

DEDICATION

This dissertation is dedicated to my late parents and my uncle for his love and sacrifice.

ACKNOWLEDGEMENT

My deepest gratitude goes to none other than the Almighty the provider of knowledge and wisdom and for seeing me throughout my four years of study at Midlands State University.

I extend my deepest appreciation to my supervisor for the guidance and advice she patiently provided during the study despite her busy schedule which made it possible for me to finish this study. I am also thankful to the Savanna Tobacco company management, staff and customers who took their time to participate in this study.

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ABSTRACT

The study aimed at evaluating the effectiveness of advertising controversial products on consumer purchasing decisions with special reference to Savanna Tobacco Company and it was carried out from July 2015 to November 2015. The main aim of the study was to measure advertising techniques suitable for communicating controversial products in terms of consumer attitudes, purchase intentions and demand patterns. The research results followed guidance of three main objectives that are: examining the influence of sponsorship on consumer attitudes, to find out if endorsement affects purchasing intentions and to determine influence of bandwagon on demand patterns. Advertising of controversial products was perceived by Fay (1995), Waller (1999), Pendergus (2001) as a negative concept due to the nature of product where products such as cigarettes are perceived to be controversial that offends when advertised because they are related to anti-social behavior. Data capturing was done using exploratory and descriptive research designs using judgmental sampling. A targeted population of 300 respondents including 5 managers, 45 employees and 250 customers was used and research instruments used to gather information were questionnaires and interviews. When the results were analyzed it showed that most of the respondents from the population chosen were satisfied with usage of sponsorship, endorsement and bandwagon appeals in influencing their purchase decisions. The research concluded that advertising techniques used by Savanna Tobacco Company increased demand, purchase intentions and resulted in consumers having positive attitudes towards the company and its products. The researcher indicated that the three techniques (sponsorship, endorsements and bandwagon) are effective with bandwagon being the most effective one. Recommendations are that Savanna Tobacco Company should continue using these techniques but should also work on the product quality. Point of Sale (POS) advertising and product placement are other techniques which Savanna Tobacco Company can use to improve reach of their products.

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DEFINITION OF KEY TERMS

AOCP- advertising of controversial products

BAT- British American Tobacco Company

GDP- Gross Domestic Product

WHO- World Health Organization

FCTC- Framework Convention on Tobacco Convention

Pinda Mustaira- Get in Style

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

This chapter seeks to introduce the reader to the broad aim of why the research has to be carried out thus; it contains background of the study which covers on the effects of advertising techniques and its influence on consumption patterns. The researcher will then highlight the statement of the problem, objectives, research questions, delimitations, significance of the study, assumptions, limitations and definition of terms.

1.1 Background of the Study

Waller (2004) defines controversial advertising as “advertising that, by the type of product or execution, can elicit reactions of embarrassment, distaste, disgust, offence, or outrage from a segment of the population when presented”. The author advises that, those companies with products that can be considered to be offensive to some segments of the public must be aware of the things that might offend their customers and be socially responsible enough to refrain from openly being offensive. The reason for them to be socially responsible is to protect the consumer since consumer behavior can be defined as “the mental, emotional, and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy needs and desires” (Wilkie 1994). Adelaar, Chang, Lanchndorfer, Lee and Morimoto (2003) says consumer buying behavior is based on the concept and idea that he/she simply decided to purchase a product or service at the spot.

Fam, Waller and Yang (2008) did a research on addressing the advertising of controversial products in China. Their study aimed to increase the understanding of consumer stakeholders' attitudes toward the advertising of alcohol and condoms by discovering who is offended by this type of controversial advertising and hear their suggestions to the advertisers about how to minimize the level of offensiveness. The survey was carried out by a China based Professional research firm using stratified sampling frame to avoid any biases in relation to gender, age and location. The research findings showed that only women were offended by the advertising of alcohol while condom advertising was found to be offensive by most age groups and gender because the product is deemed to be private.

Hadzalic and Akervall (2011) explain on how a harmful product like tobacco can be marketed. They viewed their area of study as a complex field where many factors need to be considered rather than using a hypothesis that needs to be proven right or wrong they used qualitative research methods in form of interviews which allows flexibility and freedom of research. Their research findings show that communication through social media is more effective. Despite a number of studies on advertising controversial products majority of studies were from the United States and Australia, with focus on western attitudes. It is the interest of the researcher to observe attitudes towards advertising of this controversial product (cigarettes') in African countries (Zimbabwe) where the economy and livelihood depends mostly on tobacco farming.

Savanna Tobacco was founded in 2002 when the company purchased a tobacco threshing plant in Harare, Zimbabwe. Over the last 10 years Savanna Tobacco has evolved from a threshing plant in Harare to a significant producer of tobacco products and brands in Zimbabwe. From an average monthly output of 3000 master cartons in 2004 the company produces between 35 000 and 40 000 master cartons per month. When the factory started, it was manned by six South African Technicians and sixty Zimbabweans. To date, the expatriates have all, except for one, have been replaced by locals and the total staffs complement stands at 150 permanent employees.

Tobacco production makes an important contribution to Zimbabwe's Gross Domestic Product (GDP) and export revenue and plays an important role in the national economy. The crop

normally accounts for more than 50% of agricultural exports and it adds about 10,5% of Zimbabwe's GDP this is evidenced by its 44% contribution out of 2 billion worth of tobacco leaf produced in Southern Africa in 2013. The European Union and World Health Organization 2005 (WHO) have specified that tobacco advertising should not be allowed. WHO Framework Convention on Tobacco Convention (FCTC), which came into effect as an international law on 27 February 2005, requires that the supply of and demand for tobacco be reduced and to also comply with the stated articles shown in table 1.1 below as well as the Zimbabwean status pertaining to each requirement;

Table 1.1 Status of WHO FCTC in Zimbabwe

Article	Requirement	Zimbabwean status
Article 5.1 Protect public health policies from tobacco industry interference	Each Party shall develop, implement, periodically update and review comprehensive multisectoral national tobacco control strategies, plans and programs, establish or reinforce and finance a national coordinating mechanism or focal points for tobacco control.	National urgency with staff
Article 6: Price and tax measures to reduce the demand for tobacco	Take account of national health objectives concerning tobacco control and adopt or maintain measures which may include implementing tax and price policies on tobacco products so as to contribute to the health objectives aimed at reducing tobacco consumption; and prohibiting or restricting tax- and duty-free tobacco products	Total tax on most sold brand is 43%
Article 8 Protection from exposure to tobacco smoke;	Adopt and implement measures, providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.	Ban on smoking in public transport
Article 11 Packaging and labeling of tobacco	Adopt measures within 3 years of entry into force that enquire display of rotated series of health warnings and other messages on tobacco product packaging that cover	Regulations mandating specific health

products;	at least 30% of the principle display areas--ideally 50% or more, and include pictures or pictograms-and that prevent false, misleading or deceptive packaging and labeling.	warning on display area describing health harms, with font style, size and color.
Article 13 Tobacco advertising, promotion and sponsorship;	Undertake a comprehensive ban of all tobacco advertising, promotion and sponsorship within 5 years of entry into force	Does not comply with article 13

Source: Report card on WHO framework Convention 2013

Besides set laws selling of tobacco products are also affected by religious perceptions' more recently, Akhter (2011) found that level of offensiveness towards advertisements of controversial products was found to be significantly associated with religious perceptions and nature of advertising appeals. Since tobacco is classified as controversial product there are limiting factors of how it is communicated such is the package of cigarettes. There are regulations on what needs to be printed on the package and in some nations the cigarette producers are legally required to put descriptive pictures showing possible health hazards on the package to allow for visual warning to consumers. Fortunately in Zimbabwe the situation is still favorable since tobacco advertising is still permitted on national television because they feel it will have a ripple effect on the economy and peoples livelihood since tobacco adds 10,5% to the economy's GDP. Seeing that the Zimbabwean government does not comply with Article 13 (WHO FCTC) of banning tobacco advertising, promotion and sponsorship it prompted the researcher to undertake the study of evaluating the effectiveness of advertising of controversial products (AOCP) on consumer buying behavior.

1.2 Statement of the Problem

Tobacco farming adds about 10,5% of Zimbabwe's GDP this is evidenced by its 44% contribution out of 2billion worth of tobacco leaf produced in Southern Africa in 2013. Despite Savanna tobacco being a Zimbabwean owned company employing about 150 locals producing cigarettes' using the local tobacco leaf, cigarette selling has received a lot of critics from religion, health and law which proves to be a foreseeable threat to the company's sales volumes. The main research problem is how a company markets a product with so many restrictions yet adding value to the economy and peoples livelihood.

1.3 Objectives

The present research work is designed to achieve the following specific objectives with reference to controversial products.

- To examine the influence of sponsorship on consumer attitude towards Savanna tobacco products
- To find out how endorsement affects purchasing intentions towards Savanna tobacco products
- To determine influence of bandwagon on demand patterns towards Savanna tobacco products

1.4 Research questions

- What influence does sponsorship has on consumer attitude?
- What extend does endorsements influence purchasing intentions?
- What impact does bandwagon advertising has on demand patterns?

1.5 Significance of the study

The study will be important to the researcher, the University, other scholars and the organization the research is being carried for.

1.5.1 To the researcher

- Develop skills for future research on further educational.
- It provides a sense of achievement
- To fulfill the requirements of the researcher's Honors Degree in Marketing Management with the Midlands State University.
- The researcher will have an appreciation of the practical side of research methodology in dissertation writing.

1.5.2 To the Company

- The research findings and recommendations might be important to Savanna Tobacco as it might bring benefits such as high customer retention and brand recognition.
- The company will gain information that can assist in improving their communication with customers and gain competitive advantage.

1.5.3 To the University

- Assist towards the consolidation of the institution i.e. MSU as a research center that offers hands-on solutions to the industries in Zimbabwe.
- The study adds to the body of knowledge which provides the basis for further investigation by other researchers like students who may wish to research on the same area.

