

The Impact of Advertising on Building Brand Equity: A Case of Zimbabwean Universities

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Abstract

Over the years studies have been done that sought to establish the effect of advertising on building brand equity for producers of physical products. This study in particular focuses on the impact of advertising (print, outdoor and broadcast) on building brand equity for universities in Zimbabwe. The research was based on the premise that little research has been done on establishing advertising's role in building brand equity for non-profit making organisations in a highly competitive marketing environment. A quantitative survey research was employed which adopted a descriptive survey design to explore the relationship between selected advertising variables and brand equity. A sample size of 150 (90 males and 60 females) was used to gather data using a structured questionnaire. A quota sampling technique was adopted proportionately (11 males and 4 females) from the selected institutions. A multiple regression model was used to establish the correlation between the two variables. Data analysis was executed using SPSS version 14.0. The overall findings of the research were reflective of the fact that Zimbabwean universities have not been proactively employing advertising in order to build brand equity and the implications are that there is need for those running these institutions to take a more positive and proactive stance to effectively blend advertising variables in order to develop hybrid advertising mix strategies which can help their not-for-profit making organizations to develop reputable brands capable of attracting a potential large market.

Key words: advertising, print advertising, outdoor advertising, broadcast advertising, brand equity.

1. Introduction

Building strong reputable brands has been the key driver for success in the competitive market place for both profit and non-profit making organizations. Developing brands for profit making organizations has been realised to create effective hedging mechanisms against competition, offered attractive profits, enhanced trade support for manufacturers and unleashed opportunities for firms to extend their product and service offerings at limited cost (Delgado-Ballester and Manuera-Aleman, 2005) Non-profit making organizations have also embraced this idea of building reputable brands since it pays for them to attain their objectives. In order to grow and develop

successful brands, marketers have over the years used advertising to enhance brand equity. Since brand equity has become the number one priority for most if not all organizations, (Keller and Lehmann, 2006) it has been realised that advertising significantly aids in developing brand equity. Indeed research studies both through laboratory (Kirmani and Wright, 1989; Kirmani, 1990; 1997) and field experiments (Moorthy and Zhao, 2000) have empirically demonstrated that advertising has a positive bearing on brand perceived quality, brand awareness, associations and loyalty.

Despite the previous researches on advertising's influence in building brand equity in profit making organizations, limited research has been done in non-profit making organizations to establish the impact of this marketing communications mix variable on building brand equity. In Zimbabwe, the post-independence era saw a number of universities mushrooming from only one State University in 1980 to more than ten universities in the early 2010s. This phenomenal growth has created a supply-demand imbalance and yet these universities are offering highly undifferentiated programs, thereby creating a pure competition type of market structure in the provision of tertiary education services. Against this background prospective consumers of university services are now in a dilemma as to which university to pursue their interest with. This research therefore seeks to establish the validity of enlightening the local universities about the relevance of advertising not only staff vacancies and study programs but the entire service brand package to create formidable brand equity in a highly competitive market environment where current players are jostling for a fair share of the market for highly commoditised (generic) services. This research undertaking will go a long way in demonstrating the practical significance of using advertising as a strategic tool for building brand equity for organizations in the not-for profit sector.

1.1 Objectives of the study

- a) To examine the impact of print advertising on brand equity;
- b) To evaluate the effect of outdoor advertising on brand equity and
- c) To assess the role of broadcast advertising on building equity.

2. Literature review

2.1 Advertising

Advertising was born as a result of the marked rise in mass production in the late 19th and 20th centuries, although it had existed earlier than that period in ancient Egypt where sales messages and wall posters were predominant promotional media and marketers of that medieval period. Since then advertising proliferated over the decades and has grown to be the dominant marketing communication mix element for both profit and non-profit making oriented enterprises world over. A number of authorities have come up with a myriad of definitions of advertising. Kotler and Armstrong (2008), Shimp (2008), Belch and Belch (2003), and Kerin, Hartley and Rudelius (2011), have coined advertising as an approach to “non-personal communication which is paid for, usually by an identified sponsor with the aim to influence the people's attitudes towards certain

people, organizations, products, services or ideas”. The American Marketing Association as acknowledged by Grewal and Levy (2010) gives a more comprehensive definition of advertising as “...the placements of announcements and persuasive messages in time and space purchased in any mass media by business firms, non-profit making organization, government agencies and individuals who seek to inform or persuade members of a particular target market or audience about their products, services or ideas.”

