

Effect of Outdoor Advertising on Building Brand Equity in Higher Learning Institutions in Mwanza City, Tanzania

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Abstract

Advertising is prohibitively expensive but essential for establishing the company's brand equity. This study examines the effect of outdoor advertising on the brand equity of higher education institutions, concentrating on brand loyalty, brand awareness, and brand perceived quality. To describe the characteristics of student attitudes toward communicational elements, a quantitative research methodology was utilized. To conduct a cross-sectional survey, a structured questionnaire based on a Likert scale was distributed to 395 students. The sample size was determined using methodologies involving multiple sampling stages. The surveys were distributed at random, i.e. proportionally to students enrolled in all programs at each university. The response rate of 80.76 percent was adequate for statistical analysis. Data were analysed using descriptive statistics, Pearson Correlation and Linear Regression. The analysis of data is performed using software such as SPSS version 20. The study's findings indicate that brand loyalty, perceived quality, and brand awareness have statistically significant effects on brand equity. The study recommends that universities use celebrity endorsements (measured by the criteria of knowledge, trustworthiness, and likeability in that order) to influence students' attitudes toward the endorsed brand and capitalize on the endorser's success with the brand to increase brand equity.

Keywords: brand loyalty, perceived quality, brand awareness and brand equity

1.0 INTRODUCTION

Establishing and maintaining robust and esteemed brands have shown to be important in achieving success within the highly competitive landscape for both profit-driven and non-profit entities. The strategic adoption of brands by profit-driven entities has been acknowledged as a means to mitigate competition, generate attractive profits, enhance commercial support for manufacturers, and enable companies to expand their portfolio of products and services with minimal expenditure (Martínez-López et al., 2017). Non-profit organizations have also embraced the notion of cultivating recognized brands since this strategic approach becomes useful in achieving their aims. To facilitate the promotion and progression over time, marketers have adeptly employed advertising as a strategy to augment brand equity for prosperous enterprises.

The importance of brand equity has gained substantial attention among businesses, with advertising being acknowledged as a key driver in its development (Keller, 2016). This recognition has led

to the implementation of field experiments to understand further the impact of advertising on brand equity (Steenkamp & Steenkamp, 2017).

The empirical study conducted by Moorthy and Zhao (2000) demonstrates that advertising exerts a favourable influence on various aspects of consumer perception, including perceived brand quality, brand awareness, associations, and loyalty. There has been a scarcity of research undertaken within the realm of non-profit organizations to ascertain how outdoor advertising influences brand equity development. During the period after Tanzania's independence, the number of universities in the country experienced significant growth. Specifically, the number of universities expanded from a single-state institution in 1961 to 43 universities by the year 2020 (URT, 2020). The rapid expansion of these universities has resulted in an asymmetry between the availability and demand for their services. However, these institutions provide programs that lack distinctiveness, thereby

establishing a market structure solely based on competition in the delivery of tertiary education. Given this context, individuals desiring to access university services are currently confronted with the predicament of selecting the most suitable institution to pursue their academic interests.

This study aims to determine the credibility of educating local universities about the significance of outdoor advertising. This education would encompass job openings, degree programs, and the overall service branding package. The objective is to develop a strong brand equity in a fiercely competitive market, where existing participants strive to secure a substantial portion of the market share for standardized services. This study significantly contributes to showcasing the pragmatic significance of employing outdoor advertising as a strategic instrument in cultivating brand equity for institutions of higher education.

Prior studies have predominantly concentrated on delineating and quantifying brand equity, with a lesser emphasis on comprehending its origins and consequences. However, there is a consensus among scholars that advertising plays a pivotal role in shaping brand equity (Keller, 2016), necessitating further investigation. Establishing a reputable brand has emerged as a crucial factor in achieving success within the highly competitive business environment. Numerous profit-oriented commercial firms have employed robust branding strategies as a highly successful means of safeguarding themselves against competitive forces. The significance of outdoor advertising in enhancing brand equity is paramount for businesses to foster growth and establish strong brands.

Despite the ample availability of extensively documented data and comprehensive research on the impact of advertising on consumer awareness, a notable scarcity of studies examining the ramifications of outdoor advertising on the establishment of brand equity for non-profit organizations, particularly those operating within the domain of higher education. This study aimed to investigate the influence of outdoor advertising on the establishment of brand equity for non-profit higher education institutions.

The present study is anticipated to generate results that can be utilized as valuable resources by fellow researchers. Additionally, information from the research findings could help policymakers such as the Tanzania Association of Advertisers develop guidelines or outdoor advertising to ensure ethical behavior is adhered to. The research outcome will provide insights into the deficiency in non-interactive outdoor advertising as opposed to interactive outdoor advertising approaches used in developed countries and aid in the introduction of digital outdoor marketing. The study can also help organizations evaluate their advertising strategies and identify a gap, if any, for future improvement.