1.6 Assumptions

- Advertising of cigarettes using the mass media was not going to be prohibited during the research period.
- The company did not stop operating during the research period.
- The sample size chosen provided the researcher reliable responses.
- The qualitative research method chosen is the best in attaining results.
- The research environment remained relatively stable throughout the research period.
- The research was held professionally as possible to avoid bias.
- All respondents showed to have a clear understanding of the subject under study of advertising and consumer buying behavior.
- The management and staff aimed for the interview by the researcher were still employed at Savanna during the research period.

1.7 Delimitations

- The study was focused on Savanna Tobacco Company located in Harare which is a Zimbabwean owned company fully supported by Zimbabwean laws and regulations of operations.
- The researcher focused on some of the advertising techniques like sponsorship, bandwagon and endorsements which influence consumer purchasing decisions.
- The respondents were categorized into groups of management, staff from marketing department and individual customers
- This research only focused on one controversial product; cigarettes' yet there is a list of these controversial products.
- .The secondary data used for this research was from February 2005 to February 2015.

1.8 Limitations

- The research was carried out in urban areas only yet the product also available in rural areas.
- The chosen sample size chosen does not give a true reflection of the users of the product therefore to ensure reliability of research results the researcher will use approved methods in drawing sample size.
- This is a relational study therefore a single regression method was not enough therefore results might be different if a different research design is used.
- Research manpower was limited since the researcher was the only one involved in the study especially in collection and analyzing of secondary data.

1.9 Summary

Background of the study and the problem statement were discussed to give foundation to the study of how advertising appeals impacts on purchasing patterns of controversial products. The chapter provided the research objectives which were drawn from the research questions. Significance to the study, delimitations, assumptions and limitations constructed part of this chapter. Chapter two to follow will review the objectives basing on literature by other scholars

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter aims at giving a detailed literature of the area under study citing the works of other scholars who looked into the area of advertising controversial products. An analysis of different literature concerning advertising of controversial products and the appeals used to influence consumer purchasing decisions is the main aim of this chapter.

2.1 Advertising of controversial products (AOCP)

Marketers have made advertising of controversial products (AOCP) more and more persuasive in the market because they tend to gain attention from the targeted audience and bring up positive results. The term controversial is defined in the Webster dictionary as something relating to or causing too much discussion, disagreement or argument likely to produce controversy. Wilson and West (2000) therefore defined controversial products as products, services or concepts that for reasons of delicacy decency, morality or even fear, tend to elicit reactions of distaste offence or outrage when mentioned or openly presented. Waller (2005) adds that these are products that can elicit actions of embarrassment, distaste, disgust, offence or outrage from a segment of the population when presented. Though Wilson (2000) and Waller (2005) agree on the note that these controversial products elicit reactions of distaste when presented Waller (2005) goes further to explain that not everyone is offended by these so called products presented as controversial but a certain segment of the population, thus levels of a product being controversial vary according to preferences and value that such a product brings into one's life, for instance cigarettes can be offensive to non-smokers only while smokers get satisfaction from them.

Products have been classified as controversial by different scholars depending on the product nature, the society, age and gender. For instance in European states alcohol is blamed for many social ills but according to Fam, Waller and Edorgan(2008) in China alcohol is a public good that is allowed to be sold in grocery shops because it is considered to be a basic need in most of their celebrations. Taylor and Raymond (2000) highlights the contrast of how societies classify products as controversial , despite the value of condoms in the protection from AIDS/STDs and unwanted pregnancies in most European nations, it is also perceived that it promotes promiscuous relationships and is very much frowned in Asian societies.

Waller (1999) presented a large list of 15 controversial products and services which include alcohol, cigarette, condoms, gambling, female underwear, female contraceptives, female hygienic products, funeral services, male underwear, pharmaceuticals, political parties, racially extremists groups, religious denominations, sexual diseases (AIDS, STD prevention) and weight loss programs. In summary of Wallers' large list Katsanis (1994) then came up with two classifications of controversial products in which the first group the author says the products are known for their harmfulness but they are still tolerated the examples being alcohol and cigarettes. The second group Katsanis (1994) classified the products were as those that people need and use but do not speak about openly, such as personal hygienic, condoms and birth controls. This study therefore narrows down its scope to focus on cigarettes as the controversial product and with the study being carried out in Zimbabwe where no bans on advertising have been imposed on the product as it is a major contributor towards the livelihood of the people as well as the economy.

Figure 2.1 shows that cigarettes are considered as most harmful among all the products classified as controversial, while on the other hand they are not considered as private. The reason behind cigarettes being considered controversial is that they are harmful and the opinion is that people should not be encouraged to use them.

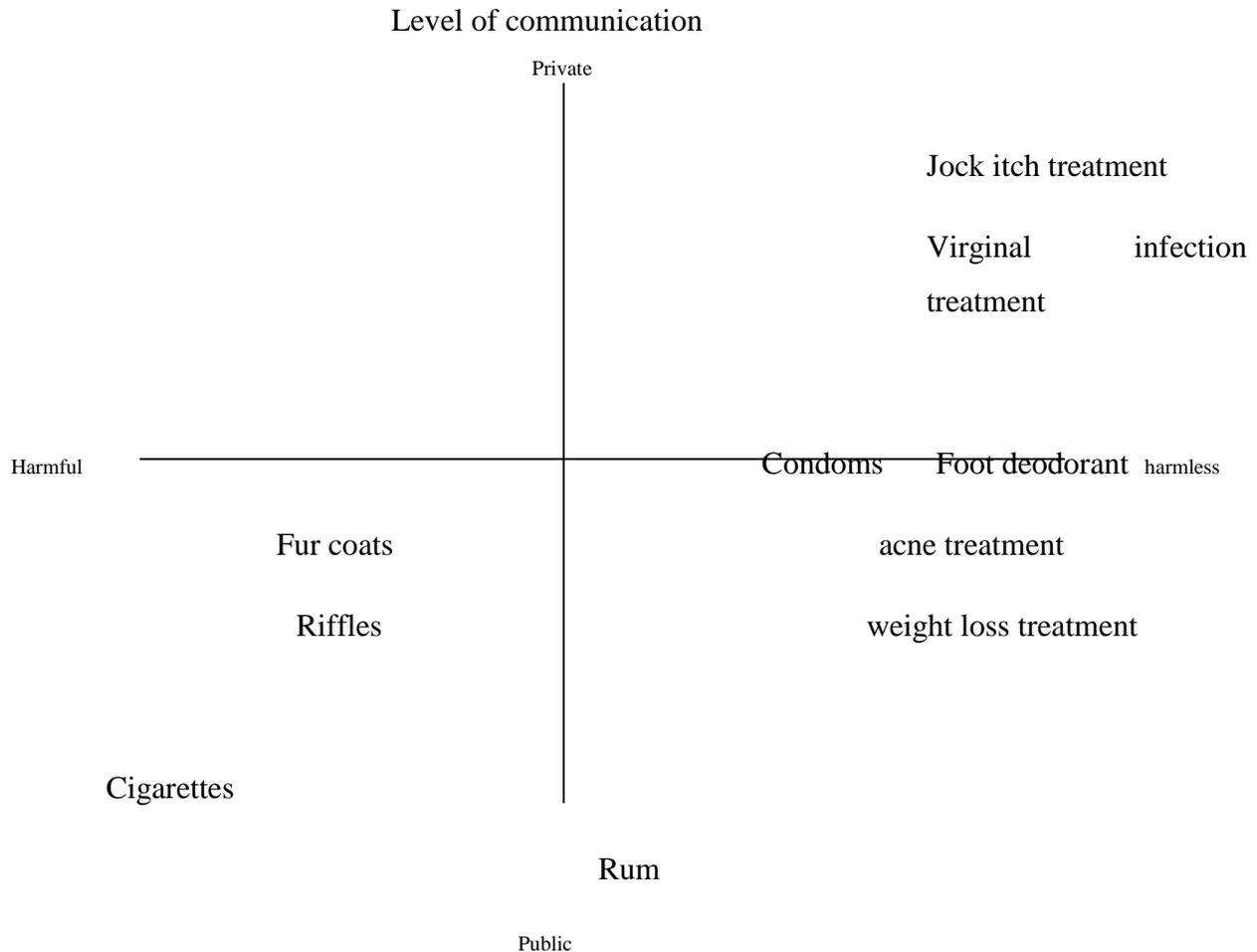


Figure 2.1 Unmentionable factor Map: source Katsanis (1994)

It is essential to get an understanding of what advertising means to give a background to the main study, advertising of controversial products. Kotler (2007) defines advertising as any paid form of non personal presentation and promotion of ideas, goods or services by an indentified sponsor. Sidin and Noorbathi (2007) adds that, basic functions of advertising range from introducing product to customers and differentiating one product from another, sending information on the product, features and place, encouraging to try new products and suggest repeat customers, encourage product distribution, increasing the numbers of product users and lastly building brand loyalty. Definitions of advertising do not discriminate any advertising of a company producing their product in aim of making it known to their targeted market. Although Kotler (2007) and Sidin & Noorbathi (2007) clearly explains that advertising is responsible for presenting the customers with product and information debate lies on how then should some

products termed “controversial” be advertised to influence their adoption levels of the targeted consumers without offending other segments of the population as there are known for their attributes of causing embarrassments and dislikes.

Christy (2006) advocates that marketers should consider none targeted audience perceptions when advertising such controversial products to avoid negative word-of-mouth that can lead to the detriment of the product. Waller (2004) contribute that, those companies with products that can be considered to be offensive to some segments of the public must be aware of the factors that might offend their customers and be socially responsible enough from openly being offensive. It is therefore wise for the marketers’ of these controversial products to use the two rules of marketing as advised by Laczaniak & Murphy (2006) namely the golden and silver rule which can be helpful for a marketer. Laczaniak and Murphy (2006) golden rule suggests that the actions that the marketer performs are the same as the marketer wants others to do towards him and the silver rule says that the marketer should never harm anyone by purpose. They need also to take note of the marketing norms as enumerated by American Marketing Association (AMA) when advertising their products. The three rules indicate that marketers must do no harm, must foster trust in marketing systems and must embrace, communicate and practice the fundamental ethical values that will improve consumer confidence in the integrity of the marketing exchange system. Therefore, marketing of controversial products is made possible with guidance from expected ethical conducts which helps a firm to maintain good relations with the other publics.