Thus advertising can be sponsored by quite a number of stakeholders primarily with the aim of inducing awareness, persuading (building brand liking and encouraging brand switching) and reminding target markets that the brand is on the market. Despite the growing popularity of advertising in the Fast Moving Consumer Goods Industries and the profit oriented services sector, institutional advertising for non-profit making organizations like non-governmental organizations, hospitals, churches, universities and others have since followed the band wagon. Institutional advertising seeks to inform, persuade and remind the target markets about its product offerings/services or ideas. Advertising can be designed solely to promote the organization. This is termed corporate advertising and it is a form of promotion with a public relations orientation aimed at creating a corporate brand image thereby enhancing reputation and building goodwill for the organization. Institutions strive to develop and maintain sound relations with their various stakeholders namely customers and prospective customers, suppliers, shareholders and the community.

2.2 Print advertising

Patricia and Adam (2007) outline a list of print media forms which include “mass-market magazines, newspapers, the yellow pages, inserted media, outdoor posters and transit advertising, signage and point of sales materials, direct mail, custom magazines, , sales collateral, and catalogues”. Normally, advertising products and services through newspapers or magazines has been a common practice. Apart from these two, print media also provide options such as brochures, leaflets and fliers which are used on appropriate situations for advertising purposes. Mostly, newspapers and magazine media charge their advertising space based on the size of the advertisement, the position of the advertisement in the newspaper, such as front page, middle page or the last page and also the readership of the publications. According to Fill (2006) printed message affords advertisers the opportunity to give detail to their message as opposed to other media such as television, radio and billboards. Such added details can be in the form of pictures or photographs, or an illustration on how a market offering is used. Due to their years of existence on market, magazines and newspapers have become credible sources for information compared to the newly introduced online media where anything can be published (Brookins, 2012). Therefore print advertising has to be planned to be able to reach the kinds of potential customers targeted through specified media. No matter how complex the product or service maybe one can still meet the intended readers by planning print advertising properly (Griffiths 2004)

2.3 Brochures and flyers

These are papers normally found in the newspapers as inserts and may be in form of sales catalogues. Griffiths (2004) advises companies that brochures should be designed so as to attract the reader's eyes, because no customer is prepared to read unattractive materials. Therefore one has to make use of bold headings and bright colours to eye-catch the attention of the reader and provide all the details required to make a positive buying action. Matin (2006) and Fill (2006) also concur with the outlined idea and suggest that current and prospective customers may also be sent reading materials related to product, service or idea on offer. Normally brochures contain detailed information on standard ranges of products and services and it enhances the creation of prompt orders. Flyers are also ideal for promoting forthcoming events or notices, and can be produced in various sizes with full colour and can be sent directly to potential customers (Masterman and Emma 2005). Despite their being cheaper approaches to advertising with a wider coverage, Masterman and Emma (2005), warn that flyers have short term impact on as they can not be repeatedly sent to the prospective customers.

2.4 Yellow Pages

The yellow pages advertisements are very effective in specialised services and products such as plumbing, hardware and even educational services. One would pay for the advertisement once a year as long as the product or service exists. Universities likewise can put their corporate advertisements in the yellow pages to create awareness, build image and even attract new students for their programs. One advantage of using yellow pages is that costs are lower than that for magazines and newspapers. Patricia and Adam (2007) acknowledge that although they are cost effective, one setback of using them is that they are non-traceable media.

2.5 Outdoor Advertising

Outdoor advertising consists of not only media such as billboards, posters, kiosks but also transit media in the form of messages on automobiles. Outdoor advertising has the advantage of reaching a lot of people. As a consequence, it has an effective reach and very high frequency. Its message lifetime is durable and can be seen repeatedly (Patrick et al 2010). The most common types of outdoor advertising are billboards, kiosks, and also events and trade-shows that are planned by the sponsoring company. Billboard advertising is very common and popularly used in town periphery which makes it effective. By virtue of their reach and frequency; universities can take advantage of these attributes to enhance highly esteemed brands for their institutions. However the universities may need to design billboards that are terse and attractive in order to appeal to a large pool of potential consumers of the service.

