

# Marketing Strategies, Cultural Dynamism and Psychological Issues in Tanzania

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## Abstract

This study attempts to investigate marketing strategies both challenges and opportunities caused on culture and psychology in developing countries. The following business actions e.g. promotion, pricing, placing and production were examined to and its influence towards customers behaviors. For instance; describing culture the research examined language, belief and life style as well as perception. Meanwhile; on psychology the study focused customers' action, decision, perception and attitude. A descriptive survey was carried out to determine, how marketing strategies can change cultural and human psychology in developing world. Either, the study revealed that activities such branding, product design and product distribution are sources of changes on culture and human psychology. Furthermore the study discusses the impact of activities such as pricing and promotion in the market. Whereby, business malpractice and inadequate marketing skills appear to be the major challenges. That means some of cultural and psychological challenges such as drug abuse; organized crime and sex innuendos were related to improper marketing. The study recommended marketing regulatory board to regulate marketing strategies and manage individual welfare.

**Keywords:** culture, psychology, marketing strategies, social and economic.

## 1. Introduction and Background of the study

There various studies focus on marketing strategies and its outcome on customers (Hall *et al* 2001, Evans 1995, Wood and Sangster 2002p; 11-23, Hamel and Prahalad 1994;p44-49, Ellison 2004, Kotler and Keller 2006;p110) to mention a few. Most of these studies provide information relating to how business organizations in developed world make use of production, promotion, placing or pricing. The named strategies intended to achieve both competitive advantages and business profit through satisfying needs of customers. Here the marketing activities attempt to assess the customers' requirements and get the means of identified needs. Either, some techniques can be deployed e.g. consumers buy trends, survey of production acceptance, customer preference, results of production test marketing in order to specify a proper market mix.

On the other hand Dessler (2001 p88) explains that culture difference can affect marketing action in various levels of promotion strategies. For instance, the use of languages/wording makes a big difference in meaning from one society to the other. This is due to the fact that, the culture is different. E.g. the words silver mist used by Volvo Company in promotion failed. Because, in Germany the words silver mist means waste product (feaces). But, the words have a different meaning in the French language. Meaning that, it is a nice car which moves so fast. Therefore, language, culture and values contribute enormously to companies when communicating with potential customers.

Likewise, Gross (1999; p58, 62) consolidated that; there are a number of cultural factors/ perception which are likely to compromise marketing effectiveness. Dunning (2000) identified these factors include cultural influence from developed countries (cultural pollution) and negative attitude against local made products. Example: belief and perception against technology used, inadequate markets, inaccessibility to credit and low technical skills. Also limited management knowledge, capacities and unethical business operators led to inappropriate marketing.

Yet a study made in Nigeria by Adetayo (2004, p14) disclosed that marketers have to keep in mind that, there are psychological factors are not separated from cognitive culture. ie customers values, attitude, interest, opinion, and perception. An example is the great impact of touching, smelling or inspection of products during the buying process. Majority of Africans wanted to have a physical touch on making decision to buy products. So, it has to be taken into consideration on product planning processes (Leon, 1997)

It is from elicited issues above that this study intends to assess how the factors above can create failures in marketing activities. Also, examining how non excludability marketing affects human psychology wellbeing and cultural aspects. However, this study attempts to provide the means on how to regulate mistakes in

marketing campaign. In order to make contribution on how marketing strategies can be used appropriately addressed to promote individual welfare in developing world. Thus, the benefit accruing from assessing the impact of marketing activities is instrumental. In sense that it can regulate antisocial behaviors such as violated customers' rights and cropping up fake products in market. Apart from violation of rights improper marketing has caused problems such as mental illness, fights and chronic diseases (Finkelhor *et al*, 2006).

The absence of this basic information will have consequences on psychology and culture as companies battling to position their products on individuals mind. Because of increase pressure on individuals mind due to conflicting idea it can cause depression. Other pressures can be importation of antisocial behavior/cultural pollution due to border less business operation and strategies.eg sell of sex video/picture, violence actions and smoking as well as terrorism.