A study carried by Mohammad et al (2015) on ‘Religious Faith, Addictive products and their advertisements’ they focused on two controversial products, alcohol and cigarettes. They attempted to answer how Malaysian consumers perceive controversial products and their attitude and behavioral feelings towards advertising of controversial products from a religious perspective. Qualitative approach was used to obtain results of their study which showed that health conscious consumers and those with small children hold negative perception towards advertisement of controversial products.

Waller, Fam and Erdogan (2005) carried out a study on ‘advertising controversial products’ with purpose of determining attitudes towards the advertising of certain controversial products/ services and reason for being offensive in Malaysian, New Zealand, Turkey and UK. The research was conducted using qualitative research methods with a population size of 934 participants. The research findings showed that of the 17 presented products, 11 resulted to be offensive in New Zealand and UK and 7 resulted in same answer as offensive in Malaysia and Turkey. The results indicated that geography is not a major determinant of attitudes but that religious and historical roles play an important role.

The study by Mohammed et al (2015) and Fam et al (2005) which were conducted in different countries indicates that attitudes towards sponsorship are affected not by geography but rather by personal thoughts as well as product attributes. They did not look at how sponsorship influences consumer attitudes on a product/company which is of importance to the economic development of a country. The researcher found it important to address advertising of one controversial product, cigarettes in Zimbabwe taking into consideration the economic value it has to both the country and peoples livelihood.

2.1.1 Cigarette Advertising

Dewhirst and Davis (2005) compliments tobacco firms acknowledging that, morality aside tobacco firms have been recognized as leaders of innovation in the fields of marketing and advertising. The reason for them being leaders and more innovative is triggered by their product attributes which has received a lot of debates from health, religious and environmental sectors and some countries like voting for total ban of all forms of advertising. National Cancer Institute (NCI) (2008) it stated, tobacco advertising frequently relies on imagery to appeal to an individual’s aspirations and conveys very little, if any, factual information about the characteristics of the product. As highlighted earlier the controversial product which is under discussion is cigarettes therefore discussion of how it is advertised as well as the ethics to consider will give a strong background of how the advertising techniques to be discussed impacts consumer purchase decision.

According to Chapman (1997), Distenfan (1999), Pechman (1996), Tickle (2001) and Sargent (2001) tobacco companies are the most manipulative product sellers and promoters in the world. Brandt (2007) supports the idea that cigarettes have been among the most heavily marketed consumer products. The ways in which these tobacco firms attract its customers are explained by Chapman (1997) who outlines that the tobacco industry recruits new smokers by associating its products with fun, excitement, sex, wealth, and power and a means of expressing rebellion and independence. One of the ways it has found to promote these associations has been to encourage smoking in entertainment productions. Rupert & Frankel (1996), Krasovsky (1998), Hwang (1998) and Andrews & Duncan (1998) states that if advertising is prohibited in one particular medium, the tobacco industry merely redirects expenditure to alternative advertising, promotion and sponsorship vehicles to carry their message to the target population. Hwang (1998) adds, tobacco packing itself is among the most prominent and important forms of tobacco advertising and promotion.

Many countries restrict cigarettes advertising but levels of restriction do vary with some having few restriction and others completely banning the advertising and promotion of cigarettes. Worldwide cigarettes should not be sold to persons under the age of 18 and it is a must to disclose the health effects of smoking as stipulated by the World Health Organization. The other regulations of tobacco advertising differ according to nation. For instance, Lansstyresn (2010) gives an example on Sweden restrictions on tobacco where they require packing of tobacco package to go further and have a warning text in Swedish. In Australia they are advocating for plain packing of all cigarettes packaging but other states are against it on the basis that it prevents manufacturers from showing differentiating their brands as well as limiting the recognition from consumers. In Malawi, Zambia and Zimbabwe plain packaging has been opposed, (Matibiri 2015), because it does not show the marketing efforts by the cigarette manufacturer, Pollay (2009) appreciates that cigarette package can be a critical communication device for creating and reinforcing brand imaginary.

2.2 Influence of sponsorship on consumer attitude of controversial product

The Oxford Dictionary defines 'attitude' as a learned predisposition to respond to an object or class of objects in a consistently favorable or unfavorable way. Solomon (1996) adds that these are individuals' internal evaluations of objects such as brands, products and companies. In trying to create positive attitude towards controversial products, Laroche & Brisoux (1989) advises that, inducing positive attitudes towards the company or its product is critical to the success of sponsorship because the positive attitudes towards the brand can then be translated into high levels of purchase intentions which can lead to increased sales. Thus, tobacco firms have used sponsorship of events to gain publicity in order to increase awareness that will help create favorable image on their brands.

Cornwell & Maighan (1998) states that sponsorship has been found to be the most effective promotional strategy to affect consumers attitude through the sponsors message, the products or brands of the corporations and the event. Murdock (1985) cited in Kim (2002) explained that it has become important for tobacco companies to use sponsorship to communicate their product because they can have television exposure enabling sponsors name to reach a much wider audience than those attending the original event. It can be noted that exposure to wide audience can impact on more consumers who are likely to develop positive attitudes towards the sponsor. Crompton, (2004); Gwinner and Swanson, (2003); Walliser, (2003) share the same view as Corwell & Maighan (1998) that sponsorship in recent times, has become increasingly important in the field of marketing communications due to numerous benefits to both sponsors and event such as awareness, improving image, increasing sales, financial support, etc.

Since advertising of cigarettes has seen much criticism, tobacco companies have moved to sponsorship for it is viewed to be more appealing as acknowledged by Meenaghan (2001) who states that unlike advertising sponsorship is viewed by consumers as beneficial, indirect and subtle, commercial purpose can be disguised and consumers can be less resistant because they are less alert to sponsorship and for such reason sponsorship has high chances of creating positive attitudes towards cigarettes unlike if they are communicated through direct advertising where all the after effects of the product are spelled out during the commercial.

However, Lough and Irwin (2001) explain that the initial step in realizing sponsorship benefits for company is to understand the target market, thus it is important for sponsors who specialize with controversial products to have a better understanding of their consumers' behavior. Marketers of these controversial products should ensure fit between the event to sponsor, Cornwell et al (2006) fit between product sponsors and event is important because it potentially enhances consumers memory of sponsors sponsorship related activities. If there is no fit there is no way consumers attitude will turn to be positive about the sponsors product because there will have no memory of event sponsored. In addition Turner (2008) said that though sponsorship agreements may be deemed an effective method to shape consumer attitudes, one cannot ignore potential ethical issues regarding the sponsorship relationship. For instance, there are very limited chances for a tobacco firm getting positive results after sponsoring a religious event because it is against most religious setups to associate themselves with tobacco firms.

Crompton, (2004); Funk and James, (2004); Jalleh et al (2002), acknowledge that although effectiveness of sponsorship may vary depending with marketing communication objectives, the examination of attitudes has been stated as the superior measure. According to Kreech and Cruthfield, (1984) attitudes are directed towards some aspect of our environment and can be described as the "learned predisposition to respond in a favorable or unfavorable manner with respect to a given object" (Fishbein, 1967). The enduring nature of attitudes, Kreech and Cruthfield, (1984) is important with regards to sponsorship as these attitudes are indicative of an overall evaluation of a brand or product category. Resulting consumer behavior towards the brand or product category can be symptomatic of these attitudes as stated by Engel Blackwell and Miniard, (1990), therefore marketers, managers and businesses especially of controversial products cannot disregard its importance. Herrmann (2011) concludes that even if individuals do not recognize the sponsor, they tend to include it more often in their consideration set and once an individual is exposed to sponsorship he/she has a reduced number of competing brands in his/her set. The argument by Herrmann et al presents a perspective that sponsorship of cigarettes is also done to maintain consumer attitudes of existing consumers so that no switching of brands occurs.

Dalakas and Levin (2008) noted that sponsoring ones' property usually evoke positive attributes from firms of that property. According to Nicholls, Roslow and Dubliss, (1999); Westerbeek and Smith, (2002), firms often choose to conduct the mutual relationship with a sporting entity due to its prominence in the community and the positive attitudes associated with the organization. Turner (2008) supports that view in context to controversial products (alcohol) where he says alcohol and sport are believed by many to be consumed simultaneously and have very much symbolized Australian culture whereby alcohol and sport are inseparable. Dalakas and Levin (2005) explains that theory within the context of sports and sponsorship, the implications of balance theory are straight-forward. If supporters have a strong attachment to a sports team the supporters similarly develop positive attitudes toward the sponsors of their favorite team or athlete. The stronger the attitudes towards the original object the more likely it is that this attitude will impact in a similar fashion whatever is associated with that object (in this case, the sponsor).

Evidence of sponsorship effectiveness on consumer attitudes towards controversial products has been proved by Hoek, Gendall and Stockdale (2015) who studied effects of tobacco sponsorship on young males with the results showing that a single exposure to sponsorship reinforced existing behavior among smokers and created more favorable attitudes to smoking among non-smokers, increased non-smokers brand awareness and increase their brand preference. McDaniel and Mason (1999) carried out an exploratory study of influences on public opinion towards alcohol and tobacco sponsorship of sporting events whose results suggest that respondents have significantly different attitudes towards the two product categories and their use of sponsorship, accepting more readily the use of the Olympics to promote beer. Respondents' self-interest is also found to significantly affect the level of acceptance for the use of sport to promote alcohol or tobacco products, although in slightly different ways. Their research findings showed that the more alcohol and tobacco is used on sports sponsorship the more consumers develop positive attitudes and for younger respondents, the more acceptable they find sport sponsorships involving tobacco companies.

