

**The Effects of legislative bans on advertising and sales promotion on consumer behavior:  
the case study of Tobacco products in Tanzania**

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This research aimed at investigating the effects of legislative bans on consumer advertising and sales promotion. The objectives were to determine the level of consumer awareness on various cigarette promotion done by cigarette companies, the level of persuasiveness of these promotions to consumers and how the legislative bans have affected consumer purchase behavior (i.e. their purchase patterns, word of mouth to others, thoughts of quitting smoking, precautions like more frequent health checks etc.). The study was based in Dar es Salaam city, 250 people were interviewed which included 240 cigarette smokers and 10 Tanzania Cigarette company staff. The study shows that 82% of respondents are aware of the legislative bans while 92% of respondents haven't seen any cigarette promotions conducted by tobacco companies in the last 30 days. For those respondents who have seen the recent tobacco advertising 71% of them were found to have been persuaded to smoke by tobacco advertising and sales promotion while the rest were influenced by other reasons like stress, alcoholism and peer groups. Finally the study revealed that legislative bans on tobacco advertising and sales promotion have indeed affected consumer behavior and reduced the rate of cigarette smoking among Tanzanians where by 46% of consumers have reduced their rate of smoking and 1% managed to quit smoking. The Legislative bans on tobacco and promotions have affected consumer behaviors and reduced the rate of tobacco use. This is also evident in the declining sales volumes of TCC sales in the market.