

Impact of Soft Drinks Advertisement on Consumers' buying Behavior

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Abstract— The principle of the study was to review on the impact of soft drinks advertisement on consumers buying behavior, a case study of SBC Tanzania Limited. Specifically, the researcher intended to evaluate the effects of digital advertisements on consumers' buying behavior of Pepsi product, to assess the effects of print advertisements on consumers' buying behavior of Pepsi product and to assess the effects of outdoor advertisements on consumers' buying behavior of Pepsi product. This study used both descriptive and inferential statistics research approach because it can cover more than one method of data collection including questionnaires to get information from the customers of SBC Tanzania Limited. The researcher collected data from a total number of 159 respondent's Primary data were collected using questionnaires method of data collection. Data were analyzed using SPSS. The researcher revealed that the organization applies digital advertisements in attracting consumers of Pepsi product. The most used kind of digital advertisements applied by the organization in attracting consumers of Pepsi product includes display advertising. The study also revealed that digital marketing contributes in a large extent on influencing the buying behavior of the customers. The study recommended that; cross-promotion is crucial and can help to extend the personalized, targeted experience that the advertising has already provided. Display adverts should be supported with a structured follow-up such as email and backed up within other channels, not only does this offer consistency to the customer and a nudge down the sales funnel, it can offer retailers with extremely useful insights. If SBC Tanzania Limited already have a control of the Pepsi product data, SBC Tanzania Limited can use this content outside of digital advertising.

Keywords— Soft drinks, advertisement, consumer, buying behavior.

I. INTRODUCTION

Soft drinks are generally accessible drive-thru eateries, cinemas, odds and ends shops, relaxed feasting cafés, devoted soft drink stores, candy machines, and banish from soft drink wellspring technologies (Tillman, 2020). Soft drinks are typically served in paper or plastic expendable cups in the initial three settings. A soft drink is a beverage that typically contains carbonated liquid albeit some nutrient waters and lemonades may not belong to this class of carbonated drinks, a sugar, and a characteristic or fake enhancing. A sugary substance may be made of syrup of high-fructose sugar itself, juice from fruits, or a mix of different amount of named sweeteners. Soft drinks are likely to have some ingredients of colorings, caffeine and

other different ingredients (Hudson, 2015). Modest quantities of liquor might be available in a soft drink, yet the liquor content should be under 0.5% of the all-out volume of the beverage in numerous nations and areas where the beverage is to be viewed as non-drunkard. In defining soft drinks, fruit juice, tea and other different non-cocktails fall in this category, however are not largely alluded to as such. Non sugary shimmering liquids might alternatively be consumed as soft drinks. To make them tasty, soft drinks are best served when chilly, over ice cubes on, or even at room temperature (Grower, 2019).

In most bars and different spots in the United States of America and Europe liquor is mostly served in nightclubs, restaurants and planes. In most cases, many drinks are

mixed as a blend of a soft drink with hard liquor added in and served with ice cubes in to make it tasty. Best example of such a mix is that of coke and rum. A lime juice may be added to add up the tasty (Tillman, 2020). Most natively constructed fruit juice plans, which may have alcohol contents, are a combination of different organic product juices and a soft drink. In most ice cream parlors and restaurants, it is common to find customers of ice cream floats and specifically root beer floats. Sunkist, Sierra Mist, Fantail, Sprite, Pepsi are common brands sold in addition to Dr Pepper, 7 UP, Mountain Dew, Crush. In 2003, the United States in the Harvard Dialect study of utilization of the nine mostly fluently used names of different drinks, soda appeared to be mostly favored by more than half of the respondents in the study in most areas of the Northeastern United States, St. Louis, areas surrounding Milwaukee and California. Pop was the next term favored in the Pacific Northwest and Midwest by 25percent of the respondents, whereas 12 percent of the respondents had their preference in coke trademark and most of these respondents were from the Southern United States. Tonic became the next term in eastern Massachusetts, in spite of the fact that utilization diminishing (Grower, 2019)