In a study carried out by Rifon et al (2004) entitled ‘The Mediating Role of Sponsor Credibility and Consumer Attributions of Sponsor Motive’. Their research findings showed that a good fit between a company and the cause it sponsors generates consumer attributions of altruistic sponsor motives and enhances sponsor credibility and attitude toward the sponsor. Basing on the research findings of the above scholars the researcher wants to make it known that for sponsorship to trigger consumer attitudes positively they need to recognize who is sponsoring therefore sponsorship activities shouldn’t hide the sponsor thus sport sponsorship are effective in creating positive consumer attitudes because consumers are exposed to both the game and sponsor.

However, if done wrong sponsorship may result in bad publicity, losses and breaking of the law as well as the ethical boundaries. Sponsorship losses result when a sponsoring company sponsors an event without doing a research to first see if intended results will be attained. Woodside (2007) quotes scholars who reveal these problems associated with sponsorship, the likes of Waller (1994) who said that the impact of awareness is largely dependent on conditions of exposure and product type, message characteristics and the target audience, the level of integration of sponsorship with other communication campaign instruments (Oversters and Thompson 2001). Also Ashill, David and Joe (2000) highlighted that return on investment has proven to be troublesome to those sponsors associated with small sport properties, hence a sponsor should have a great discretion regarding to the event to sponsor so that their investment will give a yield. If sponsorship is done wrongly no awareness is created about the brand and if customers are not aware there are no positive attitudes towards such a brand. Example of sponsorship activity resulting in law breaking is that of a tobacco company sponsoring a rock concert for college students.

2.3 Impact of endorsement on purchasing intentions of controversial products

Purchase intention is defined by Spears and Singh (2004) as one's conscious plan to make an effort to purchase a brand in the future. Pelau (2011) further explains purchasing intentions sometimes interpreted as giving a straight forecast of the future purchasing decision, as the behavior that consumers are searching for, using, buying, evaluating, and disposing of the products and services which are assumed to satisfy consumer's needs either in individual or aggregate terms. Kwek (2010) points out that purchase intentions are easily affected by external factors during their decision process, for instance in the searching process as per Pelau's explanation consumers are easily affected by word of mouth communications (Kwek 2010) a good example is that of the controversial product under study cigarettes, if a consumer was intending to purchase the cigarettes they might change their mind after hearing from others the social and health risks brought about after consuming cigarettes. Kwek (2010) goes on to say that purchase intentions would be affected by the product attributes, for instance smoking may be hazardous to health, price and endorser performance. On the other hand Engel, et al. (1995) further contend that purchase intention can be divided into unplanned buying, partially planned buying and fully planned buying. For marketers of cigarettes, Rizwan (2014) purchase intention is of vast meaning as their forecasted consumer behavior is highly dependent on this purchase intention of the customers.

In context with controversial products endorsements using famous celebrities have been used to influence purchase intentions, Hussan & Jamil (2014) found that celeb endorser has significant influence on purchasing intentions of consumer. Brajesh and Gouranga (2011) agree that adverts done by endorsers produce positive results to advertisements and greater purchase intentions. Roll (2006) defines endorsement as a channel of brand communication in which a celebrity acts as the brand's spokesperson and certifies the brand's claim and position by extending his/her personality, popularity, stature in the society or expertise in the field to the brand. Solomon (2009) adds that it is the use of famous athletes, movie stars, music icons and television stars in promoting or advertising of goods or services.

The reason why these endorsers should be famous is that they create a favorable impact when they are attractive in the consumers eyes thereby influencing consumers purchase intentions as stipulated by Hassan and Jamil (2014) in their study on influence of celebrity endorsement on consumer purchase intentions on existing products held in Pakistan. Seno and Lukas (2007) supports the idea that celebrities should be famous to influence purchase intentions as they highlight that compared to other genre of endorsers such as company manager, typical consumer and professional expert, by far the celebrities are the most effective. Sliburyte (2009) goes further to support the idea of endorsers being famous as he says; consumer willingness to purchase is complicatedly related to the credibility of the celebrity, their understanding according to the knowledge about celebrity, the pleasant appearance, their reputation as well as celebrity resemblance to product.

Ahmed, Mir and Farooq (2012) also found that credibility and attractiveness of the endorser are strong predictors of buying intentions whose thought are supported by Naz and Siqqiqui (2012) who contend that trustworthiness, attractiveness and expertise of celebrity endorsers a significant in forming a positive attitude towards purchase intentions. This have proved to be true in advertising controversial products as the tobacco industry have signed contracts with popular celebrities, for instance prominent firms like Philip Morris, RJ Reynolds (RJR), American Tobacco Company, and Brown and Williamson have to placed their products in movies (Sergant et al 2007), Philip Morris featured the “Malboro” Man in movies portraying a high status lifestyle which impacts positively on consumers purchase intentions as they want to be associated with that very appearance of Darrell Winfield (malboro man) presented in the movie scene. Raminez (2012) RJ Reynolds company have signed deals with hip-hop singers like Calvin Broads popularly known as Snoop Dogg to present their cigarettes as he launched his 2012 album which resulted in increased purchase intention from young adults aged from 30 and below. Even though many scholars have agreed that purchase intentions are influenced by the endorser there still is a gap in matching well the product being endorsed and the endorser.

Impacts of endorsements on purchase intentions has been studied by scholars such as Ahmed, Fir and Farooq (2012) in their study ‘effect of celebrity endorsement on consumers buying behavior’ held in Pakistan using quantitative research method. The study affirmed the impact of celebrity endorsement on consumer purchasing intentions with result maintaining that consumers are motivated to purchase with celebrities appearing in advertisements. Another study to support impact of endorsers on consumer purchase intentions was conducted by Kasana (2014) in a study entitled ‘Impact of celebrity endorsement on consumer buying behavior’, using descriptive research design the researcher seeded to examine celebrity attributes likely to influence purchase intentions and the impact of celebrity endorser on consumer purchasing intentions. The researcher made use of quantitative research method to investigate the perceptions of consumers attributes and its subsequent impact on purchase intention. Kasanas’ research findings showed that celebrity attributes do impact on consumer purchase intentions and the overall results prove that celeb endorsers positively impact on consumers purchasing intentions.

On the other hand, Au-Yeung (2012) using quantitative research method too took liberty of looking at the ‘effects of celebrity endorsements on consumer purchasing intentions of apparel products’. The study results showed little direct impact on consumer purchase intentions yet the researcher goes on to recommend celebrity endorsement to be an effective strategy because it is suggested as a good way to grab consumer attention.

Endorsements influence on purchase intention becomes a success if the endorsed product fit match well and also if the target market gets to know of the endorsement. If a product if endorsed say by celebrities and targeted consumers do not get to see the endorsement activity then purchase intentions are not triggered. Although the previous studies showed that endorsements have positive impact on consumer purchase intentions they did not link the endorsements to any product/service type, thus, it compelled the researcher to also look at the impact of endorsement on purchasing intentions not in general but of controversial products using cigarettes as the product.

2.4 Influence of bandwagon advertising on demand patterns of controversial products

As stated in section 2.1 controversial products elicit reactions of distaste offence or outrage when mentioned or openly presented (Waller and West 2000) thus it is difficult for them to attract greater demand because of their attributes which range from social to health ills. To understand the contribution of bandwagon appeal on demand patterns of controversial products a brief discussion of the technique has to be done. According to Shen et al (2013) and Leibenstein (1950) cited in Katsanakis & Balabanis (2015) bandwagon effect is defined as the extent to which the demand for a commodity is increased due to the fact that others are also consuming the same commodity, Shen et al further their explanation to that it represents the desire of people to purchase a commodity in order to get into ‘the swim of things’, to conform with the people they wish to be associated with; to be fashionable or stylish, or to appear to be ‘one of the boys’. Long, Fox & York (2007) adds that it is a phenomenon in which fashionable information affects personal choices for an item; when most people want an item another person will also want the item as well. Sunde & Charumbira defines demand from the economic perspective as amount of goods that consumer are willing and able to buy at a given price. In relation to controversial products demand patterns are going to be looked at from the advertising view though the major cigarettes marketers such as Philip Morris, RJ Reynolds, American Tobacco Company and Brown and Williamson, Cummings et al (2002) deny that marketing campaigns are intended to increase demand for cigarettes among existing smokers or to encourage young people to initiate smoking contending that the cigarette industry is a mature market.

However, General (2000) noted that cigarettes advertising and sponsorship are noted as social factors that foster smoking. Accordingly Krugman et al (2005) notes that bandwagon advertising serves as an encouragement technique which leads to the quest for identity and belonging Root (2015) bandwagon advertising uses group mentality to try to convince individual consumers that a product is worth purchasing, the idea being that if it is good enough for the group then it is good enough for you. Root goes further to explain the forms in which bandwagon takes as; (a) winning crowd, whereby marketers take advantage of people’s desire to be associated with the winner, (b) the in crowd, where the attempt is to get the individual consumer to jump on the bandwagon. Root provides an example of manufacturers of alcohol beverages to be the ones using the ‘in’ crowd appeal similarly this can apply for cigarettes.

Bandwagon appeals in the cigarettes industry has been used to increase demand patterns among the non-smokers especially the youths because there is evidence that Cummings (1997) brand switching is not common among smokers, usually its less than 10% annually. Pollay (2000) therefore says there is a strong incentive for a company to compete for market share among beginning smokers, since the long term prosperity of a given cigarette brand and company will depend on the percentage of new smokers that can be captured annually. Cumming and Pollay give a clear view that demand patterns for cigarettes are increased by new recruits in the market. Evidence that bandwagon advertising targets youth as new recruits to increase demand for cigarettes is shown by Burrows (2001) where he says, the success of Winston as a brand popular with young people in the 1960s was attributed to ‘peer pressure’ – the bandwagon effect. The reason why these marketers of controversial products use bandwagon appeal to influence demand among the young adults is they know well that, Zolo (1995) teens aged between 16 and 17 have especially strong social ties to friends thus they will do anything to fit in the crowd. Thus cigarettes marketers have advertising which reinforces acceptance by group which results to be effective with teenagers. Solomon (1992) backs up that sense of belongingness by the youth saying, youth have a heightened sensitivity to image and reputation at a time when they are struggling to define their own identities therefore they are more sensitive and responsive to any cigarette advertising and actively search for cues in advertising that conform to peer relationships that result in the ‘right’ way to look and behave.