## 2. Objectives of the Study

The following are study objectives:

- i. To investigate the marketing actions and business models involved in developing world.
- ii. To examine the influence of marketing actions on human psychology and cultural risks.
- iii. To evaluate how human psychology and culture issues are caused by mass marketing.
- iv. To recommend strategic actions and further studies against business ethics, culture and protect human psychology.

## 3. Research Questions

- i. What are the marketing actions and business models involved in developing world?
- ii. How marketing actions influencing human psychology and cultural risks?
- iii. How cultural and human psychology issues are caused by mass marketing in developing world?
- iv. What are the efforts to regulate Marketing actions in developing world?

## 4. Literature review

The study attempts to examine marketing actions taken towards customers and the need to regulate these actions, through business ethics. Therefore this current study tries to stream line both profit making and community protection. Hence, marketing should be used to avoid stimulation of latent antisocial behavior. Either, through inappropriate language on adverts, mass promotions and commotions which can influence restless, fear and depression. It is highly affecting young minds and uninterested individuals.

Many theories for instance Porter (1985, p5-7) says that, marketing can be used to communicate and generate awareness about the existence of products. This is consolidated by Wilson and Gilligan (1997, p102) who comments that, it facilitates the achievement of strategy as well as providing a measure for organization effectiveness to promote marketing sustainability. That accompanies can better their communication, strong relationships, service, information and education.

Similarly, Porter (2004) reported that a customer is the fulcrum of business. Therefore, organizations examine how to study the customers mind. Hence, marketing strategies are used to create value and make profit through integrated effort communication media seeking information about wants and how to satisfy customers' needs. But many business analyst and business operators remain uncertain about the significant impact caused by marketing actions. Therefore, strategically it becomes difficult to regulate marketing actions in the market. From this particular understand if, the business scope on marketing is unknown it can cause damage to cultural and psychological consequences in the society.

Although there is a contrast comments made by Strinate (2000,p90-99) identifies that, there is no empirical evidence of any correlation between psychology and culture on marketing activities (based on television and central images, video, newsagents, food shops, computer adverts, shopping malls).

But, Striate (2000) added that violent people should not be taken for granted as the ones who watch a lot of television programs, but also may not be violent because of viewing. But rather, the study raised the contradiction on who is responsible to blame between marketers and the society on the impact of marketing. Society does blame marketing activities and marketers defending by point the finger for the society to take full responsibility of consequences.

## 5. Research methodology

The study descriptive survey approach to assess and collect data from people based in the three district of Dare – Es- salaam, Tanzania. A Slovin's formula  $n = N / (1+Ne^2)$  used to calculate the sample size (n) given that population (N)= 2,497,940 and the margin of error (e) = 5%. Then, a sample of 400 was randomly picked from a population of 2,497,940 people in Dar-es-salaam, according to 2002 census. Either, the research used a structured questionnaire tool collecting information from respondents. However, only 406 questionnaires were collected whereby 6 of them were incomplete. But, finally the researchers decided to use 400 which were

complete. The study used questionnaires instrument with a Likert scale of 5 points. The weights were assigned from 5=strongly Agree to 1 strongly disagree. Before sending the instrument for data collection, the instrument was validated through pilot study. Then, coefficient calculated after the test it was 1.23. The data gathered were analyzed using descriptive statistics with the aid of MS Excel software and SPSS. Then, the analyzed data were presented through graphs and tables using percentages as well as frequencies.

## 6. Results and discussion

### Overview

The chapter analyzes the impact of marketing activities on culture and psychology in developing world, and Tanzania taken as case study to present the whole region. The discussion assessed marketing activities and its impact in the society through key informants and other related data from sample respondents.