2.0 LITERATURE REVIEW

2.1 Theoretical framework

The present analysis was informed by Aaker's (1991) brand equity model. The Aaker model posits that organizations with brand awareness have the potential to leverage their prominence within a

community to effectively draw in additional clients, hence augmenting their overall revenue. This heightened level of understanding might contribute to customers' enhanced confidence in their choice to procure items or services from a certain organization.

Numerous strategies exist for establishing and enhancing brand equity, denoting the intrinsic worth of a firm's brand. The Aaker Brand Equity Model is employed to develop a strategic approach to enhance a company's brand equity, hence fostering heightened levels of consumer loyalty and satisfaction. This study uses the Aaker model to delineate the constituents of the model and enumerate the constituents of brand equity inside the Aaker model, namely brand loyalty, brand awareness, and perceived quality. These pivotal variables serve as guiding factors for the present investigation.

a) Brand Loyalty

Brand loyalty, as defined by Oliver (1999), refers to a profound dedication to consistently repurchase or advocate for a preferred product or service in the future. This dedication results in repeated purchases of the same brand, even in the face of situational factors and marketing strategies that may otherwise prompt consumers to switch to alternative brands. Brand loyalty has a significant role in consumer decision-making within marketing contexts, as customers may exhibit a reduced sensitivity towards price fluctuations, regardless of whether they grow or decrease (Keller, 2016).

b) Brand Awareness

This refers to the ability of consumers to recognize and remember a brand amid a chaotic array of options (Aaker, 1991). Brand equity formation depends on the pivotal factor of brand awareness, as it supersedes all other elements. To foster a wide range of positive brand associations, customers must possess a comprehensive understanding of a brand. The achievement of this purpose can be facilitated through the implementation of assertive marketing communications techniques. The cultivation of brand loyalty frequently arises from customers' favourable perception of a brand, a sentiment that can be shaped by their level of brand awareness (Oliver, 1999).

c) Perceived Quality

Brand equity is formed through multiple aspects, and this specific dimension is regarded as one of them. Perceived quality, as defined by Zeithmal (1998), pertains to the overall degree of excellence or superiority ascribed to a product. In this particular scenario, quality is regarded as a customer-centric determinant of brand value, encompassing a consumer's views and experiences. This observation highlights the subjective nature of quality since it is contingent upon the consumer's perspective. The customer evaluates the performance of items based on their expectations and compared to other offerings available in the market (Zeithmal, *ibid*).

2.2 Empirical Literature Review

There are several studies which have been conducted worldwide, in Africa and Tanzania in particular. Some of them are as follows:

2.2.1 Empirical studies worldwide

A comprehensive investigation conducted by Clark et al. (2009) encompassing multiple companies within the United States showed that advertising regularly yielded a noteworthy and favourable impact on brand awareness. However, the study could not identify any statistically significant influence of advertising on perceived quality. According to the study conducted by Gülmez et al. (2010), it was determined that outdoor commercials in urban areas of Turkey, which employ diverse concepts, had a significant impact on informing and persuading individuals who possess a heightened sensitivity towards the environment. Furthermore, these advertisements were observed to elicit a positive response from customers. Outdoor commercials were perceived as visually impactful and appealing by individuals with greater education and income levels. This positive perception can be attributed to their prominent exposure, which effectively contributes to establishing and reinforcing brand identity.

Humayon et al. (2014) did a study in Pakistan which showed a favourable correlation between the efficacy of advertising in the food and beverage industries and brand equity. Nevertheless, a clear inverse correlation can be shown between the efficacy of advertising and the propensity of customers to engage in brand-switching behaviour. A study was undertaken by Domaze et al. (2018) in Serbia to investigate the impact of different advertising mediums on consumer brand awareness.

The study's results indicated that television advertising had the greatest impact on brand awareness. The advent of the Internet and billboards was accompanied by a comparatively minimal influence from newspapers and radio. The findings of their research demonstrated that there was no observable disparity between the sexes.

The research conducted by Alakkas et al. (2022) examined the association between corporate social responsibility (CSR) and brand equity at the organizational level, specifically focusing on the moderating influence of marketing communication and brand identity. The study's findings offer novel insights into the influence of Corporate Social Responsibility (CSR) on Corporate Brand Image and also contribute to the advancement of future research in the field of CSR. The findings of this research will provide substantial insights for business enterprises in developing a robust brand identity. The adoption of corporate social responsibility (CSR) initiatives by companies has been shown to enhance brand identification, hence augmenting brand awareness among customers and the broader public.

