

## The Influence of Media Advertising on Consumer Buying Behavior: Insights from Two Selected Higher Learning Institutions in Tanzania

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**Abstract:** This study analyzed the influence of media advertising on consumer buying behavior at the Saint Augustine University of Tanzania (SAUT) and the Institute of Rural Development Planning (IRDP) in the Mwanza Region, Tanzania. Specifically, it sought to establish the impact of TV advertising, radio advertising, newspaper advertising and social media advertising on consumers' purchasing decisions. The study employed the cross-sectional design to establish the relationship between media advertising and consumer buying behavior. A stratified sampling procedure was utilized to select a sample size of 222 respondents within the study area. Data was collected through a survey questionnaire. To establish the effect of each variable, an ordinal logistic regression model was employed. The study revealed that TV advertising and social media advertising exert a positive and significant influence on consumers' buying behavior. Based on these findings, the study recommended that SAUT and IRDP should prioritize allocating financial resources to advertising through TV and social media networks to enhance the admission and alleviate existing financial challenges faced by the universities.

**Keyword:** Media advertising; buying behavior; TV; advertising; radio advertising; newspaper advertising; social media advertising.

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### Introduction

In Tanzania, as with other parts of the world, there has been a notable increase in the establishment of higher learning institutions (HLIs), leading to a surge in students' enrollment in HLIs. This growth, from 10 students to 40,000 students over four decades, is attributed to the growing demand for highly educated individuals capable of competing in the global job market (Tarimo, 2013). In response to this demand, many HLIs in Tanzania are allocating significant financial resources to influence the consumer behavior of potential students through

various forms of media advertising, such as television, radio, newspapers and social media (Laiser, 2017).

A survey done by SAUT (2020) revealed that among the prominent private universities in Tanzania, Saint Augustine University of Tanzania (SAUT) stands out for its extensive media advertising efforts. The university experienced a surge in program demand in 2014 due to heightened competition from newly established public and private universities in the Mwanza Region. There was a notable decline in student admissions, particularly in the Business

Administration program by 70% from 2014 (700 students) to 2019 (210 students) (SAUT, 2020). Although the admission rate doubled to approximately 500 students in 2020, the significant decrease in student numbers threatened the university's financial sustainability, resulting in financial strain and the closure of some centres, such as Bukoba (SAUT, 2020).

According to Verma *et al.* (2023), consumer attitudes vary depending on the media used for advertisement. Therefore, there is a crucial need to understand in detail how different media advertising channels affect consumer behavior for educational institutions. The implications of this research problem are substantial: if educational institutions are unable to accurately assess how consumers respond to their advertising efforts, they risk falling short of sales targets and suffering financial losses. Ineffective communication with prospective students could further aggravate the decline in student enrolments, leading to a loss of revenue for the university.

Moreover, there is a paucity of empirical studies specifically examining the impact of media advertising on consumer buying behavior within Tanzanian HLIs. Existing research predominantly focuses on consumable products and industries not directly comparable to the nature of clientele and marketing strategies in the education sector (Haider & Hobbs, 2021; Kumar & Raju, 2013). Furthermore, previous studies (Jerono, 2020; Mbura & Kagoya, 2021a) on the relationship between advertising and consumer buying behavior in other developing countries often yielded inconclusive findings indicating that advertising significantly influences purchasing decisions. Therefore, there is a pressing need for a deeper understanding of media advertising and its implications for consumer buying behavior within the context of HLIs in Tanzania. To address these gaps, this study aimed to establish the impact of media advertising on the consumer buying behavior in selected HLIs:

## Literature Review

The literature review serves as a foundation for understanding the interplay between various advertising mediums and consumer buying behavior. This section is structured to integrate theoretical insights and empirical findings, providing a comprehensive perspective on the subject matter. It begins by exploring the theoretical frameworks that underpin the study, including the AIDA Model

and McLuhan's Media Theory, to establish a conceptual understanding of the research constructs. Subsequently, empirical evidence is discussed, focusing on the impact of television, radio, newspaper, and social media advertising on consumer purchasing decisions, with particular reference to the Tanzanian context.