Studies of bandwagon effects on demand have been conducted in context to how cigarettes firms promote smoking of youths. Evidence of how bandwagon influences demand is seen in a study carried out by Krugman et al (2005) in the study entitled ‘Understanding the role of cigarette promotion and youth smoking in a changing marketing environment’. The Krugman et al explains how cigarette industry efforts stimulate demand and encourage smoking within the context of recent changes. Krugman et al looked at how communication concepts are combined with adolescent development concepts to explain how youth are impacted for instance use of encouragement and quest for identity. Their research finding showed that the cigarette advertising and promotion stimulated primary demand by attracting new users who are predominately under the age of 18.

Malow-Iroff (2007) in the study entitled 'Cross-Sex Best Friendship Influences on Early Adolescent Cigarette and Alcohol Expectancies and Use', tried to look at how these friendships influence demand for cigarettes and alcohol. Using quantitative research methods the researcher used a sample of sixth, seventh and eighth grade students in New York and Massachusetts over a 3-year period. The findings reveal that the needs for cross-sex friendship are an avenue to popularity and that cross-sex friendships report using more cigarettes than same-sex friendships. Krugman et al (2005) and Malow-Iroff (2007) only look at how bandwagon influence demand within the adolescent context, the current research seeks to go further to look at how it influences adult smoking. Savanna Tobacco Company uses the theme 'real man' smoke pacific which means that their promotional activities are not aimed towards adolescents but towards the non smoking adults as well as the smoking adults of other brands.

2.5 other advertising appeals of controversial products

2.5.1 Influence of patriotism on consumer purchasing decision of controversial products

Consumer purchasing decision differ according to product type with some consumers following all the five stages (problem identification, information search, evaluation of alternatives, purchase decision and after purchase behavior) of the buying process because some purchases are so important that the consumer is forced to do all those steps carefully and meticulously. Controversial products like cigarettes theoretically requires a consumer to go through those five stages but consumer fail to do so because the cigarette firms market their products in such a way that consumers need not to consider the process.

Use of patriotism by companies makes consumers to be proudly associated with their brands. Patriotism entails the suggestion that purchasing this product shows that one love their country. A company brags about its product being made in their own country. Tobacco firms such as Savanna Tobacco Company are using this appeal of patriotism to outcompete their competitors in the market. The company (Savanna Tobacco) labels its products as *pacific toasted brands proudly Zimbabwean*.

This bragging language about ones products being associated with their country of origin makes consumers to be drawn to consumer such a product rather than that of a competitor which they have little knowledge of where it is made from. Patriotism gives consumer confidence of usage in case something is wrong they know they can easily get help.

2.6 Chapter summary

The chapter began by explaining Advertising of controversial products giving an explanation of what makes a product controversial and the effective advertising appeals to communicate them. Explanations of the chosen appeals for the study i.e. sponsorship, endorsements and bandwagon and their implications were discussed making use of literature by other scholars. The following chapter will give details on how the study was carried out i.e. the research methodology adopted to answer the research questions.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is set out to give a description of how the research study was executed, embracing all the activities and procedures undertaken during the study. It gives an insight of the research methodology adopted and the rationale for its use including how the information was collected and analyzed. Aspects such as the research design, population size, sample design, data sources and data collection instruments used are the focus of this chapter.

3.1 Research design

Research design refers to the planning of the approaches to solve a research problem, it is in itself a master plan specifying the methods and procedures for collecting and analyzing needed information Zikmund (2000). There are three main research designs which are descriptive research, exploratory and causal. The researcher made use of both exploratory and descriptive research design to conduct research study.

3.1.1 Exploratory research

Aaker, Day and Kumar (1999) states that, exploratory research is used when one is seeking insights into the general nature of a problem, the possible decision alternatives, and relevant variables that need to be considered. Previous studies on advertising of controversial products have been conducted in European states where most respondents felt that these controversial products should not be advertised. The researcher used exploratory research design because the researcher needed to get important factors that influence advertising of controversial products in African states.

The study is aimed at exploring the extent in which advertising controversial products impacts on consumer purchasing decision therefore exploratory research was helpful since it made use of the secondary data available at Savanna tobacco on how they have been previously advertising their products. Exploratory research gave the researcher an opportunity to understand the effectiveness of advertising appeals of cigarettes used by Savanna tobacco with aim of improving customer purchasing decision.

3.1.2 Descriptive research

Descriptive research design is both qualitative and quantitative as the research seeks to collect data that permits to describe the characteristics of the phenomena being studied. According to Sekaran (2000) a descriptive study is undertaken to ascertain and be able to describe. Since the nature of this study is descriptive, it was used because it allowed respondents to give expressions of how they feel about Savanna tobacco advertising their cigarettes. The researcher made use of interviews and questionnaires to gather primary information on the benefits which advertising appeals such as sponsorship, bandwagon and endorsements has on improving customers purchasing decisions. The researcher used descriptive research design to gather information from both management and customers.

3.2 Population size

Barn (2003) defined it as, 'a finite set of individuals we intend to study.' It is the total number of items about which information is desired. The targeted population of 300 respondents was used comprising of 250 customers, 45 sales representatives and 5 managers from the head office.

3.3 Sampling

According to Macdonald and Headlam (2008) sampling reduces the total research project to numbers that are feasible and manageable

3.3.1 Sampling technique

There are two methods of sampling, probability and non-probability sampling. The study will be conducted using non-probability sampling. Martins (1995) states, non-probability sampling relies on the judgment of the researcher and is only representative as far as the researcher's skill permits. Non probability sampling is a less complicated and more economical procedure than random sampling because questionnaires will be given to particular respondents and not just anyone. The researcher will use non probability sampling since it allows judging the reliability and dependability of data gathered. The non probability technique to be used is judgmental sampling.

3.3.2 Judgmental Sampling

Judgemental sampling according to Kotler (2000) is whereby the researcher finds and interviews a prescribed number of people and exercises his or her own judgement. The researcher used this technique in selecting the management and staff whereby management and staff from the marketing department were selected to participate in the study as the researcher felt they will have better understanding about advertising compared to other employees. The same technique was done for the customers who were chosen to participate in the study as the researcher took liberty to distribute questionnaires to respondents at the bars because they were conveniently available to the researcher. The researcher sought to find out if advertising of cigarettes through different appeals would change their rate of consumption or would it be normal if there were not advertised at all. This technique was useful because the study of cigarettes advertising and consumer purchasing decision required respondents with the facts regarding this complex area not those individuals who do not have requisite information.

3.3.3 Sampling frame

According to Sekeran & Bougie (2009) sample frame is a list of eligible sampling units for a give study. A sample frame consisted of all urban customers and Savanna tobacco internal respondents who included management and employees (sales representatives). The table below gives a summary of the sample frame and size.

Table 3.1 indicating sample frame and size

respondents	total population	sample size	% of sample size
management	5	5	100
employees	45	9	20
customers	250	25	10
total	300	39	13

3.3.4 Sample size

Daleen (1978), recommends a sample of 10-20% sample. In order to achieve the objective of this study, a sample of 39 out of 300 will be used comprising of 25 customers, 9 employees and 5 from management. 13% sample size of the total population was used for the study.

3.4 Research instruments

The researcher collected primary data using questionnaires and interviews since these tools allowed the researcher to obtain first hand, accurate and undistorted information relating to which advertising techniques of controversial product will be effective enough to consumers.

3.4.1 Questionnaires

Questionnaires were used as the main research instrument because of its flexibility and also because they are the most common instrument used to collect primary data. The simple structure open-ended questions gave respondents platform to express their views advertising of cigarettes and how they think it should be done to avoid offending the other population who do not agree on its advertising. The researcher also made use of undisguised questionnaires meaning that the purpose of the research will be made known to both employees and customers. Questionnaires were used by the researcher to obtain information from both employees and customers.

3.4.2 Interviews

Flowerdew and Martin (1997) indicated that an interview is a set of questions that are used to solicit data to be quantified later and administered by the interviewer on a face to face basis with the respondent. Unstructured interviews were conducted and this is whereby the researcher entered the interview setting without a planned sequence of questions which were asked to Savanna management on a face-to-face basis because it allowed for discussion about this study of advertising controversial products with the researcher taking note of the respondents gestures and body language. The researcher found it very important to hold the interviews with the management since they are the ones who do the strategic thinking to make their products competitive and make decisions for the future plans of how they tend to improve them. The reason for unstructured questions was so because structured questions had been already asked in the questionnaires. Unstructured interview helped the researcher to uncover some preliminary issues and it helped in deciding on variables which needed further investigation. The researcher interviewed the management in order to find out the advertising appeals they have and how they are of impact to the targeted customers.

3.5 Data sources

There are two main sources of data, which are, primary data sources and secondary data sources. The researcher will make use of both sources of data.

3.5.1 Secondary Sources

Churchill (2002) defines secondary data as statistics that already exist; they have been gathered for a previous purpose, not for the immediate study at hand. The main secondary sources used by the researcher were reports (newspapers, departmental, monthly marketing reports, company annual reports and trade publications) and other from other sectors like health organizations (WHO). Secondary data was considered to provide information for the research because the data helped in defining the problem and research objectives thus it acted as a benchmark and guide for this study. The data helped in crafting some of the interview questions that were asked to the management because the secondary data gave insight on the important aspects that needed to be addressed. It also helped the researcher to identify areas that have already been studied thoroughly already. The research results on advertising of cigarettes also took into consideration the requirements by WHO on banning all advertising of tobacco products. Secondary data allowed the researcher to view current promotional strategies being used by Savanna Tobacco Company and the gaps which will be useful when giving recommendations to the company.

3.5.2 Primary Sources of data

Cateora (2002) defined it as, 'data collected specifically for the particular research project.' This source of data is normally used when researcher have exhausted the secondary sources or when the secondary sources offer little help in the field under study. Primary data sources were used because of their ability to help the researcher gather the raw data necessary for the study of that particular problem. Information was gathered from the customers, management and staff by use of questionnaires and interviews. The questions asked allowed for responses regarding strategic innovative implementations to be adopted by Savanna Tobacco Company when advertising their controversial product range. Though the researcher had data from secondary sources, primary sources were preferred to be of importance since there was need to hear the customers point of view towards the field understudy since they are the ones either affected or benefiting from the advertising techniques used by Savanna Tobacco Company.