The awareness above is associated with the execution of corporate social responsibility (CSR) initiatives by corporations, which in turn fosters brand confidence and allegiance. Therefore, cultivating trust and loyalty is crucial in augmenting the brand's reputation and fortifying its total worth.

Promotion is a commonly recognized strategy that numerous commercial entities employ in modern marketing to attract the consumer. Organizations strive to maximize the effectiveness of their advertising efforts across various media channels since the promotional mix plays a crucial role in enhancing sales. Kumar

and Patra (2017) conducted a study to examine the effects of advertising, personal selling, public relations, direct marketing, and sales promotion on the various components of brand equity. The research findings provide evidence to support the notion that a certain element of the promotional mix significantly impacts brand equity development.

It is widely acknowledged that the many elements of the promotion mix exert a substantial and influential influence on brand equity. However, academic research has also shown that the endorsement of financial products and services can adversely affect brand perception, impeding brand equity growth and improvement. This article explores the significance of the promotion mix component about brand equity.

2.2.2 Empirical studies in Africa

According to a study conducted by Mutsikiwa et al. (2016), outdoor advertising emerged as the most productive channel for augmenting brand equity in universities in Zimbabwe, owing to the heightened rivalry prevalent in the marketing sector. The study conducted by the researchers focused on analysing three distinct advertising platforms, specifically print, outdoor, and broadcast. The study's findings revealed that outdoor advertising exhibited the highest level of effectiveness in enhancing brand equity for colleges in Zimbabwe. The primary objective of the research conducted by Ewur (2018) was to examine the impact of advertising on brand equity within the retail sector of Ghana. The study's results indicated that continuous and consistent advertising efforts influenced the preference of customers for a certain brand. Broadcast advertising has been widely acknowledged as the most productive form of cultivating brand equity. The study's findings also demonstrated a statistically significant and positive correlation between advertising activities and brand equity.

The primary objective of the study by Makasi (2014) was to examine the influence of advertising on the development of brand equity inside the Tobacco Auction floors of Zimbabwe. The study's results indicated that advertising substantially influenced various aspects of consumer behaviour, including brand awareness, loyalty, association, and perceived quality. A significant proportion, specifically 55% of the participants, agreed with the assertion that advertising impacts their evaluation of quality within the domain of auction platforms.

A significant correlation was identified between the quality of a brand and its equity. The primary objective of the current research, conducted by Etem and Inameti (2017), was to examine the impact of above-the-line advertising media on consumer awareness regarding cable TV networks in the urban region of Calabar, Nigeria. The research findings demonstrated that radio and billboard advertisements effectively generated positive consumer awareness regarding cable TV networks in the Calabar metropolitan area.

The current study conducted by Ewur (2018) sought to examine the impact of advertising on brand equity within the retail industry of Ghana, focusing specifically on the case of Melcom Ghana Limited. The study sought to accomplish three distinct objectives. The primary objective of this study was to evaluate the varying

levels of importance assigned to different elements in the establishment of brand equity for Melcom. Additionally, the study aimed to ascertain the optimal advertising strategy for enhancing brand equity. Finally, the objective of this study was to investigate the correlation between advertising and brand equity. The study employed a quantitative research methodology. A research study comprised a cohort of sixty (60) participants.

The primary data was acquired by administering a standardized questionnaire to the participants by the researchers. The data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). The study's findings indicate that the persistent promotion of its brand mostly shaped customers' perception of Welcome. Furthermore, it has been established that broadcast advertising is the most influential method for enhancing brand equity. Moreover, the correlation analysis unveiled a strong positive relationship between advertising and brand equity, as evidenced by a correlation coefficient of 0.956. The author contends that retail businesses should prioritize their advertising endeavours to foster awareness and enhance brand equity.

The study by Ewur (2018) focused on investigating the impact of advertising on brand equity in the retail industry, specifically analyzing Melcom Ghana Limited. This study aimed to assess the significance attributed to different aspects in the development of Melcom's brand equity, identify the most effective advertising strategy for enhancing brand equity, and examine the correlation between advertising and brand equity. The research design employed in this study was quantitative. To conduct this experiment, a sample of sixty (60) individuals were selected.

The collection of primary data from participants was conducted by employing a standardized questionnaire. The data was analysed using the Statistical Package for the Social Sciences (SPSS). The study's findings are presented as follows: The consistent brand promotion strategies implemented by Melcome Corporation can be attributed to the long-lasting customer loyalty it has achieved. Broadcast advertising has proven exceptionally effective in building brand equity, outperforming other advertising mediums in terms of diversity. In addition, the correlation analysis revealed a strong positive relationship between advertising and brand equity, as indicated by a correlation coefficient of 0.956. The author proposes that retail establishments seeking to enhance their brand equity should prioritize advertising techniques that increase awareness.