In Tanzania, tea could be the most well-known soft drink consumed mostly by local people. Coffee is one more top pick and is regularly sold by road merchants. Just like other parts of the world, soft drinks such as Pepsi, coke and boxed juices are widely available and mostly consumed in towns. Fresh juice made from occasional natural fruits is also common in most parts of Tanzania. In most islands and along the coast were most of the populaces are Muslim, soft drink is sold in traveler inns, but also accessible in neighborhood cafés. Fruit juices commonly from orange, sugar cane, pineapple, and tamarind additionally assist with extinguishing thirsts in different areas of Tanzania (Tillman, 2020).

In 2001 the SBC Tanzania Limited was consolidated with the mission to resuscitate the Tanzania Pepsi Cola business and to modify Pepsi brands to a new look and genuine competitors targeting the customers' different needs. Such a vision forced the SBC to construct company that will lead in Tanzania. The name SBC follows its underlying foundations from the SBC Nigerian sister bottling operation, the Seven-Up Bottling Company PLC. This SBC's sister company has been working in Nigeria from the Nigeria Independence in the 1960s. The company currently utilizes more than 5000 workers. The El-Khalil family is the really key impetus behind SBC. The family is quite famous in the African mainland. Their investment to Tanzania was after the 100 years of business experiences in Africa where, 40 of the years were experiences on, of

soft drinks business largely in Nigeria(Grower, 2019).. The manufacturing activities were continually moved up to stay up to date with market utilizations, while keeping up with the elevated expectations of activity utilization by SBC parent organization (Hudson, 2015). As the manufacturing activities were expanding, we watch out for SBC quality cycles directed by the rigid guidelines of PepsiCo International. SBC plants are mentioned as one of the best exhibited in most parts of Africa as a results of quality factors. Grower, (2019) extended that the achievement of SBC activities has been accredited to SBC Sales and Marketing endeavors for their commitment, through contribution of an enormous measure of time, likewise, cash to extend the width and profundity of SBC arrive at both as far as item accessibility and mindfulness projects of SBC brands. A customer could be an individual or a business that uses or purchases a good or service Tanzania (Tillman, 2020).A consumer can be a person or a company who make order, or make use of the purchased good, service or product either for personal need, family or social need or other related needs (Grower, 2019). An advertisement or ads or advert as sometimes shortened is promotion of a product, service or brand to everyone so that the viewers with the aim of attracting more customers. Advertisements can be presented in a number of ways such as hard copy to a video. Ads have now taken a great part in marketing. Advertisement unlike other form of marketing strategies is paid and inventor of the advert has a control on the usage (Hudson, 2015). Buying behavior refers to habit of the customer associated with purchase, consumption and disposal techniques of a good or service. Buying behavior display personal, group or organization attitudes, preferences or emotions that may affect the buying habit of a customer (Ahmed, 2019).

Consumer behavior theory studies decisions people make when purchases goods and services. Such behaviors help businesses and marketing personnel to achieve different goals.

Advertisers exploit these practices to decide in what way and at what time a buyer should shop. It supports in differentiating what influences the choices, just as reveal procedures for effectively controlling conduct. Consumer behavior is the investigation of movements of every sort including people, gatherings, or associations and the purchase, consumer products, and in what way customer sentiments, attitudes, and feelings influence buying habits (Grower, 2019).

Ethnography, Psychology, humanities, social human studies, economics, advertising and social science particularly conduct behavioral economics. The investigation of customer purchasing habit officially

analyzes individual ascribes like socioeconomics, consumer way of life, and other social factors, such as usage frequencies, use openings, dedication, product support, and willingness to provide references with an end goal to comprehend individuals' longings and utilization designs. The shopper's consequences for society overall from gatherings of people like family, companions, sports and reference bunches are additionally inspected (Hudson, 2015).