3.5.3 Data Collection Procedure

Prior to conducting interviews, an interview guide with all necessary questions relating to research objectives was presented to Savanna Tobacco management. The researcher made appointments using phone, before the interview date a copy of interview questions was sent to management using email then a phone call follow up to make sure the guides were received. The questionnaires were submitted in person early to enable respondents' ample time to prepare and familiarize themselves with the questions so as to obtain unbiased responses. For authentication purposes the researcher was introduced with a letter of introduction with a Midlands State University logo and stamp to lessen chances of denial from the respondents.

3.6 Ethical Considerations

The researcher kept privacy and confidentiality of the employee's responses, information was not gathered through deceptive means and employees or customers not willing to participate in the study were not forced to. Appointments were set to avoid disturbing the respondents work routine. Respondents were treated with respect, the researcher made sure not to use jargons as it would offend some respondents not familiar with the language. Thoughts, ideas and work of others used in this research have been acknowledged.

3.7 Validity and Reliability of Research

Reliability refers to the degree of consistency or accuracy with which an instrument measures the attribute it is designed to measure (Rensburg 2000). If a study and its results are reliable, it means that the same results would be obtained if the study were to be replicated by other researchers using the same method. Validity refers to the degree to which an instrument measures what it is supposed to be measuring that is the correctness or precision of research reading (Ritchie and Lewis 2003).

The number and nature of questions asked to the research participants ensured reliability of this research results because they were structured clearly and simple for the responders to understand. This study is meant for the Zimbabwean market where advertising of cigarettes is still permitted using media therefore if the same study should be done elsewhere like Australia the results will differ. The researcher made use of more than one research instrument in data collection. Questionnaires and interviews were used to verify responses which made gathered data more valid and reliable.

3.8 Data presentation and analysis

Collected data needs to be interpreted in a way that communicates information and enabling conclusions to be drawn. The researcher used tables which make it easy to read, interpret and understand figures so that anyone who gets hold of the research will not have any difficulties, the graphs will give a pictorial view of data presentations. Graphs are visually strong and can help to easily compare two or three data sets.

3.9 Chapter summary

Details of how the researcher conducted the research were the aim of this chapter. It outlined methods and procedures used in collecting qualitative data and how the research design, the target population, sampling techniques employed and research tools were applied in the research. The information gathered from these interviews is presented in the next chapter.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

The aim of this chapter is to present, analyze and give discussions of the data collected on evaluating the effectiveness of advertising controversial products on consumer purchasing decisions using the distributed questionnaires which were supported by interviews held with the management. Data will be presented in graphical forms.

4.1 Response rate

According to Schaffer (1992) response rate of 75% and above suggest good response rate and reliable information while 49% and below is evidence for poor research and unreliable information. Out of the 34 questionnaires distributed to the customers and employees 27 were returned to the researcher resulting in 79% response rate. There was 100% response rate from the management interviews which was due to the fact that all managers were present and not busy on the day of interviews. The high response rate for customers and employees were due to high cooperation levels of the respondents as they viewed the study area to be of interest and meaning. Table 4.1 below shows a summary of responses.

Table 4.1: summary of response rate

response rate	distributed questionnaires	returned questionnaires	response rate %
management interviews	5	5	100%
employees	9	7	78%
customers	25	20	80%
Total	34	27	79%

4.2 Influence of sponsorship on consumer attitude of controversial products

In order to find out how sponsorship activities influence consumer attitudes respondents were presented with some of the sponsorship activities held by Savanna Tobacco so that they indicate their thoughts on the events being sponsored instead of asking them of sponsorship activities in general. These sponsored events used were soccer teams sponsored by Savanna Tobacco Company, Dynamos and Highlanders and public social responsibilities sponsored by the company, tree planting day and cleaning campaigns. Figure 4.2 provides a graphical view of the responses made to the research question.

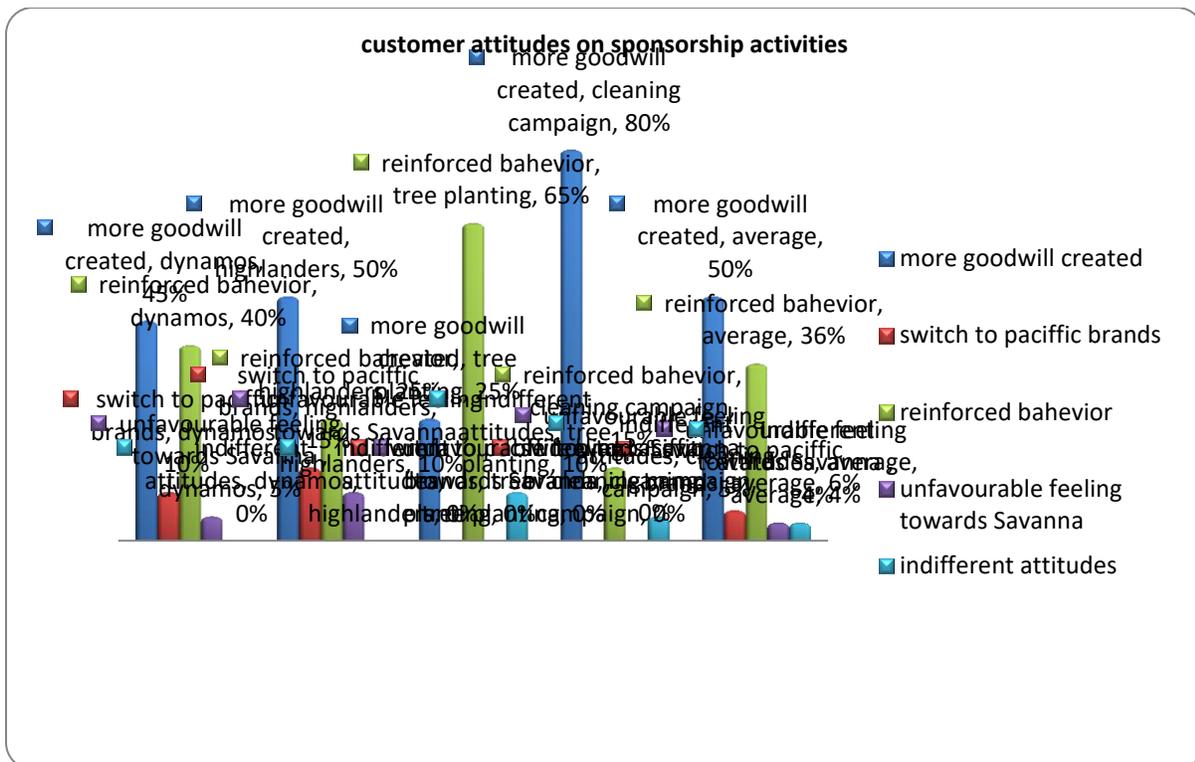


Figure 4.2: customer responses on influence of sponsorship on consumer attitudes

From the figure above the researcher noted that controversial products producers' should invest more in sponsorship of public events since it is most effective on influencing consumer attitudes as they include all stakeholders. This is supported by 80% of more goodwill created not by smokers only but from other publics which include government and non-smokers when Savanna Tobacco Company sponsors these cleaning campaigns.

The reason for sponsoring tree planting is for continual motivation of non consumers of the end product but happens to be the source suppliers of the tobacco leaf.

It can be noted that sponsorship of sports teams results in high percentages of reinforced behavior as highlighted by the 40% and 25% reinforced behavior after consumers are exposed to sponsorship of Dynamos and highlanders. In a research of how sponsoring Magnificent 7 influenced consumers Eagleman and Krohn (2007) asked the respondents if they would develop positive attitudes to companies sponsoring Magnificent 7 and 47,2% strongly agreed to that idea. This is because Turner (2008) controversial products (cigarettes and alcohol) and sports are believed to be consumed simultaneously and are inseparable leading to positive attitudes towards the brands because the strong attachments of the sports team are passed over the brand as well. Findings by McDaniel and Mason (1999) indicated that respondents found it unacceptable using Olympics as a promotional vehicle to market tobacco, thus Savanna Tobacco considered other sponsorship activities like tree planting which results in 65% reinforced behavior. They however concluded that acceptance towards use of sports sponsorship to promote cigarettes is positively related to ones use of cigarettes, attributes towards team and cigarettes expectancies.

The findings of this study show on overall sponsorship activities resulting in 50% goodwill creation, 36% reinforced behavior; this was supported by 80% interviewed managers who confirmed that ever since their investment in sponsorship the company goodwill has improved upwards. The 4% respondents who indicated to have unfavorable feelings towards sponsorship activities by Savanna Tobacco are those respondents who have strong religious beliefs that cigarettes should never be consumed no matter what circumstances.

4.3 Impact of endorsement on purchasing intentions of controversial products

Savanna Tobacco makes use of prominent talented Zimbabwean celebrities like Jah Praizer, Suluman Chimbetu, and Tocky Vibes a young, vivacious uprising, modern ghetto fun-loving ZimDancehall youth to heighten the appeal of their brands. The researcher added the company's chief executive officer (CEO) to find out whether purchase intentions differ because of the endorser being used. The research findings are depicted in figure 4.3 below.