2.2.3 Empirical Studies in Tanzania

The primary objective of Njawa's (2015) study conducted in Tanzania was to examine the impact of advertising on the operational outcomes of Tigo, a corporate entity. The findings of the research indicate that brand awareness, brand loyalty, and brand equity have a substantial influence on the overall operational effectiveness of the enterprise. The results also suggest that the effective implementation of advertising strategies plays a crucial role in attaining organizational success.

Mukiira et al. (2017) did a study to examine the impact of experiential marketing on the development of brand equity within a specific group of brands under Unilever Tanzania. The study's

findings suggest that using experiential marketing strategies yields favourable outcomes for consumers and contributes to enhancing brand equity as a whole. The research also revealed difficulties in obtaining marketing insights, establishing consumer relationships, developing strong brands, structuring market offerings, delivering and communicating value, fostering long-term growth, and formulating marketing strategies that align with brand equity development.

The research findings indicate that enhancing marketers' knowledge and understanding is crucial to address the brand equity requirements of the organization. The achievement of predetermined goals and the development of significant profits for each company can be realized via experiential marketing strategies.

In their 2022 study, Ritagrace and Batonda examined the influence of advertising media on the sales performance of firms operating in the Cable TV network industry in Mwanza City, Tanzania. The study's findings demonstrated a statistically significant and favourable association between various advertising channels, including internet marketing, TV/Radio, and outdoor advertising, and the sales performance of Cable Network companies. The study's results suggest that mobile marketing exerted the most impact on organizations' sales performance, with outdoor advertising, social media marketing, and TV/Radio marketing after demonstrating decreasing levels of influence.

The objective of the research undertaken by Mramba (2015) was to examine the marketing communication strategies (MCS) employed by street sellers in Dar es Salaam, Tanzania. This study focuses on the specific use of Management Control Systems (MCS) and assesses the advantages and disadvantages of each deployment. The research gathered qualitative data from a sample of 59 street vendors located in Dar es Salaam. The data collection methods employed in this study included interviews and focus group discussions. The data underwent scrutiny through the application of qualitative content analysis. The results indicate that the mobile communication systems (MCS) utilized by street sellers exhibit limited effectiveness and comparability.

The selection of mobile commerce solutions (MCS) is significantly impacted by factors such as cost considerations and the marketing proficiency of street vendors. This study argues that the marketing potential of street vendors remains untapped due to a lack of public awareness regarding their products and services. Hence, it is crucial to implement initiatives specifically tailored to enhance the marketing capacities of street vendors.

In their study, Ritagrace and Batonda (2022) aimed to examine the impact of advertising media on the sales performance of enterprises operating in the cable TV network market in Mwanza, Tanzania. The primary objective of this study was to examine the impact of digital marketing on sales performance while also exploring the influence of television, radio, and outdoor advertising on the sales performance of organizations. The investigation employed a variety of analytical methodologies. The research was centred around a cohort of 414 network managers who six cable TV network services providers employed. A sample of 83 network managers was selected from a population of 414 cable TV network

enterprises using a simple random selection approach. The data collection procedure encompassed the utilization of questionnaires and document assessments. The research employed a blend of inferential and descriptive statistics in its examination. The research findings indicate that the promotional efforts, which included various platforms such as internet marketing, television and radio, and outdoor advertising, significantly influenced Cable Network organizations' sales performance.

The poll results also indicated that mobile marketing, outdoor advertising, social media marketing, and TV/radio advertising substantially impacted the overall success of firms. The study's last conclusion suggests that management should prioritize the establishment of a cohesive and resilient workforce while ensuring that the company is well-prepared in terms of its products and organizational structure. The survey also suggested that cable television providers should improve their utilization of contemporary advertising strategies, such as mobile marketing and social media marketing, owing to their constant accessibility to clients and their potential to target a wider range of demographics. To evaluate the efficacy of different advertising channels and thereby enable the development of effective marketing strategies, it is recommended that the marketing and advertising department establish a complete advertising-focused marketing plan.

2.3 Conceptual framework

Figure 2.1 is the conceptual framework developed for this study.

