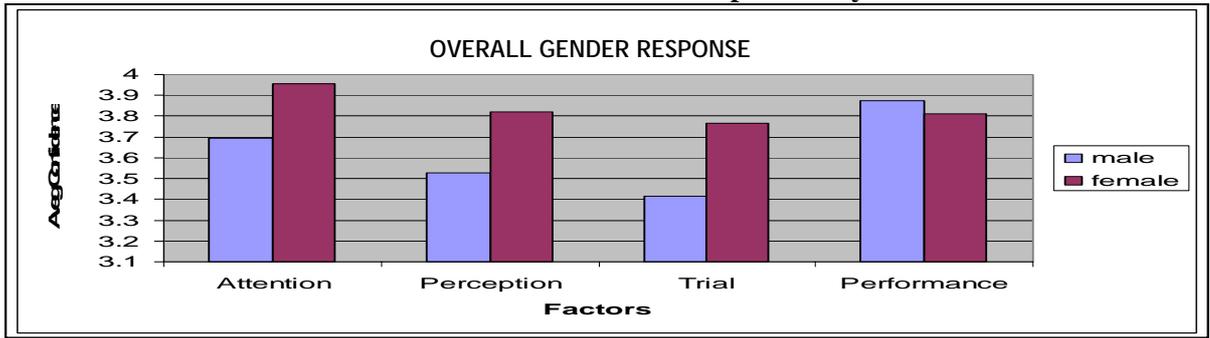
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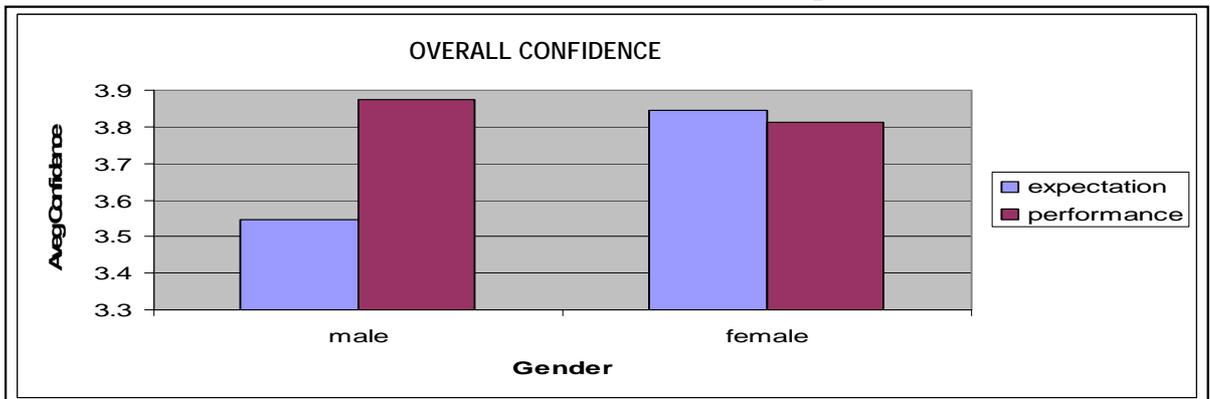
APPENDIX A