II. LITERATURE REVIEW

A soft drink is a beverage that typically contains carbonated water albeit some nutrient waters and lemonades may not belong to this class of carbonated drinks, a sugar, and a characteristic or fake enhancing. A sugary substance may be made of syrup of high-fructose sugar itself, juice from fruits, or a mix of different amount of named sweeteners. Soft drinks are likely to have some ingredients of colorings, caffeine and other different

ingredients (Allen, 2018). A customer could be an individual or a business that uses or purchases a good or service Tanzania (Tillman, 2020). A consumer can be a person or a company who make order, or make use of the purchased good, service or product either for personal need, family or social need or other related needs (Grower, 2019). An advertisement or ads or advert as sometimes shortened is promotion of a product, service or brand to everyone so that the viewers with the aim of attracting more customers. Advertisements can be presented in a number of ways such as hard copy to a video. Ads have now taken a great part in marketing. Advertisement unlike other form of marketing strategies is paid and inventor of the advert has a control on the usage (Hudson, 2015). Buying behavior refers to habit of the customer associated with purchase, consumption and disposal techniques of a good or service. Buying behavior display personal, group or organization attitudes, preferences or emotions that may affect the buying habit of a customer (Ahmed, 2019).

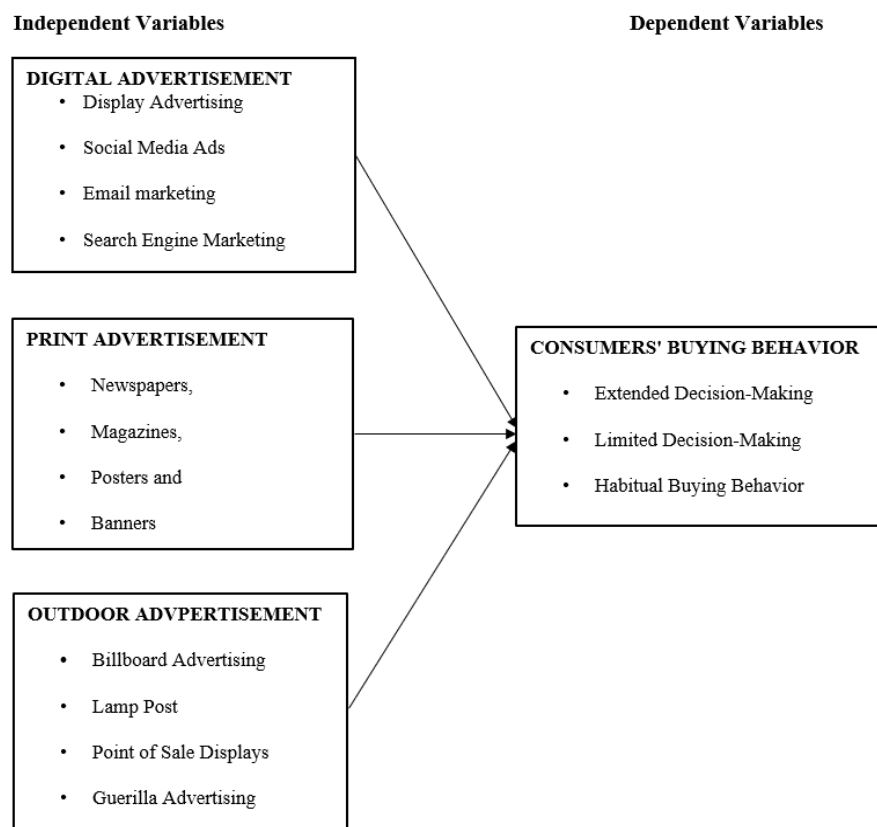


Fig.2.1: Conceptual Framework

As indicated by Kothari, 2004 a theoretical framework is a sort of moderate hypothesis that can possibly interface all parts of request. Such framework behaves like guides that give lucidness to observational request. Since reasonable systems are possibly so near imperial request, therefore to acquire various structures relying on the examination

question or issue. There are a few kinds of calculated structures for the field of notice and purchaser conduct. The systems are connected to specific exploration purposes. At the point when purpose and framework are adjusted different parts of experimental exploration, for example, decision of philosophy and sort of measurable

strategy become unmistakable. The figure below clarifies on the connection among dependent and independent variables for this study as given in Fig.2.1.