## Theoretical Framework

This study employed the AIDA Model of Advertisement and McLuhan's Media Theory. The AIDA Model of Advertisement, developed by E. St. Elmo Lewis in 1898, identifies four key stages in advertising: Attention, Interest, Desire and Action. It explains how advertisements capture attention, generate interest, create desire and drive consumer action. This model is relevant to this study as it helps analyze how different media channels—TV, radio, newspapers and social media—influence consumer awareness, interest and decisions at Higher Learning Institutions (HLIs), providing insights into optimizing media strategies to enhance consumer engagement (Ramzan, 2019).

McLuhan's Media Theory, proposed by Marshall McLuhan in 1964, views media as transformative agents that reshape perceptions and behaviors. It highlights how media platforms influence consumer actions and societal dynamics. This theory is essential for understanding how different advertising channels uniquely attract and engage consumers at HLIs, guiding the selection of effective media strategies tailored to audience traits and product characteristics to meet consumer expectations.

## TV Advertising and Buying Behavior

According to Himont (2018), TV advertising encompasses traditional media that utilizes both visual and audio techniques to convey messages to the public. It is considered the most effective advertising medium due to its ability to combine both audio and visual elements. This unique characteristic grants TV advertising a significant advantage in delivering authentic messages to consumers, thereby influencing their emotions and engagement levels.

Tao *et al.* (2022b) emphasize the importance of TV advertising in building brand identity and shaping consumers' purchasing decisions. Marketers, as noted by Haider and Hobbs (2021), generally preferred TV advertising over other channels. Furthermore, a survey conducted by Jerono (2020) reveals that 44% of companies' advertising budgets

are allocated to TV advertising, underscoring its positive impact on consumer buying behavior. This assertion is corroborated by the findings of Kumar and Raju (2013), who observed that consumers place greater trust in TV advertising compared to other mediums.

Additionally, Ramzan (2019) established a positive and significant relationship between TV advertising and consumer buying behavior. Pongiannan and Chinnasamy (2014) empirically demonstrated organizations' preference for TV advertising over alternatives, such as radio and print media. However, Hailu (2019) concluded that no significant relationship exists between advertising and consumer buying behavior, a conclusion supported by Mbura and Kagoya (2021a). Based on the discussion above, the following null hypothesis was formulated: *H<sub>01</sub>: There is no significant relationship between TV advertising and consumers' buying behavior.*

### **Radio Advertising and Buying Behavior**

Radio advertising utilizes audio platforms to convey messages to consumers, as stated by Hiwot (2018). Its primary goal is to elicit consumer responses towards the products or services offered by organizations. Despite the evolution of advertising methods, radio advertising remains a preferred choice for entities due to its ability to reach a broad audience, particularly in rural areas with limited internet access, as noted by Meron (2017). Eden (2018) acknowledges radio advertising as a traditional approach that held dominance for the past four decades; however, technological advancements and the rise of the internet have led to its waning popularity. Modern advertising channels, such as social media advertising, have gained prominence as a result.

Nonetheless, radio advertising continues to be recognized as a viable method for influencing consumer buying behavior, as asserted by researchers like Tao et al. (2022b) and Mbura and Kagoya (2021a). However, contrary findings were reported by Ali and Ahmad (2017), who did not find a significant relationship between radio advertisements and consumer buying behavior. Based on the discussion, the following null hypothesis was formulated: *H<sub>02</sub>: There is no significant relationship between Radio advertising and consumers' buying behavior*

### **Newspaper Advertising and Buying Behavior**

Newspapers represent a widely utilized advertising medium renowned for its effectiveness among mass media channels. As highlighted by Sinduja (2016), newspapers play a crucial role in disseminating essential educational, entertainment and cultural messages to the public. Additionally, Sama (2019) underscores their utility in interpreting and clarifying complex issues for audience comprehension. An inherent advantage of newspaper advertising, compared to other channels, is its capacity for record-keeping, rendering it an invaluable platform capable of reaching numerous households. In Indonesia, the same author demonstrated the significant influence of newspapers on consumer purchasing and post-purchase behavior.

