

**Advertisement Influence on Consumer Buying Behaviour  
A Case of Bonite Bottlers Ltd in Moshi Municipality, Tanzania**

**By**

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This study was much based on advertisement influence on consumer buying behaviour. It was the focus of this study to fill this gap by assessing the influence of advertisement on consumer buying behaviour at Bonite Bottlers Company Limited in particular to Moshi municipality, Tanzania. Specifically, the study pursued the following objectives; Objective one, to identify various advertisement techniques on consumer buying behaviour which was analysed by using descriptive statistics by the use of multiple responses. Objective two, to identify the impact of advertisement on consumer awareness, objective three to identify the role of advertisement on building consumer perception on products sold at Bonite Bottlers and was analysed using descriptive statistics analysis. Objective four, to assess the relationship between advertisement and consumer buying behaviours that was analysed through correlation method. The study adopted cross-sectional research design where structured questionnaire using open and closed ended questions was used to collect primary information from a sample size of 100 respondents. The research identified the influence of advertisement on consumer buying behaviour in price of product that is: Consumer Perception, Attitude, Purchase Intention and Demographic factors. From the findings of the study, it may be concluded most of customers are influenced by advertisements on television followed by radio then newspaper and finally online media. The study recommends that, traditional media (newspaper, radio and television) adverts were more trusted than new media advert and as online media was new and starts to gain acceptance much effort must be made to make it more trust worthy.