From Figure 2.1; the effect of advertising and how advertisements work is an inquiry most advertisers and directors attempt to track down a response to. The main role of promoting is for the most part to impact the purchasing conduct of the purchaser. More often than not the buyer's purchasing conduct is affected by the customer's preferences or aversions towards the promoted item. The buyer's conduct towards an item totally relies upon the promotion, disregarding the attributes of the item. Nonetheless, numerous organizations didn't work on promoting at that point. Promotions were generally restricted to TV, radio, announcements and papers. In present day times, organizations are inclining towards computerized promoting (McCoy, 2020). Organizations are so engaged in web-based media and versatile promoting that they may very before long take to TV publicizing. The vast majority of the enormous neighborhood and worldwide goliaths are presently rehearsing advanced showcasing going full speed ahead like Pepsi. Shoppers' purchasing conduct has consistently been given such a lot of significance and spot in the writing in regards to the effect of promoting. More often than not the buyer's purchasing conduct relies upon the purchaser's loving or hating towards the promoted item. A decent quality commercial might impact purchasers to purchase that item though a low quality promotion will do the inverse (Kong, 2020).

III. MATERIALS AND METHODS

This review utilized a quantitative examination approach and it applied both illustrative and inferential measurements. The review was conducted at SBC Tanzania Limited-Nyakato Industrial Area. The

organization was shaped on April fifth 2001 fully intent on resuscitating the Pepsi Cola business in Tanzania and changing the Pepsi assortments into major and most grounded contenders for volume and scholarly partaking in the Tanzanian market. The thought is that his organization is one of the most amazing performing organizations in Tanzania. The name SBC follows its underlying foundations to our Nigerian sister packaging business, the Seven-Up Bottling Company PLC. The sister organization has been working in Nigeria since the nation acquired autonomy on 1 October 1960. As per Kothari (2004); research region alludes to the space wherein the analyst means to lead research. The decision of examination region is significant as it impacts the exhibition of the data created. The association presently utilizes in excess of 5000 workers. The extraordinary power that drives the SBC is the El-Khalil family, obscure on the African mainland. They came to Tanzania with just about 100 years of involvement with Africa and 40 of them were in the Nigerian sodas business. The accomplishment of these exercises has been credited to our obligation to advertising and showcasing endeavors, as we have contributed a great deal of time and cash to build the expansiveness and profundity of our entrance both to our item accessibility and mindfulness programs.

The designated populace of this review is 270 people who incorporate Administration, clients, human resource office, finance and accounting division, sales and distribution office and stores office since they are partners who can give data needed in the study. The populace is the designated gathering to be examined (Kothari, 2004); the complete assortment of component regarding which the review desires to do some inferences. The designated population of the review is faculty found at Pepsi and Pepsi purchasers by which the scientist got some information about their eagerness to give the necessary data through survey gave.

Table: 3.1 Population of the study

Participants	Population
Administration	15
Pepsi Consumers	185
Marketing Department	32
Sales and Distribution Departments	20
Finance Department	18
Total	270

Source: SBC (2021)

Sample Size Table.

Participants	Population	Sample
Administration	15	9
Pepsi Consumers	185	109
Marketing Department	32	19
Sales and Distribution Departments	20	12
Finance Department	18	10
Total	270	159

Source: Krejice and Morgan (1970)

About 159 people represented the population of this study. Sampling is the process of obtaining data about the entire population by examining only part of it (Kothari 2014). From the study, the sample included representatives of Pepsi including the Director, Human resource administrative, User departments of sales and Accounting manager, and finance departments.