Similarly, Gupta (2014) conducted a survey involving 1,017 individuals to examine the impact of newspaper advertising on consumer buying behavior. Employing Resnik and Stern criteria techniques, the study concluded that newspaper advertising predominantly serves an informative role and exerts a notable influence on consumer purchasing decisions, particularly concerning electronic devices. Sinduja (2016) employed a descriptive research approach to analyze the effects of various advertising channels on consumer buying behavior, revealing that newspaper advertising was the sole medium to exhibit a positive and significant impact on consumer buying behavior. However, the study's second regression model revealed a negative and significant relationship between print media advertising and consumer buying behavior, specifically on household consumption of noodles. Based on the discussion, the following null hypothesis was formulated: *H<sub>03</sub>: There is no significant relationship between newspaper advertising and consumers' buying behavior.*

### **Social Media Advertising and Buying Behavior**

Social media advertising involves utilizing online platforms to engage with target consumers regarding an organization's offerings. This encompasses platforms, such as Facebook, Instagram, LinkedIn and YouTube, through which information about specific products or services is communicated. The rise of the internet, as noted by Mbura and Kagoya (2021b) has transformed product branding and marketing strategies. Entities now prioritize social media channels in their marketing efforts, recognizing that their audience heavily relies on these digital platforms for transactions and

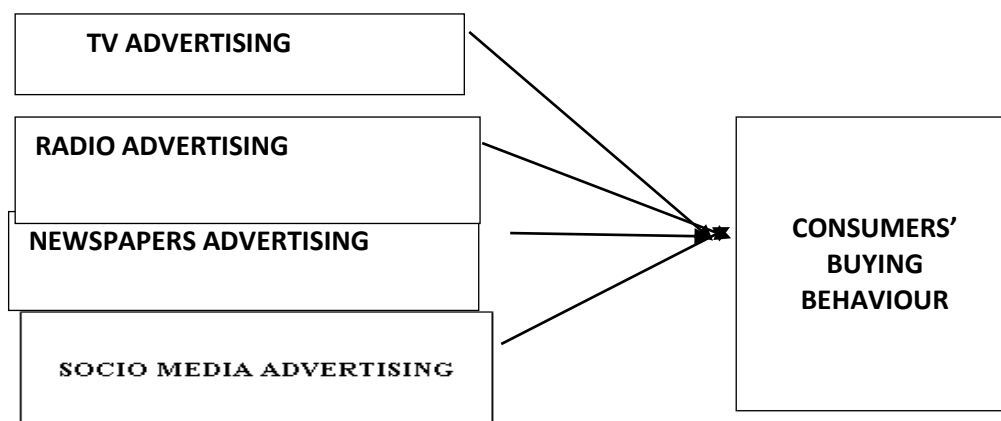
product/service information-seeking. According to Mbura and Kagoya (2021), the choice of advertising channel significantly influences consumer buying behaviour, potentially impacting attitudes toward advertised products or services.

Several empirical studies have established a positive correlation between social media advertising and consumer buying behavior, underscoring its significance as a marketing tool supported by both theoretical and empirical evidence. For instance, Rachel and Michael (2015) identified a positive and statistically significant relationship between social media advertising and consumer purchasing behavior. This assertion is echoed by Mbura and Kagoya (2021b), who emphasize the considerable potential of social media advertising in shaping company branding and product/service performance relative to competitors. However, contrasting findings were reported by Kamau (2017), who concluded that social media advertising negatively impacts consumer buying behavior. Based on the discussion above, the following null hypothesis was formulated: *H<sub>04</sub>: There is no significant relationship between Socio media advertising and consumers' buying behavior.*

## Conceptual Framework

This study investigated the relationship between advertising and consumer buying behavior using four distinct media advertising channels, as illustrated in Figure 1. The chosen media platforms include TV advertising, radio advertising, newspaper advertising and social media advertising for the various reasons explained below:

Starting with TV advertising, this medium was examined first due to its presumed significant impact on consumer buying behavior at higher learning institutions. TV advertising employs both audio and visual methods to convey messages to the audience. Next, the study intended to analyze radio advertising, another popular advertising medium valued for its affordability and ability to reach a wide audience. Newspaper advertising, involving the use of magazines and newspapers, constituted the third media advertising platform investigated in this study. Finally, the study assessed the influence of social media advertising on consumer buying behavior at selected private universities. Social media advertising, targeting youth consumers, is widely utilized by private universities in Tanzania due to its cost-effectiveness and flexibility in reaching the desired audience.