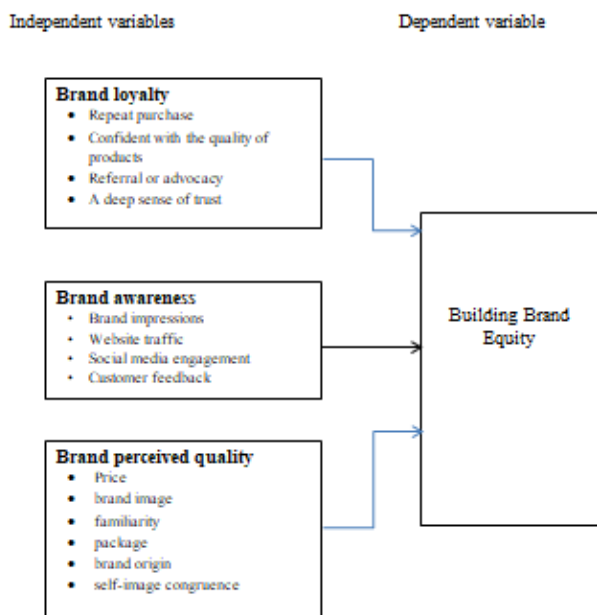


Figure 2.1: Conceptual Framework

Source: Researcher, 2023

2.3.1 Independent Variables

These are the variables that are self-sufficient to describe the event. They are the predictors of the desired outcome. The independent variables concerning this study are the brand equity variables: brand loyalty, brand awareness, and brand perceived quality retrieved from Aaker's brand equity model (1991).

2.3.2 Dependent Variable

This is the variable that depends on the presence of other variables. The study focused on brand equity as a dependent variable retrieved from Aaker's brand equity model (1991).

3.0 RESEARCH METHODOLOGY

The research study employed a descriptive research strategy to ascertain the accurate depiction of events, situations, and individuals. Using a descriptive methodology in this study allows the researcher to access a wide array of data, facilitating the comparison of opinions and experiences. The study was conducted in Mwanza city. The rationale for conducting a study in Mwanza is based on the fact that Mwanza City is one of the fastest-growing urban areas in Tanzania, with booming higher learning institutions (URT, 2022). In this study, the target population was continuing students selected from St. Augustine University of Tanzania (SAUT). The sample size in this study was 395, which was determined with the help of a sample selection method based on the formula proposed by Yamane (1973). This approach was chosen to mitigate potential errors and biases that may arise during the determination of the study's sample (Chaokromthong & Sintao, 2021):

$$n = \frac{N}{1 + N(e^2)} \dots\dots\dots(1)$$

Where n is the sample size, N is the population size estimated number of students at SAUT, which is 13,022, and e = 5% (0.05) level of precision.

$$n = \frac{33,022}{1 + 33,022(0.05)^2} \dots\dots\dots (2)$$

$$n = 395$$

Therefore, the sample size under this study is 395 students. Two sampling techniques were employed in this study, i.e. multistage and simple random sampling. Multistage will involve the selection of Mwanza City purposively as stage one. Selection of St., Augustine University of Tanzania purposively, and then finally, customers (students and staff) will be selected randomly. The research employed a blend of primary and secondary data sources to collect information. The procedure of collecting data involves obtaining primary data by using online questionnaires that were conducted in the field. The researcher employed a multiple linear regression model to investigate the association between brand equity and outdoor advertising in higher education. The computational model employed for data analysis is summarized as follows.

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \epsilon_i \dots\dots\dots(2)$$

- Where: Y_1 = Brand equity
- X_{1i} = Brand loyalty
- X_{2i} = Brand awareness
- X_{3i} = Brand perceived quality

The data and information collected were analysed using SPSS 14.0.

4.0 RESULTS

This section presents the findings of the study through descriptive statistics, correlation analysis and multiple regression analysis.

4.1 Descriptive statistics of predictors

To determine the impact that outdoor advertising has on the development of brand equity, the data were analyzed with descriptive statistics. This study aimed to investigate the degree to which three separate independent factors, namely brand loyalty, brand awareness, and brand perceived quality, correlate with the dependent variable, brand equity. The participants were tasked with evaluating the levels of brand loyalty, brand awareness, and perceived quality of the brand, as well as the influence that each of these factors has on the formation of brand equity. The evaluation was carried out using a five-point Likert scale, ranging from "1=strongly disagree" to "5=strongly agree."

4.1.1 Brand Loyalty

Table 4.1 presents descriptive statistics on respondents' views on the effect of brand loyalty through outdoor advertising in building brand equity.

Table 4.1: Descriptive Statistics for Brand Loyalty

	N	Mean	Std. Deviation
I have been a loyal member of this university	317	4.45	.622
I trust the quality service of this university	315	4.50	.615
I came to know this university through a referral from my friend	319	4.48	.760
This university is trusted by students and the community for the service provided	317	4.61	.567
Valid N (listwise)	311		

Source: Field data, 2023

The results about the influence of outdoor advertising on brand equity, particularly about brand loyalty, are illustrated in Table 4.1. According to the data, the mean brand loyalty score was 4.51, with a standard deviation of 0.641. The computed average score exceeded the neutral value of 3. This finding suggests that a significant proportion of students indicate that digital outdoor advertising plays a role in influencing their decision-making process about enrollment.