CHART 1: Overall Brand Confidence Response – By Gender



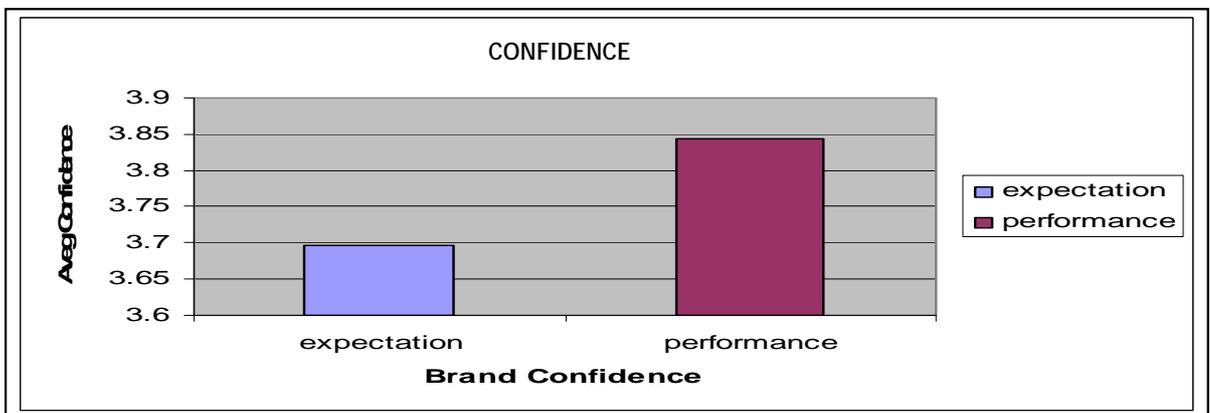
GENDER CONFIDENCE RESPONSE TO CELTEL SERVICE BRAND AROUND DAR-ES-SALAAM

CHART 2: Overall Brand Confidence Response



MALE SEGMENT HAS GREATER OVERALL CONSUMER CONFIDENCE

CHART 3: Brand Performance – By Customers



CELTEL SERVICE BRAND IS STRONG TO BOTH USERS AND NON-USER CUSTOMERS

CHART 4: Brand Confidence Findings – By Celtel Customers

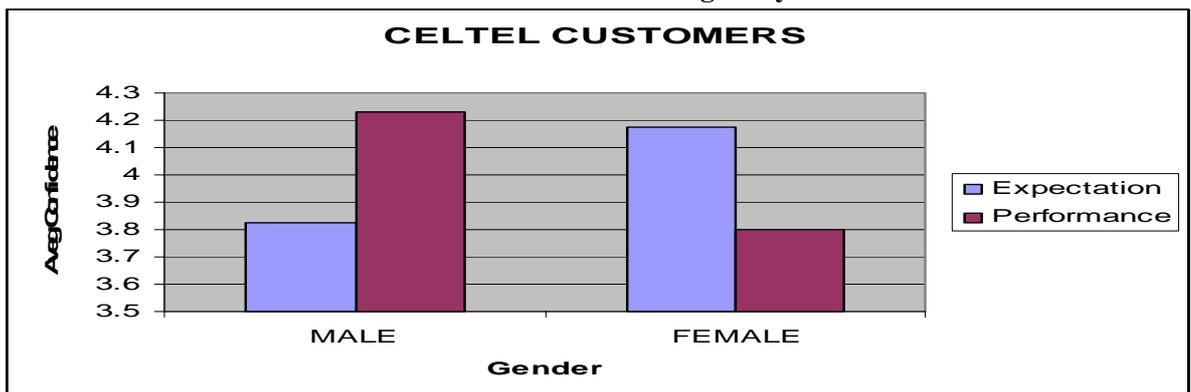
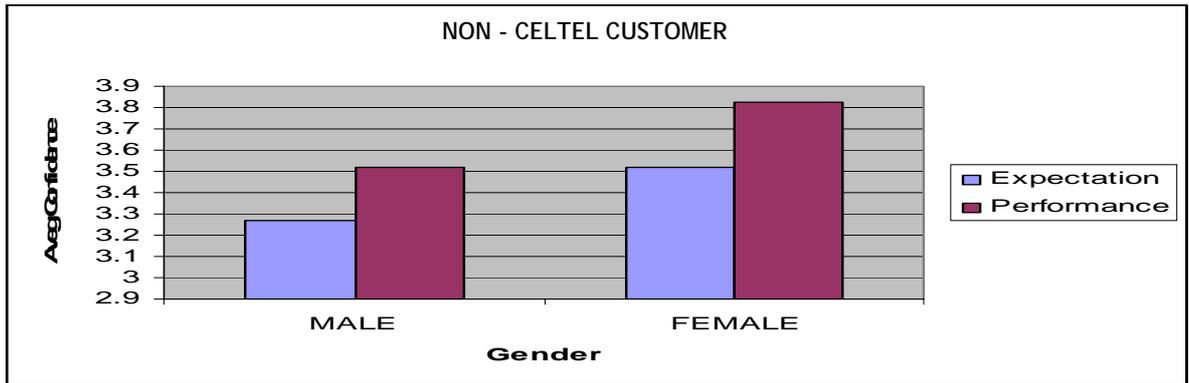