## Methodology

### Design

This study employed the cross-sectional survey method to collect data at a single point in time (Leavy, 2017). The design is advantageous as it enables researchers to gather up-to-date information on the relationship between study constructs, namely, the influence of TV advertising, radio advertising, newspaper advertising, and social media advertising on buyers' purchasing behavior (Kim & Lee, 2012).

### Approach

The primary research approach employed in this study is quantitative, utilizing data collected through field surveys to investigate the influence of advertising media on consumer buying behavior. The quantitative approach was deemed appropriate as it facilitated the acquisition of reliable data that could be generalized. This approach aligns with the study's objective of establishing causality between advertising media and consumers' buying behavior through precise measurements. Additionally,

employing a quantitative method enabled researchers to manage large volumes of data efficiently within a condensed timeframe.

### Area for the Study

The study centered on St. Augustine University of Tanzania (SAUT) and the Institute of Rural Development Planning (IRDP), located in Mwanza, one of Tanzania's private universities most densely populated regions (National Bureau of Statistics, 2022). SAUT was selected as the primary case study because of its status as a prominent private university that extensively employs all four forms of media advertising examined in this study (SAUT, 2020). This institution's distinct characteristics, including its focus on media engagement and its role as a key player in higher education, provided a strong foundation for examining the effectiveness of advertising strategies. Additionally, SAUT's diverse student demographic ensures the findings are representative and applicable to broader academic and consumer contexts.

Likewise, Institute of Rural Development and Planning (IRDP) was selected as one of the prominent public Higher Learning Institutions (HLIs) in the Mwanza region. Its institutional focus on rural development planning and its utilization of media

advertising offered an optimal context for investigating the connections between media advertising and consumer buying behavior. The selection of the IRDP also reflects its relevance in addressing regional socioeconomic factors, its diverse student population and the availability of reliable data to support the research objectives. Together, these institutions were chosen to provide a balanced perspective on the impact of media advertising in both private and public higher learning contexts.

### Population and Sampling

This study aimed to survey 500 participants from the Faculty of Economics and Business Administration at SAUT and the IRDP for the academic year 2022/2023. The sample comprised 315 students from SAUT and 185 students from the IRDP. The decision to focus on this faculty stemmed from its significant decline in student admissions over the past decade, amounting to a 50% reduction (SAUT, 2020). Consequently, the HLIs have incurred substantial advertising expenses to bolster student enrollment in this faculty. To determine the study's sample size, Yamane's formula (1967) was applied, yielding a sample size of 222 respondents.

**Table 1: Sample Size Distribution**

SN	Strata	Population	Sample Size
1	SAUT	315	$x = \frac{315}{500} \times 222 = 140$
2	IRDP	185	$x = \frac{185}{500} \times 222 = 82$
	Total	500	222

### Instruments

The researchers collected data through a self-administered questionnaire administered from August 21st to August 26th, 2023. Before the data collection, a pilot survey was conducted from August 14th to August 17th, 2023, involving 33 respondents (representing 15% of the sample size) who were not included in the main study to test the reliability of the research instrument.

### Statistical Treatment of Data

The impact of TV, radio, newspapers and social media advertising on consumers' buying behavior was analyzed using descriptive statistics (means summarized in tables), Spearman Rank Correlation, and ordinal logistic regression, as the dependent variable (consumer buying behavior) was ordinal.

### Findings and Discussion

This section presents the findings of the study. The findings are discussed in relation to established theoretical frameworks, offering valuable insights into the influence of media advertising on consumer buying behavior within the context of higher learning institutions.

#### Demographic Characteristics of Respondents

The study analyzed the demographic profile of the respondents within the study area, including variables such as gender, age and education level. Descriptive statistics detailing the demographic characteristics of the respondents are outlined in Table 2.