4.1.2 Brand awareness

Table 4.2 presents descriptive statistics on the view of respondents regarding the effect of brand awareness through outdoor advertising in building brand equity.

Table 4.2: Descriptive Statistics for Brand Awareness

	N	Mean	Std. Deviation
The university brand is known to the customers	318	4.58	.571
We access the university information through the Website	315	4.64	.560
The university uses social media to interact with society and customers	318	4.59	.597
Our feedback always are used as a way forward to solve the challenges of the university	318	4.57	.626
Valid N (listwise)	313		

Source: Field data, 2023

According to the data in Table 4.2, brand awareness exhibited an average mean score of 4.6, surpassing the cut threshold of 3.0. The average standard deviation for brand awareness was also calculated to be 0.588. The impact of outdoor advertising on brand equity is evident in the endorsement of brand awareness. Table 4.2 presents the findings of the impact of outdoor advertising on brand equity, specifically about brand loyalty. Based on the available data, the calculated average brand loyalty score was 4.51, accompanied by a standard deviation of 0.641. The computed average score exceeded the neutral threshold of 3. This study suggests that a significant proportion of students indicate that digital outdoor advertising influences their decision-making process regarding enrolling in educational institutions.

4.1.3 Perceived Brand Quality

Table 4.3 presents descriptive statistics findings on the view of respondents concerning the effect of brand-perceived quality through outdoor advertising in building brand equity.

Table 4.3: Descriptive Statistics for Brand Perceived Quality

	N	Mean	Std. Deviation
The university fee is reasonably fair to the customer	318	4.57	.626
Our university has a good image within and outside of the country	319	4.50	.700
I am familiar with the university programs	319	4.65	.601

The University advertisement of the programmes creates an image of the university	318	4.67	.562
Valid N (listwise)	317		

Pearson Correlation	.379**	.475**	.621**	1
BE Sig. (2-tailed)	.000	.000	.000	
N	314	314	314	315

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

Source: Research (2023)

Where: BL= brand loyalty, BA= brand awareness BQ= brand perceived quality and BE= brand equity

Table 4.4 displays the results of the correlation analysis that was performed to investigate the association between the dependent and independent variables. Based on the results reported in Table 4.4, a significant positive correlation was identified between BL and BE. The connection between BL and BE demonstrated moderate strength, as shown by a correlation coefficient of 0.379 and a p-value of less than or equal to 0.000. This observation implies a positive link exists between the rise in BL and the rise in BE. In contrast, conversely, a negative correlation is observed between the decline in BL and the decline in BE. The study revealed a statistically significant and substantial correlation between the Bachelor of Arts (BA) and Bachelor of Engineering (BE) degrees, as evidenced by a Pearson correlation coefficient (r) of 0.475 and a p-value (p) of less than or equal to 0.000. This implies that there exists a positive correlation between BA and BE, indicating that an increase in BE accompanies an upward trend in BA, whereas a downward trend in BA is accompanied by a drop in BE. Table 4.4 presents the correlation between BQ and BE, revealing a robust and statistically significant relationship with a correlation coefficient of r = 0.621 (Cohen, 1988). The significance level, denoted as $p \leq 0.000$, further underscores the strength of this association

4.3 Multiple Regression Analysis

Regression models are frequently utilised as a statistical analysis instrument in educational research. This tool is designed to facilitate the correlation analysis among multiple variables. Regression models are a common practice to better comprehend the relationship between a dependent variable and a collection of independent factors (Soors, 2010). The commencement of a regression analysis entails the formulation of a hypothesis or research inquiry regarding the association between the variables under investigation.

The present study utilised multiple linear regression analysis to examine the correlation between brand equity and outdoor advertising. This research utilises multiple linear regressions to examine the influence of outdoor advertising on the formation of brand equity. The model operates under the assumption that the errors demonstrate homoscedasticity, which refers to the constant variance of the errors. Furthermore, the model suggests that the association between the dependent and independent variables is characterised by linearity and additivity. The expected value of the dependent variable can be expressed as a linear equation concerning each independent variable while holding the other variables constant.

Source: Field data, 2023

Table 4.3 shows that brand perceived quality scored the average mean of 4.6, above the cut point of 3.0 and average standard deviation of 0.622. Brand-perceived quality endorsed by outdoor advertising has an impact on building brand equity. This suggests that a brand awareness campaign, supported by various influential variables, is perceived favourably by students when making decisions regarding their enrollment.