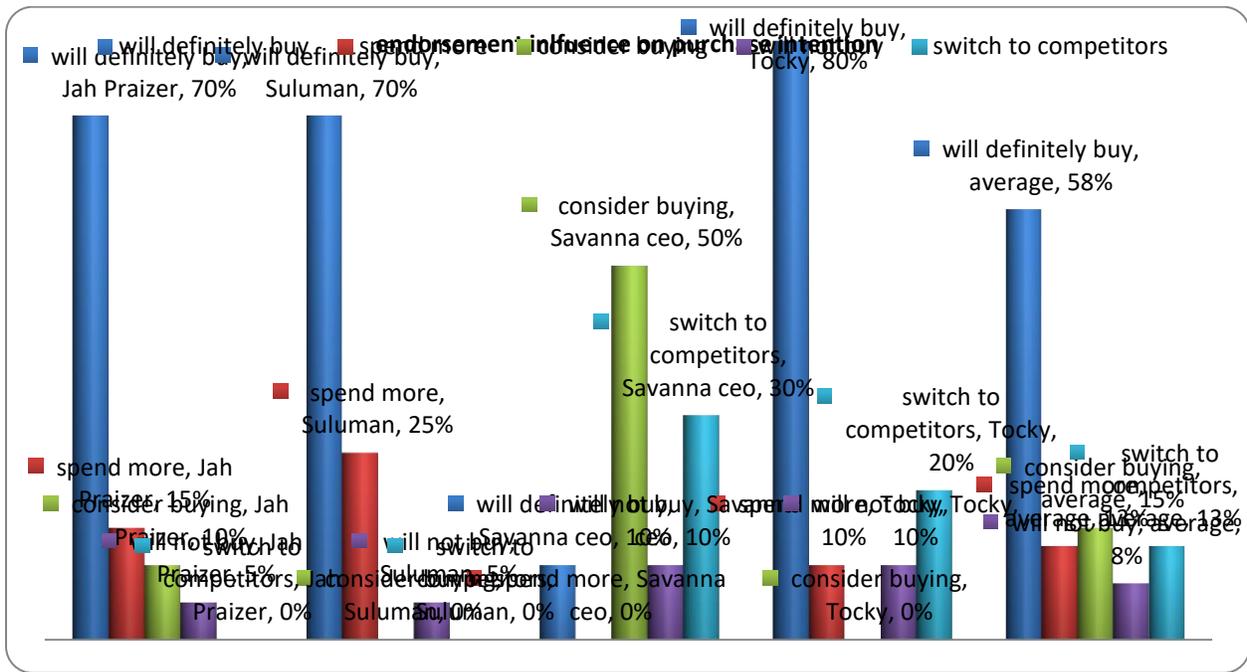


Figure 4.3 responses on how endorsements influences purchase intentions

Out of the 20 returned questionnaires distributed to Savanna Tobacco customers, they were asked of their purchase intentions under different endorsers. The responses in the above figure 4.3 shows 70% customers are to definitely buy if Jah Praizer and Suluman are used and 80% if Tocky is used unlike if the company CEO is used only 10% will definitely buy. The reason behind consumers definitely buying celebrity endorsed products is due to that repeated performance which celebrities have on public stage that creates their personalized meanings which can therefore be passed to the consumers (Hatch and Schults 2000). Kunde (2000) celebrities influence others to and encourage others to consider buying a product.

Savanna tobacco usage of Tocky to endorse their products was triggered by his personality which can fitly translate their brand image targeting the young free spirited ambitious youth positively impacting on their purchase intentions. This is supported by Raminnez (2012) who

found out that the use of the prominent hip-hop singer Snoop Dogg by RJ Ronalds resulted in 76% increased purchase intentions from young adults of 30 and below.

On overall endorsements whether by celeb or non-celebrity is an effective way to influence purchase intention as depicted by the average of 58% respondents' rate of consumers definitely to buy endorsed cigarettes. The researcher was advised by the average 13% respondents' willing to spend more that Savanna should use those endorser on the cigarettes packages as they at times miss out the live and media scenes of these celebrities endorsing the products. In support of endorsement effectiveness is 71% employees who testified to the view that customers are definitely buying after their company started endorsing their brands. However as stated by Dixon et al (1991) the older the respondent the more negative towards they are towards tobacco promotion explains the 15% who would consider buying and the 8% that will not buy among other reasons like religiosity, loyalty to brand.

The research result proved that consumers are willing to purchase or consume a product which endorsed by their favorite celebrity. This shows that celebrity endorsements are effective in influencing purchase decision since they are a persuasive form of communication.

4.4 Influence of bandwagon on demand patterns of controversial products

Responses of the bandwagon techniques used by Savanna Tobacco are presented in figure 4.4 below showing extend in which each has been of influence to consumer demand patterns.

Savanna Tobacco company uses themes ‘*pinda mustaira promotion*’, ‘*light up and win*’ and ‘*nepacific stress yese inopera*’.

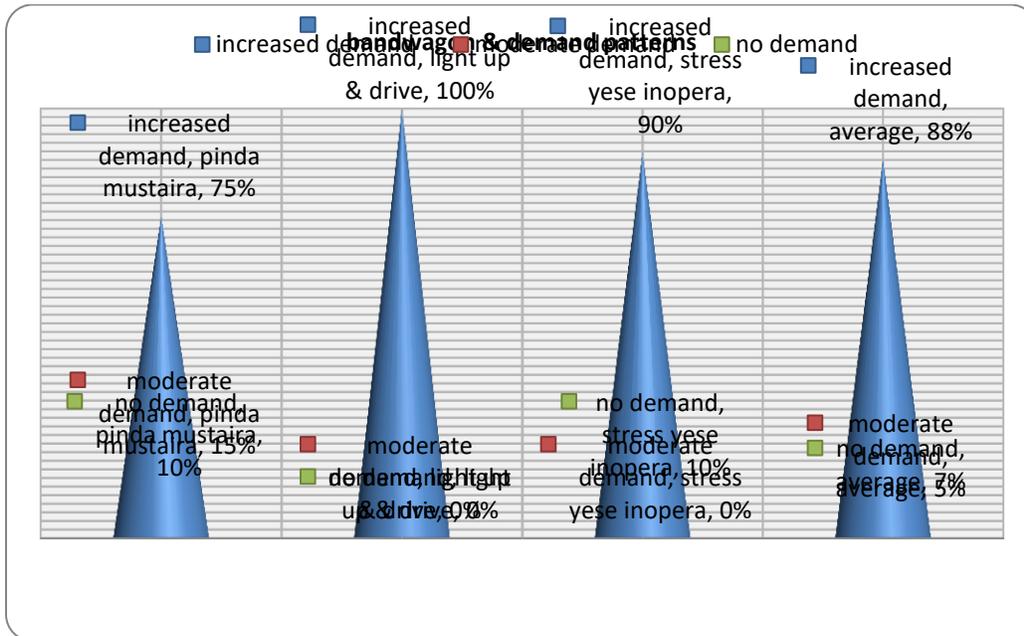


Figure 4.4 Customer responses on influence of bandwagon on demand patterns

People need to feel that they are part of a certain group (Berger and Health 2007) thus 75% of the respondents resulted in having increased demand after being subjected to the *panda mustaira* promotion. Savanna Tobacco Company used this *stress yese inopera* technique which resulted in 88% increased demand for their products because consumers were after that extra benefit of being stress free. The researcher discovered that demand for a product does not only increase because people want to be part of the group but other benefits such as low prices, winning chances as evidence by the *light up & drive* which resulted in 100% increased demand. All managers and employees indicated to be 100% satisfied that bandwagon techniques they are using results in increased demand.

4.5 Summary

The chapter outlined the findings of the research questions outlined in chapter one. Findings were presented in tables and graphs, analyzed and then discussed with support of what other scholars who conducted research in that same find got to enable understanding of the next user.

Chapter five will give the summary, conclusion and recommendations pertaining to the whole research.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Summary

In aim of evaluating the effectiveness of advertising controversial products on consumer purchasing decisions for Savanna Tobacco products, the research was guided by three objectives which were to examine the influence of sponsorship on consumer attitude, find out how endorsements influence purchasing decisions and determining the influence of bandwagon appeal on demand patterns on Savanna cigarettes. Delimitations, assumptions and limitations were all identified so as to put in place resources for smooth conduct of research. Detailed information on background of study and statement of the problem were provided in the first chapter which all pointed towards the three stated objectives.

To come up with relevant information pertaining to the marketing environment a review of literature was done in the second chapter of this research to support, critic and analyze information in accordance to problem understudy. Literature reviewed was in accordance with the research objectives understudy which the researcher made use of different views of various authors, scholars from different journals, books and articles to show if advertising of controversial products has impact on consumer purchasing decisions.

After reviewing of literature the researcher moved on to the third chapter where discussion on how the information was gathered. Data was gathered using questionnaires which were pretested to ensure reliability of responses and interviews as the main research instruments. Sample size of 13% used in the research was calculated using Lucie model to determine sample size. Though the research was conducted by one person data collection process was successfully carried out since the respondents were very much cooperative and honest especially the customers.

The research made sure to present, analyze and discuss the data for it to be clear and hold meaning to the next user. Findings pertaining to the research problem were recorded in table forms and presented graphically. The data gathered showed that consumer purchasing decisions of controversial products are influenced by advertising itself this is evidenced by the above 60%

responses of agreement on all the three objectives which influence consumer purchasing decisions variables. However, it came to the researchers attention that endorsements are not effective in Zimbabwe because consumers do not have exposure of their local celebrity endorsers since they are subscribing to outside channels instead of their local channels were they get to see local celebrities used to communicate local products.

5.1 Conclusions

The followings findings were made in relation to the three objectives:

5.1.1 Influence of sponsorship on consumer attitudes of controversial product

According to the research findings from the questionnaires it was concluded that sponsorship has much influence on consumer attitudes as evidenced by an overall 50% of more goodwill created by the respondents after being subjected to all the sponsorship activities by Savanna Tobacco Company and 36% of reinforced behavior which came from existing customers as supported by Hoek et al (2015) exposure to sponsorship results in reinforced behavior among smokers. Though 80% of more goodwill created came after the sponsorship of cleaning campaign the researcher realized that sponsorship of sports teams is most effective in influencing consumer attitude as sports and consumption of cigarettes is done simultaneously.