**Table 2: Demographic Characteristics of Respondents**

Gender	Frequency	Percent
Male	135	61%
Female	87	39%
<b>Age Bracket</b>		
50 and above	4	2%
41-50	12	5%
31-40	31	14%
19-30	152	68%
18 years and below	23	11%

**Table 3: Model Fitting Information on the Impact of Media Advertising on Consumers' Buying Behavior**

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	81.608	-	-	-
Final	55.494	26.114	3	0.000

Link function: Logit

**Table 4: Goodness-of-Fit for the Impact of Media Advertising on Consumers' Buying Behavior**

Model	Chi-Square	df	Sig.
Pearson	51.517	72	0.968
Deviance	43.872	72	0.996

Link function: Logit

The study examined the gender distribution of respondents, as presented in Table 2. Results indicate that over 61% of respondents were males while female respondents comprised 39% of the total sample. Similarly, Pawar et al. (2022) reported a female ratio of 40% and a male ratio of 60% in their study. Regarding age, the analysis reveals that 68% of respondents fell within the age range of 19 to 30 years, with 14% aged between 31 and 40 years. Additionally, 11% were aged 18 years or below, 5% were between 41 and 50 years and only 2% were aged 50 years and above. This highlights a predominantly youthful respondent profile, consistent with findings by Haider and Hobbs (2021), who reported 54.72% of respondents aged between 15 and 35 years.

## Diagnostic Tests

### Model Fitting Information

The model fitting information assesses the presence of an association between the dependent and independent variables, using the complementary log-log link function. Specifically, this test compared the results of the ordinal logistic regression with independent variables against a reduced model containing only the intercept. From Table 3, the -2 log-likelihood of the intercept-only model is 81.608, while the -2 log-likelihood of the model with both intercept and independent variables is 55.494. The

difference between these values (Chi-square statistic) is 26.114 (i.e., 81.608 - 55.494), which is statistically significant at  $\alpha = 0.05$ , with  $p \leq .0001$ . Consequently, the authors inferred that the model indicates the presence of an association between the dependent and independent variables, using the complementary log-log link function.

### Goodness-of-Fit

While Pearson correlation is commonly used to measure the association between linearly related variables, the deviance statistic serves as a likelihood-ratio test employed to assess the lack of fit between the model and the data. In testing the assumption of goodness of fit using the deviance statistic, the null hypothesis posits that the observed data align with the fitted model. As indicated in Table 4, the results of the goodness of fit test for the model reveal that the deviance statistic of 43.872 is not statistically significant (i.e.,  $p = 0.996 > 0.05$ ). Therefore, the researchers accepted the null hypothesis, concluding that the observed data are consistent with the estimated values in the fitted model.

### Pseudo R-Square

The results presented in Table 5 demonstrate that Cox and Snell's pseudo-R-squared value, although approaching its maximum at 0.913, does not reach

1. This suggests that while the full model predicts the outcome with a high degree of accuracy, it does not achieve perfect prediction. Conversely, both Nagelkerke and McFadden values indicate a likelihood of R-squared equal to 1.000, implying that the full model accurately predicts the outcome.

### Test of Parallel Lines

The purpose of conducting the Test of parallel lines assumption is to evaluate the suitability of the model. The null hypothesis posits that the slope of coefficients in the model remains consistent across

the reference categories. As demonstrated in Table 6, the results of the parallel lines test yield a Chi-square value of 3.037, which is not statistically significant ( $p = 0.995 > 0.05$ ). This outcome suggests that there is no substantial variance in the corresponding slope coefficients across the response categories. Consequently, it can be concluded that the assumptions regarding parallel lines within the model, employing the Complementary Log-log link, were upheld.