4.2 Correlation Analysis

Correlation analysis is a statistical method used to measure the extent of correlation between two variables (Denis, 2020). The correlation coefficient measures the degree of the relationship between two variables and is affected by the variability displayed by both variables. The correlation coefficient has the potential to exhibit either a positive or negative value due to covariance (Reimann et al., 2011). The Pearson product-moment correlation is a commonly employed for calculating a correlation coefficient. The methodology outlined yields a numeric score that spans from -1 to +1, measuring the extent to which the two variables are correlated. A value of ± 1 denotes a complete positive or negative linear correlation, whereas 0 represents the lack of any discernible systematic link between the variables (Reimann et al., 2011).

Based on Cohen's (1988) claim, a correlation coefficient within the range of 0.10 to 0.29 is considered to exhibit a moderate or weak strength. Still, a coefficient ranging from 0.30 to 0.49 is regarded as having a medium strength. Furthermore, a coefficient within the range of 0.50 to 1.00 is considered to be indicative of a high or strong value. Table 4.4 displays the empirical association between the independent factors, specifically brand loyalty, brand awareness, and brand perceived quality, and the dependent variable, brand equity.

Table 4.4: Correlations Analysis results.

	BL	BA	BQ	BE
Pearson Correlation	1			
BL Sig. (2-tailed)				
N	318			
Pearson Correlation	.532**	1		
BA Sig. (2-tailed)	.000			
N	317	318		
Pearson Correlation	.488**	.551**	1	
BQ Sig. (2-tailed)	.000	.000		
N	317	317	318	

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.163	.216		9.999	.000
	Brand loyalty (BL)	.140	.041	.182	3.453	.001
	Brand awareness (BA)	.222	.045	.276	4.892	.000
	Brand perceived quality (BQ)	.199	.045	.249	4.370	.000

a. Dependent Variable: Brand equity

The research employed a multiple linear regression analysis to investigate the influence of predictor variables on the dependent variable, BE. The findings in Table 4.5 demonstrate that the predictor variables, specifically BL, BA, and BQ, had a statistically significant influence on the dependent variable, BE.

Applying the Beta coefficient facilitates the assessment of the specific effect or influence of each independent variable on the dependent variable. In Table 4.5, the Beta coefficient for the predictor variable BL was determined to be 0.182 after accounting for the variation explained by all other variables in the model. This finding indicates that BL exerted a substantial positive impact on the dependent variable BE, establishing it as the most influential factor for explaining or predicting BE.

Furthermore, it can be observed that the variable BA demonstrated a statistically significant positive predictive impact on the dependent variable. This is evident from the calculated Beta value of 0.286. These findings suggest that the variable BA exhibited the second greatest level of predictive efficacy about the criteria variable BE. Furthermore, it can be observed that the predictor variable BQ has a statistically significant impact on the dependent variable BE, as indicated by its Beta coefficient of 0.249 and a p-value less than or equal to 0.000.

Now, the new regression equation can be:

$$BE_i = 2.163 + 0.140X_{1i} + 0.222X_{2i} + 0.199 + \epsilon_i \dots \dots \dots (2)$$

The main research objective of this study is to examine the extent to which brand loyalty impacts brand equity by utilising outdoor advertising as a medium. The examination of the correlation and regression results revealed a statistically significant positive

association between brand loyalty and brand equity at SAUT, the specific site of investigation. Therefore, it can be deduced that the study question can be addressed by confirming that brand loyalty positively impacts brand equity. Furthermore, the discovery that brand loyalty had a noteworthy positive association with brand equity is consistent with the conclusions reported by other researchers, such as Mutsikiwa et al. (2013) and Salelaw and Singh (2015).

Concerning the second research question, the inquiry aims to explore how brand equity is influenced by the brand awareness established through outdoor advertising. The findings were consistent with the theoretical framework proposed by Aaker (1991) about brand equity. According to Aaker's conceptual framework on brand equity, brand recognition, and recall pertain to the ability of customers to identify and maintain a particular brand among a chaotic assortment (Aaker, 1991). The formation of brand equity is heavily influenced by brand awareness, which has a primary position among all other factors. Cultivating varied array of favourable brand connections necessitates customers' possession of brand awareness. The attainment of this target can be facilitated by implementing proactive marketing communications tactics. Oliver (1999) posits that individuals who possess information about the benefits associated with a specific brand are likelier to cultivate a sense of loyalty towards it.