This alludes to the all members that need to be used in the study sample (Kothari, 2014). A sample of 99 respondents was chosen in this study to represent the designated population of shoppers of SBC. The research utilized structured questionnaires covering open and closed questionnaires provided to consumers of Pepsi drink.

IV. DATA ANALYSIS AND DISCUSSIONS

With quantitative information gathered in spite of the utilization of inquiry papers, pre-tests were coordinated to guarantee that all questions were filled and included precise data.

4.1 Response Rate

The study pointed toward 159 respondents and the respondent rate was 100 percent since all the 159 targeted respondent's respondent to the questionnaires given. This is a result of the time flexibility of the respondents since they were given time that permitted them to react to the questionnaire and to go to interviews as per the agreed plan.

Table 4.1: Response Rate

Category	Frequency
Administration	8
Pepsi Consumers	82
Marketing Department	18
Sales and Distribution Departments	42
Finance Department	9
Total	159

Source: Researcher (2021)

4.2 Respondents General Information

4.2.1 Age Analysis

Age analysis is just a time-sensitive investigation concerning the due date to decide either how long is left until the due date or how long has passed since the due date (McCue, 2016). Half of the respondents of this review

are between 25 years of age to 35 years of age. While age between 36 years of age to 40 years of age was covered by 27% of the respondents and 23% of the respondents were between 41 to 50 years of age

4.2.2 Age Response Table.

Table 4.2 Age Response

	Frequency	Percentage
Less than 25	0	0
25-35	3	27
36 -40	1	23
41-50	2	50
Total	6	100

4.2.2 Gender Analysis

Gender analysis alludes to the assortment of strategies used to comprehend the connections among females and males, their admittance to resources, their practices, and

the limitations they face comparatively with one another (Lloyd, 2014). Men covered 54% of the respondents in this study whereas 46% of the respondents included females.

4.2.2 Gender Analysis

Table 4.3 Gender Response.

Gender		Frequency	Percent	Valid percent	Cumulative Percent
Value	1	92	57.8	57.8	57.8
	2	67	42.2	42.2	100.0
	Total	159	100.0	100.0	

4.2.3 Education Level

Training level alludes to a number of years of formal guidance packed and effectively finished, typically dependent on excelling through a number of tests (Knudsen, 2017). From the field, 10% had not attended

formal schooling. 40% of the respondents of this review had tertiary schooling and 20% of respondents had auxiliary instruction while 30% of the respondents had a college degree.

4.2.4 Education Level Response Table.

Table 4.4 Education Level Response.

Education level		Frequency	Percent	Valid Percent	Cumulative percent
Valid	Had No Formal Education	15	9.4	9.4	9.4
	Had Secondary Education	32	20.1	20.1	29.5
	Had Tertiary Collage Education	67	42.1	42.1	71.6
	Had University Degree	45	28.4	28.4	100.0
Total		159	100.0	100.0	

4.2.5 Working Experience

Work experience is the experience that an individual has during working in a task, or working in a particular field or occupation, for example, Four years of qualifying work insight in the field of Marketing (Lloyd, 2014). The finding revealed that 50% of the respondents have 1 to 4

years of working experience, 45% of the respondents of this review have 5 to 10 years of working experience and 5% of the respondents have over 10 years of working experience.

4.2.5 Working Experience Response Table.

Table 4.5 Working Experience Response.

Years of experiences	Frequency	Percentage
1-4years	37	50
5-10years	27	45
10+ years	13	5
Total	77	100

4.3. Correlation Analysis Table.

Table 4.6 Correlation Analysis.