### 6.1 Characteristics of sample respondents

The characteristics of sample respondents broken down into two areas such as: demographic and social variable as given in the tables below. The study recommended the three of the variables like sex, age, education level and occupation used to evaluate people who were involved in the study and their proportions’.

**Table 2: Socio-Demographic Characteristics of the Sample**

Variable	Rural	Urban	Percentage (%)
<b>Sex</b>			
Male	100	220	80
Female	50	30	20
Total (N=400)	150	250	
<b>Age group (Yrs)</b>			
Above 61+	45	55	25
26-35	100	140	60
15-25	20	40	15
Total (N=400)	165	235	
<b>Education Level</b>			
Never attended to school	140	80	55
Primary education	80	40	30
Secondary education	3	17	5
Advanced level	5	15	5
Tertiary level	5	15	5
Total (N=400)	233	167	
<b>Occupation</b>			
Customers	150	210	90
Managers	8	20	7
Business owners	4	8	3
Total (= 400)	162	238	

Source: *data survey, 2012*

The data given above shows majority of respondents were economic active age. About 60 percent aged 26-35 followed by 25 percent aged 36 and above. The study revealed that, almost group 15 percent are subjected into dangers of either psychological illness or they are involved crimes. The respondents claim that due to increased number of unemployed energetic people, some get bad influence from organized crime gangs. The reason is that, government does not provide enough support for this group to employ themselves. Either, the study conducted by TGPSH (2007) identified that; improper marketing and misleading information were the cause for psychological challenges. Also, unregulated marketing and black market is another cause of drug trafficking, violence video and nude video as well as weapons in areas such as Somalia, Uganda and Burundi to mention few.(Birren et al, 2006)

The result in the table shows that most of the operators male by 80 percents as opposing to only 20 percent of female. There data concur with the study made on gender participation by Afraid (1983) which comments that, still women in Africa and developing world are not fully engaged in economic activities. Also, their right to own resources is affected. This is due to strong culture and stereo types propagated in order to create psychological fear for women to own resources. Meanwhile, women are the most affected group because majority cannot read or write. So they do test products through smelling, touching and by looking. Such process of testing cannot identify poisonous, expired and poor quality products (Adetayo, 2004).

Either the study shows that, farmers were at most affected by marketing strategies as compared to other groups like students and professional business people. Since majority of farmers live in rural areas with less access to knowledge about products offered. Then, they lose their money on expired and fake products such as seeds and fertilizers. On the other side, farmers fail to access information related to potential customers due to poor infrastructures. At the end of the day they are forced to sell their products to middle men who are giving them peanuts (low price). Hence, apart from fake products the farmers are used as step stones for court brokers to make profit (Porter, 2004).

However, the study shows that; a high propositional of operators revealed to be unprofessional business operators almost 55 percent of all business owners. Majority didn't attend any course/business school. This group followed by those who attended secondary level for about 30 percent. So, it means a good number of business owner acts without conforming to business ethics and practice. Meanwhile, if they know these ethics. But, also it is unclear if they know the consequence caused by inadequate skills on business ethics.(Ashton and Stepney, 1982)

**Table 2: Media used by marketers to reach customers in developing worlds**

Variables	Rural	Urban	Percentage (%)
TV Presentation	60	120	45
News papers	10	30	10
Radio	70	30	25
Internet	5	15	5
Personal selling	20	40	15
Total (N=400)	165	235	

Source: *data survey, 2012*

Respondents were asked to identify the media which they rely up on, and the reason of using this media. Majority of responds rely on TV which seems to cover current affairs, but due culture of negligence to use news paper as source of information. Much of the information written of news papers are scanty due to less research done. This can be caused by reporters are volunteers who are unqualified journalists or the information is written to attract readers for fans. Hence, they are not committed to bring knowledge other than the motive of earning money and destroy people psychologically (Ellison, 2004)

**Table 4: The type of marketing Actions used to influence customers buying behaviors**

Activities	Rural	Urban	Percentage (%)
Promotion	20	40	15
Price cut	50	90	35
Distribution	30	30	15
Advertisement	30	50	20
Testing	15	25	10
survey	10	10	5
Total (N=400)	155	245	

Source: *Data survey, 2012*

The table above summarizes different types of marketing activities from which customers buying decisions are influenced by marketers in the region. The result given identified significant areas of marking conducted by the

sample respondents, by far price cut strategy remain as the most influential part in the region by about 35 percent. This followed by advertisement, but very few respondents reported other areas like promotion, testing, survey and distribution portfolios.