2.6 Event Sponsorships

Event sponsorship offers an excellent platform for sponsoring organizations to promote products, services and ideas (Fill 2006). The company can organize trade fairs, or even exhibitions for advertising their products and services. As for universities they can showcase their programmes at

business expositions, trade fairs and any other events. This will assist them to create awareness, develop perceived brand equity, loyalty and brand associations for their institutions to different stakeholders.

2.7 Trade shows

Geoff and Lester (2011) noted that most exhibitions are based on industry sector lines such as the Agricultural shows, Furniture Shows, the Office Equipment Exhibitions and the Hardware Trade Fairs. Mostly, these shows are done for specific categories of goods and services. In Zimbabwe public limited companies, government institutions and other formal sector businesses have taken advantage of trade show exhibitions to advertise and display their brands and this has helped them to build reputable corporate brands and services overtime. Universities in Zimbabwe have also participated in these shows with advertising biased towards programmes rather than advertising aimed at building the overall brand image. Despite technological advancements in the business world, trade shows have remained a primary means for creating sales and generating leads for many businesses, so non-profit making institutions can take advantage of trade shows to build brand equity.

2.8 Broadcast advertising

Broadcast advertising has proved overtime to be the best among other advertising forms. Radio advertising specifically has been considered important in the following regards namely cheapness, penetration, transmission times, human voice and that it does not enforce serious attention (Jefkins and Yadin 2000). Thus radio advertising is cost effective as it appeals to the mass market which results in cost economies. The ability to reach multitudes of targeted audience makes this broadcast method economic and above all its application of the human voice has given it leverage over other passive and static media for advertising which include print, outdoor and other forms of direct mail advertising. O' Guinn, Allen and Semenik (2009) argue that radio advertising has the greatest reach and frequency as it can reach customers in their homes, vehicles, offices and even when they are outside their homes. They also realized that beyond being cheap this broadcast method has a high degree of audience selectivity which may be based on geography, demography and other socio-economic classification parameters. Jefkins and Yadin (2000) claim that television advertising is an "impactive medium" which delivers the advertisement right into the home of the potential buyer of the product including other immediate family members who can influence the purchase decision of the buyer. Television advertising is believed to have outlived other forms of advertising because of its ability to create "realism" via its use of colour, sound and action. Its unimaginably irresistible appeal and ability to be repeated several times gives it an edge over others. Patrick et al (2005) noted that broadcast sponsorship is most relevant to advertising corporate brands since it is able to achieve the awareness and image building objectives of the sponsoring firm. Therefore universities in Zimbabwe can use broadcast sponsorships to create their brand equity by sponsoring broadcasting events as institutions or as a group in the Ministry of Higher Tertiary Education.

2.9 Cell phone and internet advertising

In this post- modern world of cell phone proliferation broadcast advertising has been made so simple. Internet and television advertising media have been shaken by mobile advertising which has become more promising (massmobile money.com/). Organizations have embraced breakthroughs in technology by effectively adapting to the market expectations that have been reshaped by the desire to be digital and wireless oriented. World over billions of people use cell phones an aspect that has opened unlimited opportunities for prospective organizations to inform, remind, or persuade potential consumers about the products or services. Universities in Zimbabwe can use cell phones to communicate with potential and current customers regarding new programmes, inform them of study vacancies, changes in university policies, new appointments and job opportunities to improve their interface with various publics. Online advertising's coming into being was received with widespread doubts in the business fraternity with regards to how viable it could be as a commercial medium. The main challenge was that prospective advertisers did not very well understand online space as they still contemplate it in line with traditional print and television.