**Table 5: Pseudo R-Square to determine the Impact of media advertising on consumers' buying behaviour**

Cox and Snell	0.913
Nagelkerke	1.000
McFadden	1.000

Link function: Logit

**Table 6: Test of Parallel Lines to Determine the Impact of media advertising on consumers' buying behaviour**

Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Null Hypothesis	79.689	-	-	-
General	76.651	3.037	12	0.995

Link function: Logit

**Table 7: Regression Results on the Impact of TV Advertising on Consumers' Buying Behaviour**

Construct	B	S.E.	Wald	df	Sig.
Constant	3.118	1.831	7.927	1	0.000
Perception of Consumers' TV advertising (TVR)	2.890	0.841	9.323	1	0.000**
Loyalty consumers' TV advertising (TVL)	1.791	0.842	5.733	1	0.000**
Content of TV advertising (TVC)	1.641	0.531	8.527	1	0.027**
Channels of TV advertising (TVH)	1.009	0.532	7.432	1	0.001**
Promotion of TV advertising (TVP)	1.208	0.567	5.753	1	0.007**

\*\* Significant at 95% confidence level

### TV Advertising and Buying Behavior

Table 7 indicate a significant positive relationship between all variables of TV advertising perception ( $\beta = 2.890$ ), loyalty ( $\beta = 1.791$ ), content ( $\beta = 1.641$ ), channels ( $\beta = 1.009$ ) and promotion ( $\beta = 1.208$ )—and consumer buying behavior. These results suggest that TV advertising is more effective in influencing consumer decisions. The AIDA model explains how TV advertising captures attention and fosters interest through compelling visuals, emotional appeals and memorable narratives. For instance, Kumar and Raju (2013) found that TV advertising remains one of the most impactful

media in creating consumer awareness and influencing purchasing behavior. Similarly, Mishra and Pathak (2019) identified TV advertising as a critical factor in building brand loyalty due to its wide reach and audiovisual appeal. Additionally, Yeboah and Ewur (2020) observed that TV advertising significantly influences consumer preferences, especially in the educational sector. They attributed this to the credibility and trust associated with televised messages, which resonates well with consumers seeking quality educational services. These findings align with McLuhan's Media Theory, emphasizing the immersive and engaging

nature of TV, which strengthens its persuasive impact on consumer behaviour.

### Radio Advertising and Buying Behavior

In Table 8, Radio advertising shows a notable positive association with consumers' buying behavior, particularly in the promotion variable ( $\beta = 1.944$ ,  $p < 0.05$ ). This finding suggests that well-executed radio promotions can double consumer engagement. However, the limited allocation of advertising budgets (9%) to radio undermines its potential impact.

The AIDA model underlines the role of audio appeal in capturing and sustaining consumer attention. Ndubisi et al. (2016) found that radio advertising significantly affects rural and semi-urban

consumers, who rely heavily on auditory information. Similarly, Mwanzia et al. (2018) demonstrated that targeted radio campaigns are effective in building awareness and fostering brand loyalty, particularly for services aimed at young adults and professionals. Moreover, Uduji and Ankeli (2020) highlighted the cost-effectiveness of radio advertising for organizations with limited budgets. They noted that short, engaging promotions yield better results in regions where access to other media may be restricted. These studies corroborate McLuhan's notion of radio as a "hot medium" requiring high engagement from listeners, which can be leveraged to improve consumer behavior with strategic investments.

**Table 8: Regression on the Impact of Radio Advertising on Consumers' Buying Behavior**

Construct	B	S.E.	Wald	df	Sig.
Constant	2.091	1.062	7.927	1	0.000
Perception of Consumers on radio advertising (RAR)	1.473	0.721	5.722	1	0.743
Loyalty of consumers on radio advertising (RAL)	1.327	0.261	5.311	1	0.582
Content of radio advertising (RAC)	1.952	0.552	6.832	1	0.091
Channels of radio advertising (RAH)	1.278	0.283	8.963	1	0.061
Promotion of radio advertising (RAP)	1.944	0.731	4.735	1	0.049**

\*\* Significant at 95% confidence level

**Table 9: Regression results on the impact of newspaper advertising on the consumers' buying behavior**

Construct	B	S.E.	Wald	df	Sig.
Constant	2.007	1.089	7.925	1	0.001
Perception of Consumers' Newspaper Advertising (NER)	1.196	0.762	3.981	1	0.781
Loyalty Consumers' Newspapers Advertising (NEL)	1.276	0.278	5.276	1	0.471
Content of Newspaper Advertising (NEC)	1.965	0.565	6.872	1	0.871
Channels of Newspaper Advertising (NEH)	1.286	0.298	8.765	1	0.942
Promotion of Newspaper Advertising (NEP)	1.852	0.341	4.821	1	0.831