However the picture of the data collected shows that majority of the sample respondents reflect advertisement and pricing strategies to be the source of changes. These changes can be reflected through significant change of individual behaviors especially in culture and psychology.

Either the study made on cultural shift by (Ratner, 2002) urged that, majority of customers buy products from western countries as well as adopting western life style. Many customers perceived western products to be of high quality for higher people .Because these products are expensive as compared to products brought from China and Asian countries. But, also these products are less expense. Meanwhile, the buying habit based on different motives generally majority buys because of fulfilling the basic requirement of serving wants. But other wanted to serve need which includes respect in the society and recognition ( Macionis and Palmer,1998)

**Table 3: Why customers in developing world buy products from western countries.**

Variables	Rural	Urban	Percentage (%)
High quality	80	180	65
Availability	30	10	10
Discount	25	15	10
Fashionable	12	28	10
Durability	5	15	5
Total (N=400)	152	248	

Source: *Data survey, 2012*

From the table given above, some of the reasons identified why customers in developing world do consume products from western countries. Among other reasons identified, the high quality of products, ranked high about 65 percent. The psychological marketing campaigns led into perception such as: these products have high discount rate also they are readily availability in the market. Either the study (Kotler and Keller, 2006) conducted by added some reasons such as fashions or durability of the products leading to comfort ability and confident spending on imported products. Apart from quality these products are cost effective and provide value for their money.

## 6.2 Factors affecting culture and psychology in developing countries

### Mass Marketing activities

Marketing activities particularly adverts, promotion, pricing are identified as agencies of change and one of the major source of psychology and psychology impact in developing markets. This is due to the reason that marketers bombarding customers perception and behaviors for profit motive. Some marketers realized that, majority such as young men wanted to live westernize life. So, through unregulated channels such as fliers, leaflets, video and billboards are used to influence buying and cultural transformation. Meanwhile, some of adverts and marketing actions does not discriminate people on their age, need and sex to mention some.

However marketing identified as the source of cultural pollution example use of swearing language, discrimination, and clothing or diminished restrictions on young people to access ads made on use of alcohol and smoking. Others are psychology consequence which caused by cultural pollution as a result of unregulated marketing actions.

This is due to many reasons such as cultural dynamism caused by individual changing behaviors, because a society is conglomeration of individuals. That is why the culture is subjected to change over time and the level of technology in question. The other reason is people have full competing ends and struggle to achieve their ego (highest level of satisfaction) through these changes. Unregulated changes can lead to some cultural and psychology consequences e.g crimes, depression, violence, bad influence /sex innuendo. (Seni, 1985 and Samuli, 2007; p109)

Dwivedi *et al* (2005) urged that some of cases experienced in the region are misusing the marketing mix and abandoning the ethics of drugs administration. Cohen (1992) comments that there was improper drug administration especially the use of antibiotics in areas like India and Malaysia. But the improper marketing and failures on gun, alcohol, and tobacco products led to improper possession. Separately it has caused pockets of crimes and political crises in some areas of Africa (Congo, Sierra-Leone, and Sudan) and Asia (Afghanistan, Kashmir) and the impact of war crimes which led to a significant number of refugee camps.

Furthermore regression technique used to assess the relationship between marketing activities and its impact on culture (moral decay) and psychological illness (mental disabilities) in the study area.