Correlations		PA	OA	DAD	CBB
PA	Pearson Correlation	1	.149	.109	.014
	Sig. (2-tailed)		.062	.173	.862
	N	159	159	158	158
OA	Pearson Correlation	.149	1	.532**	.618**
	Sig. (2-tailed)	.062		.000	.000
	N	159	159	158	158
DAD	Pearson Correlation	.109	.532**	1	.480**
	Sig. (2-tailed)	.173	.000		.000
	N	158	158	158	157
CBB	Pearson Correlation	.014	.618**	.480**	1
	Sig. (2-tailed)	.862	.000	.000	
	N	158	158	157	158

** . Correlation is significant at the 0.01 level (2-tailed).

The table shows the connection between dependent consumer's buying behavior-CBB) and independent variables (Digital advertisement-DAD); the outcomes showed that Digital advertisement has correlation of 0.480, P-Value .000 which showed positive but weak relationship between the two variables. It means that digital advertisement has an influence on consumer's behavior.

4.3.1 The Effects of Print Advertisements on Consumers' Buying Behavior of Pepsi Product

From the table above which shows the relationship between dependent (consumer's buying behavior-CBB) and independent variables (Print advertisement-PA); the results showed that Print advertisement has a correlation of .0140, P-Value .862 which showed positive but weak relationship between the two variables. This means that digital advertisement has an influence on consumer's behavior.

4.3.2 The Effects of Outdoor Advertisements on Consumers' Buying Behavior of Pepsi Product

The table above represents the relationship between dependent (consumer's buying behavior-CBB) and independent variables (Outdoor advertisement-OA); it was found that Outdoor advertisement has a correlation of .618 and a P-Value .000. These results, shows strong positive relationship between the two variables hence conclude that outdoor advertisement has a higher influence on consumer's behavior.

4.4 Regression Analysis

From the regression analysis, the relation between dependent variable and one or more independent variables was determined. Since the study had a number of variable then a multiple regression model developed and adopted using he beta vales as presented in the table below;

$$CBB = 0.262 + 1.71DAD - 0.104PA + 0.511OA$$

Whereby;

CBB-Consumer's Buying Behavior

DAD- Digital Advertisement

PA-Print Advertisement

OA- Outdoor Advertisement

The above equation beat values show that the outdoor advertisement (OA) has a higher influence on consumer's buying behavior given 0.511 followed with digital

advertisement (DAD) given a constant value of 0.262 also print advertisement (PA) has shown no influence on consumer's buying behavior. Further, the R-square was 50.4 percent was revealed which depict that 50.4 percent of the dependent variable was influenced by the independent variable.

4.5.1 Model Summary Table.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.504	.494	.35360

a. Predictors: (Constant), PA, OA, DSA

4.5 Analysis of Variance

The analysis of the variance shows the overall significance of the model. The table below shows that the overall model is significant at .000

4.5.2 Analysis of Variance.

Table 4.7 Analysis of Variance.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.299	3	5.433	37.363	.000 ^b
	Residual	22.248	153	.145		
	Total	38.548	156			
a. Dependent Variable: CBB						
b. Predictors: (Constant), DAD, PA, OA						

4.5.3 Coefficient Table.

Table 4.4 Coefficients.

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.261	.175		1.486	.139	-.086	.607
	PA	-.104	.080	-.081	-1.300	.196	-.262	.054
	OA	.511	.072	.520	7.121	.000	.369	.653
	DAD	.171	.058	.212	2.924	.004	.055	.286
a. Dependent Variable: CBB								

V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section gives a profound discussion of the findings received from the field in relation to objectives and the

research questions together with a link in the literature review in this study

5.2 Discussion of the findings

The study found that the company uses print commercials on consumers' purchasing behavior of Pepsi products. The

researcher additionally found that there are impacts of utilizing print commercials on affecting the consumer behavior which incorporates high openness, cost cuts, and sturdiness of the promoting instruments like banners and posters. The researcher likewise uncovered that print notices affect the consumer purchasing behavior of Pepsi items.

It was revealed like many of the companies that use outdoor advertisements to influence the consumer on their buying behaviors, Pepsi is among them. The study further exposed that outdoor advertisement have quite an influence on consumers' buying behavior of Pepsi product since it involves eye catching. The ads type appears to cheaper in terms of price but need creativity since it involves eye catching

Advice or recommendations given to Pepsi employees to make ads work better for consumer purchases which include growing advertising, budgeting, focusing more on research and development and training of advertising staff.