\*\* Significant at 95% confidence level

### Newspaper Advertising and Buying Behavior

The study did not establish a relationship between newspaper advertising and consumer buying behavior. The AIDA model offers insight into this limitation, as newspapers struggle to compete with more dynamic media like TV and social media. Ali

and Ahmad (2017) found that while newspapers are effective in delivering detailed and credible information, they lack the immediacy and engagement required to influence modern consumer decisions. Similarly, Sharma et al. (2021) identified a declining impact of print media in



contexts dominated by younger, tech-savvy audiences.

However, Kapoor et al. (2019) argued that newspaper advertising still holds value for niche markets and older demographics. They recommend integrating print ads with digital campaigns to amplify their effectiveness. McLuhan's Media Theory supports this dual approach, emphasizing that combining "cold" media (newspapers) with "hot" media (TV or social platforms) can create a complementary impact.

### Social Media Advertising and Buying Behavior

Social media advertising demonstrated the strongest positive association with consumer buying behavior across all variables, including perception ( $\beta = 1.952$ ), loyalty ( $\beta = 1.991$ ), and promotion ( $\beta = 1.852$ ). These results underscore the critical role of social media in engaging and influencing consumers.

The AIDA model highlights the ability of social media to grab attention through interactive content, sustaining interest with personalized

recommendations and driving action via targeted promotions. Sharma and Verma (2020) found that social media advertising significantly impacts purchasing decisions, particularly for younger audiences who value interactive and visually appealing content. Similarly, Gautam and Mishra (2017) reported that social media platforms like Facebook and Instagram are highly effective in fostering brand loyalty and trust. They attributed this to the participatory nature of social media, which allows consumers to engage directly with brands. Amin et al. (2021) also highlighted the role of influencer marketing on social media in shaping consumer preferences, particularly in sectors like education and training. These findings align with McLuhan's Media Theory, which posits that the participatory nature of social media makes it a transformative medium. Its ability to blend personal interaction with mass communication makes it uniquely positioned to influence buying behavior in higher learning institutions.

**Table 10: Regression Results on Impact of Socio-Media Advertising on Consumers' Buying Behavior**

Construct	B	S.E.	Wald	df	Sig.
Constant	2.771	1.862	7.183	1	0.000
Perception of consumers' newspapers advertising (SOR)	1.952	0.923	3.982	1	0.000**
Loyalty consumers' socio-media advertising (SOL)	1.991	0.245	3.951	1	0.000**
Content of socio-media advertising (SOC)	1.991	0.818	5.821	1	0.000**
Channels of socio-media advertising (SOH)	1.971	0.198	7.062	1	0.000**
Promotion of socio-media advertising (SOP)	1.852	0.341	4.821	1	0.000**

\*\* Significant at 95% confidence level

## Conclusions and Recommendations

### Conclusions

This study revealed varying impacts of different advertising mediums on consumers' buying behavior. The study concludes that TV advertising demonstrated a strong and significant influence, with positive associations across all indicators, supporting the relevance of the AIDA model in shaping consumer decisions. Similarly, social media advertising showed a strong positive impact, highlighting its critical role in modern marketing strategies. Conversely, radio advertising exhibited partial support for the hypothesis, with promotion emerging as a significant factor, suggesting the

potential for greater influence through increased investment. In contrast, newspaper advertising did not show significant effects, indicating a need to reassess its resource allocation relative to more impactful advertising channels.

### Recommendations

The study recommends that higher learning institutions should prioritize leveraging the potential of social media and TV advertising to effectively reach diverse market segments and influence consumer buying behavior. By harnessing these platforms, universities can increase visibility and influence consumer buying behavior, ultimately

boosting enrolment and participation in their programs. Social media, in particular, offers a cost-effective means of reaching younger, tech-savvy audiences while TV advertising provides broad coverage across different demographic groups. Combining various platforms ensures a well-rounded approach that maximises reach and impact.

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