The primary research question, however, was "To what extent does the perceived quality of a brand through outdoor advertising influence brand equity?" The research findings offer empirical evidence that substantiates Aaker's (1991) theoretical framework on brand equity. According to Zeithmal (1998), perceived quality is recognised as a characteristic contributing to brand equity. Perceived quality, as defined by Zeithmal (1998), encompasses the comprehensive assessment of a product's excellence or superiority. Within this context, quality is perceived as an essential component of brand value that prioritises the needs and preferences of customers, embracing their viewpoints and experiences. The remark above emphasises the inherent subjectivity of quality since it relies on the consumer's viewpoint, who assesses the effectiveness of items based on their own expectations and the comparative performance of other products within the market (Zithemal, cited in the same source).

The findings above were supported by the data collected from focus group discussions (FGDs), in which all participants reached a unanimous consensus regarding the potential for improving brand equity through enhancing brand loyalty, brand awareness, and brand perceived quality. One important informant at SAUT stated,

"We always ensure that we provide quality education services at SAUT." We have a full directorate in charge of quality assurance. As a result, our brand equity is high compared to other universities in the lake zone and in Tanzania.

5.0 CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The major objective of this research study was to investigate the effect of various outdoor advertising methods on the brand equity of higher education institutions. More specifically, the study concentrated on three aspects of brand equity: brand loyalty, brand awareness, and brand perceived quality, all described by Aaker's brand equity model (1991).

The researcher applied a quantitative research approach, and data was collected from St. Augustine University of Tanzania as a chosen case study. This was done for the researcher to accomplish the goal that was stated. Survey information that was gathered through the use of questionnaires was what was used for this investigation's data collection and analysis. The data were analyzed and interpreted by applying descriptive statistics such as means and standard deviations, generated by the SPSS version 20 computer program. To investigate the relationship between the variables, correlations and regression analysis were performed. The researcher came up with three different study questions before getting started on the data analysis. (1) The purpose of this investigation is to determine the extent to which brand loyalty impacts the value of a brand through the use of outdoor advertising as the research tool. Does the building of brand awareness through the use of outdoor advertising assist in any way in the creation of brand equity? Last but not least, it is essential to research the extent to which brand equity may be influenced by the quality consumers believe a brand to possess as a direct result of outdoor advertising.

To analyze the research questions, the study used correlation analysis and linear regression analysis. The level of brand equity served as the dependent variable. In contrast, the message content, level of brand loyalty, level of brand awareness, and level of customer perception of the brand's quality served as independent or predictive factors. The following are some of the conclusions that can be drawn from this study:

Brand loyalty and brand equity: A significant correlation exists between brand loyalty and brand equity within the study area. Therefore, it may be concluded that brand loyalty positively influences brand equity.

Brand awareness and brand equity: The results indicate that the establishment of brand equity is contingent upon the presence of brand awareness. To cultivate a range of positive brand associations, consumers need to possess an awareness of a brand, a goal that proactive marketing communications can achieve. According to Oliver (1999), those who possess knowledge regarding the advantages a particular brand are inclined to exhibit loyalty towards that brand.

Brand perceived quality and brand equity: Quality is regarded as a constituent of brand value that is customer-centric, encompassing the perspectives and encounters of consumers. The statement underscores the notion that the perception of quality is subjective, as consumers evaluate the performance of goods based on their expectations and the comparative performance of other products available in the market. In general, the constructs of brand

loyalty, awareness, and perceived quality exhibit a positive and significant impact on brand equity.

5.2 Recommendations

The following recommendations were made based on the study's major findings:

Brand loyalty and Brand equity: It is suggested that universities might strategically employ celebrity endorsements to influence students' perceptions of the endorsed brand, prioritizing the criteria of expertise, trustworthiness, and likeability. By leveraging the endorser's success with the brand, universities can benefit from the positive impact on students' attitudes. Consequently, to enhance their university's success and select the most suitable spokesperson for their organization, marketing managers had to prioritize these factors to a greater extent and exert diligent efforts in identifying an individual who embodies all of these attributes.

Brand awareness and brand equity: The efficacy of digital outdoor advertising as the sole alternative for effectively reaching students and establishing brand familiarity has been discovered. Consequently, it is recommended that universities employ a wide range of media platforms, including television, radio, and trade exhibits, to effectively engage with their target audience comprising prospective students and existing clientele. To effectively communicate messages to the target audience and achieve favourable business outcomes, marketing managers must possess a comprehensive understanding of various domains.

Brand perceived quality and brand equity: As mentioned earlier, it is imperative to extensively and repetitively utilize television media advertising to generate awareness and foster a connection between students and the brand, ultimately resulting in brand loyalty among students. Consequently, it is recommended that private universities engage in the repetition of their marketing.

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