Away from the big boards, the business can see the highway; external advertising is ubiquitous and has the potential to reach consumers in a more effective way. Consumers are not able to go beyond a single frame, external visual ads such as those that may surpass television ads, radio ads, or social media ads. Unlike social media ads, outdoor advertising does not usually have a full market. Market overcrowding has led to a growing lack of concern for developing people over the ongoing marketing efforts. Additionally, outdoor advertising is more affordable than ever before.

The study has shown that more than 70% of consumers read the messages contained on billboards, making this type of outdoor advertising one of the most effective ways to reach a targeted audience. Additionally, billboard advertising is more affordable than ever. Depending on the market, target audience, frequency, and accessibility, using external advertising can be more expensive than other types of marketing. Using a vendor gives the business easy access to all media owners applying for a job. The business knows the lowest possible price without interruption and has a lot of headaches when it comes to buying media space alone. Advertisements affixed to shelters, newsrooms and shops, bicycle and motorcycle stocks, city panels, shopping malls, city information pillars, street poles, and other store buildings are all forms of street furniture advertising. This type of outdoor advertising puts ads at eye level for consumers. Street furniture advertising is effective in reaching consumers through high frequency, low cost, and targeted market-specific indicators. Passengers, pedestrians, and motorists are all victims of this particular form of outdoor advertising. Most popular in

trafficking areas, in urban areas, street furniture advertising has the potential to provide a wide range of relevant and neighborly marketing.

5.2 Conclusion

After the top to bottom investigation concerning an appraisal on the effect of soft drinks commercials on consumers buying behavior, a contextual analysis of SBC Tanzania Limited. The study made the following conclusions;

- a) The study uncovered that the company uses computerized ads in drawing in purchasers of Pepsi items. The most utilized sort of advanced promotions applied by the association in drawing in purchasers of Pepsi items incorporates show publicizing. The study further uncovered that digital showcasing contributes to an enormous degree of impacting the purchasing conduct of the clients. This showed a positive yet powerless connection between the two factors.
- b) The study reveals that Pepsi Ltd Company uses print promotions on consumers' buying behavior of Pepsi items. It was further found that there are impacts of utilizing print promotion on affecting the purchasers' conduct which incorporates high openness, cost cuts, and strength of the publicizing instruments like banners and pennants. Likewise, it was revealed found out that print promotions affect customers' purchasing conduct of Pepsi items. However, positive it is but there is a weak relationship with the dependent variable.
- c) It was observed that outdoor ads are utilized by peps ltd company in influencing the buyers' purchasing behavior of Pepsi items. The study uncovered that there is an outdoor promotion that involves eye catching hence catches the attention of the customer as a result put an effect on the consumer purchasing behavior of Pepsi products. This type of ad is also cheap in terms of cost. The outdoor ads moderately affect the consumer is buying behavior. The company workers suggested the ads should be more viable on consumers buying behavior hence need to incorporate expanding publicizing, spending budget, more focus on innovative work and furthermore time to time training to advertising experts. Staff. Strong and positive relation between the variable was revealed.

Individuals draw in with printed promoting in unexpected ways in comparison to advanced publicizing. For instance, the watcher has a vastly improved shot at recollecting the promotion on paper design than computerized. Likewise, shoppers regularly put a higher worth on the items and administrations they see promoted on paper than they do on the web. One reason why print showcasing is costlier than advanced advertising is on the grounds that it is tremendous speculation. Organizations can likewise depend on a similar significant degree of responsiveness in practically any remaining sort of print media. Regardless of whether it is promotions, business cards, paper advertisements, or leaflets, print media triggers customer activities, making change rates incredibly high. An organization can burn through a great many dollars assembling a site, enhancing an email crusade, or extending its market access via online media. Notwithstanding, they might neglect to observe the sort of trust that forms trust in the item. Part of the justification for this is that the Internet is spilling over with bogus and misdirecting data.