CHART 5: Brand Confidence Findings – By Non Celtel Customers



FEMALE NON-USER SEGMENT HAS GREATER CONFIDENCE, TAP IT

APPENDIX B.

Inter-Factoral-Variable Correlation Analysis - Table

FACTOR	VARIABLE	Text	Brand	View	Location	Interest	Needs	Needs	Anxiety	Costs	Promotion	Care	Complaints	Communications	Media
ATTENTENTI ON	Image	0.33	0.37	0.51	0.50										
	Text		0.41	0.37	0.42										
	Brand			0.55	0.52										
	View				0.58										
	Location														
PERCEPT'ION	Culture					0.36	0.34								
	Interest						0.60								
	Needs														
TRIAL	Needs								0.64	0.59	0.27				
	Anxiety									0.65	0.44				
	Costs										0.27				
	Promotion														
PERFORMANC E	Motivation											0.34	0.49	0.50	-0.14
	Care												0.45	0.27	0.15
	Complaints													0.66	0.02
	Communication														0.03
	Media														

- ⊕ Between 0.00 – 0.30 = Very weak correlation
- ⊕ Between 0.31 – 0.40 = Weak correlation
- ⊕ Between 0.41 – 0.60 = Strong correlation
- ⊕ Between 0.61 – 1.00 = Very strong correlation

APPENDIX C.

Summary of Respondent's View Index - Table

FACTOR	VARIABLE	MFV	FV	F	LFV	UFV	AVERAGE SCORE
ATTENTION	Image	14	38	21	5	2	3.71
	Text	13	49	12	4	2	3.85
	Brand	5	33	21	6	15	3.16
	View	11	23	34	9	3	3.43
	Location	9	44	18	6	3	3.63
PERCEPTION	Culture	15	39	17	8	1	3.74
	Interest	9	33	24	7	7	3.38
	Needs	8	24	27	14	7	3.15
TRIAL	Needs	8	29	25	10	8	3.24
	Anxiety	5	34	25	11	5	3.29
	Costs	8	31	22	10	9	3.24
	Promotion	20	31	17	8	4	3.69
PERFORMANCE	Motivation	14	42	16	7	1	3.76
	Care	44	13	15	7	1	4.15
	Complaint	10	28	20	16	6	3.2
	Communication	14	30	19	10	7	3.36
	Media	23	38	11	5	3	3.91

Key to abbreviations

⊕ MFV	= Most favorable	⊕ LFV	= Less favorable
⊕ FV	= Favorable	⊕ UFV	= Unfavorable
⊕ F	= Fair		

Gender Confidence and Preference - Table

Categories	Confidence Criteria	1 LINES				2 LINES			
		Line Owners	Confidence Level	Gender	Specific No	Line Owners	Confidence Level	Gender	Specific No
UNFAVORABLENESS	LF <i>Less Favorable</i>	7	43%	Male	5	0	0%	Male	0
				Female	2			Female	0
	A <i>Fair</i>	4	55%	Male	2	0	0%	Male	0
				Female	2			Female	0
FAVORABLENESS	F <i>Favorable</i>	19	74%	Male	13	9	73%	Male	6
				Female	6			Female	3
	MF <i>Most Favorable</i>	7	87%	Male	2	1	84%	Male	0
				Female	5			Female	1

APPENDIX D.

FIGURE 5: Advertising and Consumer Confidence Shifting Module