The chart below shows the observed frequencies

region	X	Y	XY	X <sup>2</sup>	Y <sup>2</sup>
Dar-es-salaam	60	40	2400	3600	1600
Dodoma	35	65	2275	1225	4225
Mwanza	75	25	1875	5625	625
Kigoma	45	55	2475	2025	3025
Total( $\Sigma$ )	215	185	9025	12475	9475

Source: Data survey 2008

From the table above, X is independent variable which influenced variable Y or dependent variable.

Hence, relationship among these variables can be calculated using regression model

Thus,  $Y = a + bX$

Whereby

a: is the intercept when Y is zero

b: is the slope given by the line of the regression

N: represent the number of events (Total sample observed) =400

X: represent marketing activities

Y: represents the impact on culture and psychology cases

$\Sigma X$ : summation of marketing events = 215

$\Sigma Y$ : summation of impacts cases = 185

$\Sigma XY = 9,025$

$\Sigma Y^2 = 9475$

$\Sigma X^2 = 12,475$

a and b can be calculated by the formula below

$$a = \frac{\Sigma X \Sigma XY - \Sigma Y \Sigma X^2}{(\Sigma X)^2 - N \Sigma X^2}$$

$$b = \frac{\Sigma X \Sigma Y - N \Sigma XY}{(\Sigma X)^2 - N \Sigma X^2}$$

$$b = \frac{215 \times 185 - 400 \times 9025}{46225 - 400 \times 12475} = \frac{-3,570,225}{-4,943,775} = 0.7$$

$$a = \frac{215 \times 9025 - 185 \times 9475}{46225 - 400 \times 12475} = \frac{187500}{-4943775} = -0.04$$

So, Y can be estimated by substituting the value of a, b, ( $X_0, X_1 \dots X_n$ ) in the formula

$a + bx = y$  if x is 4 then it will be

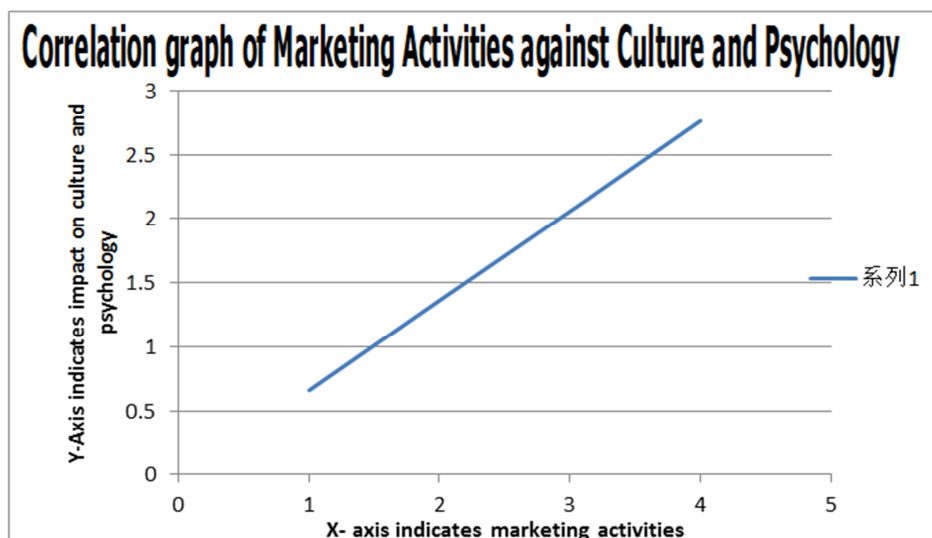
$$-0.04 + 0.7 \times 4 = 2.76 \text{ and when x is 1 the value of y is } -0.04 + 0.7 \times 1 = 0.66$$

From the calculation above it shows that the value of y increases as the value of x increased.

Therefore from the calculation above, SPSS used to plot the graph can be as followed.