5.1.2 Impact of endorsements on purchasing intentions of controversial products

From the findings it can be concluded that endorsements are an effective way of influencing purchase intentions since they are used to they are used in a way that makes a product more

appealing. Celebrities are used to endorse controversial products such as cigarettes as they transfer their personal traits such as credibility, acceptability, trustworthiness to the product resulting in increased trial and purchase of a product. This is evidenced by high percentages of 70% and 80% customers responding to definitely buying under the circumstances if celebrities such as Jah Praizer, Suluman and Tocky are used unlike when the company CEO is used only 10% customers would definitely buy. Seno & Lukas (2007) found that as compared to other genre of endorsers such as company manager, typical consumer and the professional expert, by far the celebrities are the most effective. The effectiveness of celebrity endorsements influencing purchase intentions has been evidenced by 71% employees who testified to seeing customers definitely buying. The findings are supported by Ahmed et al (2014) who found out that 70,9% youth increased their purchase intentions after the product is endorsed by credible celebrities.

However, celebrities used by Savanna Tobacco Company are mainly influencing young male adults only for they happen to be the greatest fans of these celebrities therefore the company is limiting its chances of influencing purchase intentions of the other gender and age.

5.1.3 Influence of bandwagon on demand patterns of controversial products

In conclusion of the research over the influence of bandwagon it shows that it is the most effective way to influence demand for cigarettes which are difficult to sell, but for Savanna Tobacco Company it has been easier for them as they make use of the bandwagon technique which has resulted in an overall of 88% increased demand for their products. Literally

bandwagon creates artificial shortages as consumers want also to consume a product which is being used by most consumers which triggers demand. Kastanakis (2012) found out that bandwagon is most effective in triggering demand as it influences inter-dependence i.e. through fit in messages, attractiveness appeals and status seeking. All managers and employees are 100% confident that bandwagon results in increased demand for their products as they employ those appeals which leads customers to buy for the reasons of status, fitting in a group and inter-dependence as pointed out by Kastanakis.

However not everyone is lured to by a product which they do not want as evidenced by 7% respondents who showed to have no demand at all after they are subjected to these bandwagon advertising.

5.2 Recommendations

The following recommendations are made known to Savanna Tobacco Company basing on the research findings:

5.2.1 Influence of sponsorship on consumer attitudes of controversial products

Savanna Tobacco Company has acknowledged that customers are dynamic and their attitudes towards a company have to be continually improved by them being socially active. Sponsorship effectiveness is guaranteed when management makes sure that their targeted consumers have correct identification of them i.e. sponsorship should include TV commercial and on-car signage. Levin et al (2001) found out that brand recall was greater for on-car than TV commercial and the combination led to highest recall and recognition rates.

Though sponsorship appeals have more influence on consumer purchasing decisions they need to be extra careful on what they sponsor, Bee and Balakas (2012) sponsorship managers should avoid association with the teams and event when negative emotions are likely to be elicited by consumers such as rivalry exposure.

5.2.2 Influence of endorsements on purchase intentions of controversial products

In order for Savanna Tobacco Company to thrive well in selling their controversial products they need to choose the right endorsers to make the communication effective. Winsink and Ray (2000) fit between characteristics of product and the endorser when appropriate does influence on consumers purchase intentions. The organization should ensure that before they choose any celeb to use, they should conduct an analysis of the target group they need to communicate to and the message being put across so as to make the right choice of the celeb to match with their products.

The company should avoid using celebrities who overshadow the product as it makes the consumer remember the celebrity not the advertised product. Celebrities used to endorse cigarettes should be well managed especially these youngsters like Tocky to avoid violation of marketing ethics in relation to children advertising since most children are Tockys' fans.

5.2.3 Influence of bandwagon on demand patterns of controversial products

While conclusions can be drawn from the research results to help guide the organization emphasis should be that respondents used on the study do not represent the actual users of the products. Therefore Savanna Tobacco is advised to make more use of bandwagon appeal because it attracts more demand.

Shen et al (2013) demand for a commodity is increased due to the fact that others are also consuming the same commodity, and it represents the desire of people to purchase a commodity in order to get into "the swim of things"; also the investment is not much as compared to sponsorship and endorsements.

Managers need also to focus on the quality of their cigarettes rather than just increasing their cost on all the discussed advertising appeals for them to realize more consumers attracted to their products.

5.3 Areas for further study

The present study focused on evaluating effectiveness of advertising controversial products on consumer purchasing decision using a case for Savanna Tobacco Company. Further research can be done using other products such as alcohol, condoms etc. The study need also to be conducted using quantitative research methods to prove the current research findings as the researcher used qualitative methods.

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Appendix 1

Letter to Savanna Tobacco Company for Approval

Midlands State University

P Bag 9055

Gweru

The Chief Executive Officer

Savanna Tobacco Company

424 Gleneagles Road

Willowvale

Harare

Dear Sir

Ref: Permission to conduct a research at Savanna Tobacco Company

I would like to seek permission to conduct my research at you company. Under the research topic “The effectiveness of advertising controversial products on consumer purchasing decision”.

I will be grateful to conduct this research based on your organization.

Yours Faithfully

R114095N

Approved by.....Sign.....Date...../...../.....

Appendix 2

Interview Guide for Savanna tobacco_Management

1. Are there any regulations on how you should market your products?
2. Do you think that your sponsorship activities will result in consumers having positive attitudes towards your products?
3. Is sponsorship a more effective way of influencing consumer attitude for your product range?

Indicate which brand you smoke:

Madison

Kingstone

Pacific

Others

Everest

How long have you been smoking? Less than a year

1-5 years

5-10 years

10years & above

Section B:

1. Sponsorship activities by Savanna Tobacco Company are?

Very good good very bad bad

2. What feelings would you develop towards Savanna Tobacco Company and its products if they were to sponsor any event you like or can benefit from?

Favorable Unfavorable

Safe

3. Sponsorship of the below teams has resulted in your feelings towards Savanna tobacco products being?

	excellent	favorable	unfavorable
dynamos			
highlanders			

4. Sponsorship activities by Savanna Tobacco Company has resulted in me having

Strong attachment of their brands unfavorable feeling of their brands

To switch from other brands to pacific A reinforced behavior

5. If your favorite singer/actor is used on the package of Pacific brands would you?

Definitely buy switch to competitors

Intent to buy never buy

6. Indicate how the use of the below endorsers by Savanna Tobacco Company will influence your purchase decision.

	Will definitely buy	Spend more	Consider buying	I will not buy	Switch to competitors
Jah Praizer					
Tocky Vibes					
Sulu Chimbetu					
Savanna CEO					

7. If Savanna Tobacco company were to use their products in local movies.....

I will definitely buy I will spend more
 I would not mind I will not buy
 Continue to buy

8. When Savanna Tobacco uses celebrities to communicate their product I am motivated to?

Consider buying buy their products
 Never buy take no action

9. The Pinda Mustaira promotion has encouraged you to

Smoke pacific brands continue my brand
 Switch to competitors recommend others

10. Savanna Tobacco Company uses the theme 'real man smoke pacific brands', how has this influence your demand?

Smoke More continue with my rate
 Recommend others switch to pacific brand

11. Would your friends influence you to smoke pacific brands?

Definitely probably not

Probably
Not sure

definitely not

12. Would you recommend your friends to smoke pacific brands?

Definitely
Probably
Not sure

probably not

definitely not

Thank you very much for your time your cooperation is greatly appreciated.

Appendix 4

Employee Questionnaires

My name is Patience Mhete a 4th year marketing student at Midlands State University conducting a study for Savanna Tobacco on evaluating the effectiveness of advertising of controversial products on consumer purchasing decisions. I kindly ask for your participation in responding to the following questions. Your views and opinions will be considered private and confidential and will be for academic use only

(Tick in the appropriate box)

Section A

1. How long have you been working for Savanna Tobacco?

0-3years

3-6 years

6-9years

9-12 years

2. Who are your major competitors?

British American Tobacco Company

Zimbabwe Leaf Tobacco Company

Others

3. Department : Sales & Marketing

Production

Accounting

Section B

1. Your company sponsors' teams like Dynamos and Highlanders; indicate how they have influenced consumers' attitudes towards your products?

	Consumers have positive comments on pacific brands	Consumers switched from competitors products to pacific	It has resulted in unfavorable attitudes	Confidence in company & its products
dynamos				
highlanders				

2. Sponsorship activities have resulted in?

High return on investment

enhancing consumers' perception

Consumers acting favorably

consumers acting unfavorably

Actions of goodwill

3. How would you evaluate the satisfaction levels of your sponsorship activities on consumer attitudes towards your products?

Goodwill creation

boasts confidence in company & products

Positive word of mouth

no effect on consumers

4. Would you recommend sponsorship of different events in order to increase consumer attitudes?

definitely	<input type="checkbox"/>	probably not	<input type="checkbox"/>
probably	<input type="checkbox"/>	definitely not	<input type="checkbox"/>
Not sure	<input type="checkbox"/>		

5. Success of endorsements at Savanna Tobacco Company has been showed by consumers?

High purchase intentions	<input type="checkbox"/>	moderate purchase intentions	<input type="checkbox"/>
Low purchase intention	<input type="checkbox"/>	no purchase intentions	<input type="checkbox"/>

6. We have seen you using celebrities like Tocky vibes, Jah Praizer etc in your adverts, indicate level of their influence towards consumers to purchase your products?

	Will definitely buy	Spend more	Consumers consider buying	Consumers will not buy	Switch to competitors
Jah Praizer					
Tocky Vibes					
Sulu Chimbetu					
Savanna CEO					

7. What is the impact of endorsing your products using celebrities or any other endorser such as your boss or one of your customers? Consumers will

	definitely buy	spend more	Consider buying	Not buy
Celeb endorse				
Ordinary buyer				
Company ceo				

8. Endorsements are effective in boasting purchase intentions because customers are likely to?

Definitely buy	<input type="checkbox"/>	take no action	<input type="checkbox"/>
Spend more	<input type="checkbox"/>	switch to competitors	<input type="checkbox"/>

9. Pinda Mustaira promotion has resulted in?

Increased demand switching from other brands to pacific
Take no action

10. The 'real man' motto, smoke pacific has lead to consumers

Demanding more switching from other brands to pacific
Take no action

11. How has bandwagon appeal been of impact?

Sales have increased demand has increased
No effect

Thank you very much for your time your cooperation is greatly appreciated.