5.3 Recommendations

Basing on the findings, the study specifically recommend on the following so as to take Pepsi product to the next stage of development in terms of advertisement and understanding the concept of consumers' buying behavior of the product;-

a) **SBC Tanzania Limited Should Consider Identification;**

There is more than one way to reach the right people. A clever combination of contextual insights like placing ads on product-related sites, perhaps through Google Display Network and audiences that target and provide content to people who might be most interested in it, based on their previous search behavior and more. The data they have previously provided should see limited access to SBC Tanzania. If SBC Tanzania Limited is very clear, it can set conditions, it can work very well on a budget, as the attention SBC Tanzania Limited receives is high quality and likely to change. The key is to evaluate, test, evaluate and refine the strategy. However SBC Tanzania Limited prefers to do advertising for the most interested people, the content needs to be involved in order to collect those customers.

b) **SBC Tanzania Limited Must Focus or Emphasize Ad Content**

Advertising needs to have the right things. For advertising to work, and more importantly to bring creative ideas and increase marketing revenue, ads need to improve and begin to deliver the best user experience and that means combining high quality data with high quality creation.

Instead of messages that are led by a brand that is informative but that do not attract attention, consider what can be gained by product-led advertising. Successfully displaying product qualities can lead to attractive, useful ads that help a person make his decision to buy.

c) **SBC Tanzania Limited Must Customize Ads to Promote Interaction**

Wise use of data, cookies and real-time information will allow advertisers to create relevant and personalized online advertising, including the right people with the right information. SBC Tanzania Limited can open up opportunities to sell 'big data' by delivering the right goods to the right people at the right time. For example, e-commerce marketers who do not have all the information of their product including product features and attributes in their hands can use this in ever-changing digital display ads, which consumers may click on and then switch over.

d) **SBC Tanzania Limited Must Use Effective Re-Identification to Win Visitors**

One of the smartest and easiest ways to win customers is to follow people who already exist on the site. Redirecting is not new, but brands should be smart in their own way. Redirect uses cookies to provide consumers with relevant and personalized product ads, based on their previous browsing history, in hopes of enticing them to return to the site to complete their Pepsi product purchases. With real-time bidding, advertisers can display individual-generated ads, relevant to the consumer, perhaps display products they have recently saved, or products that are related to previous purchases. If a customer leaves the site without purchase, enticing them to return to the site will only be successful if they are shown the right content. Ads should be personalized to engage with the customer and encourage feedback. The content of the ad must be creative to re-engage the customer, and should include promotional text focusing on additional product features to help the consumer make the purchase more comprehensive.

e) **SBC Tanzania Limited Advertise Real Time to Help Conversion**

Real-time layout can help ads change better, as they are displayed in the right place at the right time. Consumer interaction is best when it comes to certain events or large and timely content pieces with second-screen devices. Engagement rates are ten times higher than the industry average, proving that real-time personal advertising works. Delivering the right content at the right time is key to improving the overall conversion rates for customers.

f) SBC Tanzania Limited Must Keep Cross-Promotion

Cross-Promotion is important and can help increase your personal experience, targeted by advertising that has already provided you. Display ads should be based on a systematic email-like tracking and be cached copy on other channels, not only does this offer suit the customer and move the sales channel, it can provide marketers with very useful information. If SBC Tanzania Limited already controls Pepsi product data, SBC Tanzania Limited may use this content without digital advertising. All marketing channels, from social media to e-CRM, can benefit from the detailed marketing of the content this data allows.

5.4 Area for Further Studies

This study was to assess on the impact of soft drinks advertisement on consumers buying behavior, a case study of SBC Tanzania Limited. The researcher proposes that future studies should focus on the factors that lead to the factors hindering the successful implementation digital advertising in East African countries.

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