From the collected information on marketing activities, the relationship between such marketing activities and their impact on culture and psychology can be indicated or can be plotted in the graph as follows:

Figure 1:



Source: Data survey 2012

From the fig.1 (correlation graph) it can be noted that there is direct relationship between marketing activities and the impact caused in the market with respect to culture and psychology. Meanwhile the straight line connecting the coordinate (random variables) shows that, the relationship is strong.

But, on the other side the correlation model or Pearson correlation coefficient could be used to test and predict the strength in the direction through the given formula:

$$r = \frac{n\sum XY - \sum X \sum Y}{\sqrt{(n\sum X^2 - (\sum X)^2) \times (n\sum Y^2 - (\sum Y)^2)}}$$
$$r = \frac{n\sum XY - \sum X \sum Y}{\sqrt{(n\sum X^2 - (\sum X)^2) \times (n\sum Y^2 - (\sum Y)^2)}}$$
$$r = \frac{400 \times 9025 - 215 \times 185}{\sqrt{(400 \times 12475 - 46225) \times (400 \times 9475 - 34225)}}$$
$$r = \frac{48 - 84}{\sqrt{(232 - 196) \times (72 - 36)}}$$
$$r = \frac{3570225}{\sqrt{4943775 \times 3755775}}$$
$$r = \frac{3570225}{4309026} = 0.82$$

The outcome shows there was a strong relationship between marketing activities got strong influence on culture and individual psychology to undertake decisions.

From variable relationship point of view Pearson correlation also shows that there is a strong relationship in terms of the impact of marketing activities. Therefore, undertaken activities such as promotion, production and distribution or pricing actions against customers are the sources of culture and psychology destruction in the study area.

### 6.3 The marketing influence on life style

Marketers regard culture as the factor which caters for preference, to distinguish one society from another through homogeneous traits. And it creates a buffer from community to community, group to group or biological traits. Example sex (men and women), experience, professional on buying decision in testing variety of products as well as selection of materials. And design valuable diversity from which groups' culture and psychological preferences are distinguished within the society. Marketing being the source of transferring both material and non material culture to improving the well being as well as decision processing due confidence and knowledge collection.

This process of transformation is been culturally oriented through awareness or education passing processes. The marketing mix has been taken in this study as one of means to bring changes or exposure in the society as it can influence changes on the attributes of psychology and culture e.g. attitude, opinion and interest. Palmer (2004) urged that by far the marketing process tries to influence on how customers on the buying decisions towards the products. This process involves techniques and approaches used to change customers' attitude expenditure and disposal of income on particular products.

So, this process can cause cultural pollution due improper marketing approach used. For instance; some companies do use noise vans, half naked girls for survey, promote and sell alcohol, cigarettes, soaps and fragrance products in streets. In some cases business companies displays adverts and panoramas which can influence sex /innuendos in the form of Video games, pictures. These are just some of the causes for the moral shift.

Bovee and Thill (2005, p199, and 348) in their study on culture they argued that, psychologically the used of moving picture, abstract picture and women for adverts catches the mood to consume products. But also it's the source for sexual inspirational (innuendo) which leads to depression and frustrations. The frustration and depression are caused by the contradiction between the existing settings and the adopted values. Because it changes the customary behaviors of the people involved in this particular process, and interrupt the normal settings. This goes together with changed pattern of thought to make decisions especially the buying behaviors in order to satisfy the needs e.g. influence for chain smoking and drinking/binge habit.

## 7. Conclusion

Conclusively this study realized that, either regulatory bodies or business organization can control marketing actions. But, the whole society can be used to monitor actions taken by business and promote ethics.

It is from this understanding the marketing negative influence can be controlled through different techniques. In Tanzania the marketing activities monitored with regulatory bodies which are struggling to defend the ethics against the global impact. These boards include National Film censorship Board of Tanzania (NFCBT), Tanzania Film Company (TFC) and TUKUTA. But due to low level in technology, it becomes difficult to screen and avoid some of technologies and marketing action consequences on the society.

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