3. Brand equity

The concept of brand equity has been discussed repeatedly in various sources of literature and there is no consensus on the definition due to the difficulty practitioners and marketers encounter in measuring equity. Apparently there seems to be two approaches to defining brand equity namely the financial and consumer perspective. Simon and Sullivan (1991) note that brand equity may be defined as the value of the brand to the firm, yet Aaker (1991) and Keller (2008) concur on the contention that brand equity denotes the value endowed to the brand by the consumer. A more detailed definition was coined by Aaker (1991), who views brand equity as ‘...the set of brand assets and liabilities linked to its name and symbols that add value to or subtract value from a product or service’. These assets consist of brand loyalty, name awareness, perceived quality, brand associations and other proprietary brand assets. The key emphasis of this concept is on added value that is endowed to a product in the mental maps and actions of consumers. The following model depicts the five components of brand equity as propounded by Aaker (1991) and it demonstrates that at least brand equity is built from the outlined five constituents.

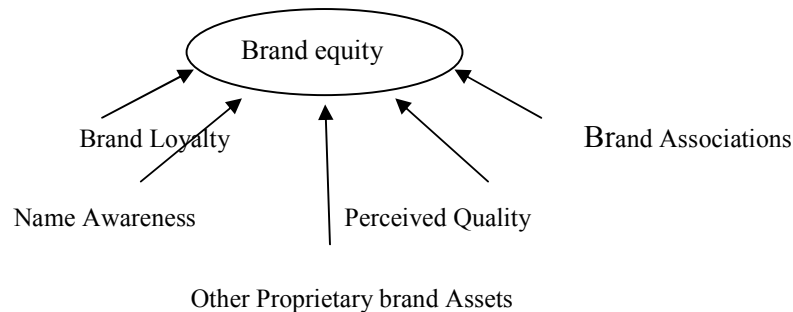


Figure 1. Aaker's brand equity model (1991)

The above brand equity variables are going to be explained briefly. According to Oliver (1999), brand loyalty is defined as “a deeply held commitment to rebuy or repatronise a preferred product/service consistently in future thereby causing repetitive same brand purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour”. In marketing situations brand loyalty determines consumer choice of brands and consumers may be insensitive to price increases or decreases (Keller, 2003). Brand awareness entails the capability of consumers to recognise and recall the brand in a clutter (Aaker, 1991). Brand awareness is critical in the building of brand equity in the sense that it precedes all other variables. Consumers should be aware of a brand in order to develop a set of positive brand associations and this should be attained through aggressive marketing communications. Awareness may lead to consumers developing positive perceptions of the brand which usually results in loyalty (Oliver, 1999).

Perceived quality is one of the dimensions that aids in building brand equity. Zeithmal (1988) defines perceived quality as a “product's overall excellence or superiority”. In this instance quality is considered as a customer based brand equity variable which integrates perceptions and experiences of a consumer. It connotes that quality is a customer perspective issue since the customer judges the performance of the products according to their expectations and the performance of other products in the market (Zithemal, 1998). And finally brand associations are one of the most significant constituent parts of brand equity (Aaker, 1991 and Yoo and Donthu, 1997). A brand association has been conceptualised to denote anything that has memory links to the brand. These links grow and develop as a consumer is repeatedly exposed to the brand. Keller (2008) expresses that brands that are endowed with several positive brand associations have positive customer based brand equity. Brand associations are fundamentally essential in positioning and differentiating brands. They rekindle the interest of consumers to purchase a brand and create a positive attitude towards a brand.

4. Research methodology

This research sought to establish the impact of advertising on building brand equity for universities in Zimbabwe. A quantitative research was undertaken and a descriptive survey research design was used to establish the relationship between the dependent (brand equity) and the independent variable (advertising: print, outdoor and broadcast). A sample size of 150 was used which comprised of 90 males and 60 females who were drawn from ten state universities around the country. A proportional quota sampling technique was adopted in which 15 respondents (11 males and 4 females) were chosen from each institution. Data was collected using the structured questionnaire guide which was interviewer administered in order to solicit data from the respondents who happened to be at the convenient points during the data collection period. A five point Likert scale was used to rate the responses which ranged from 1 to 5 respectively. These numbers represented strongly disagree and strongly agree. Respondents were required to choose a number within the continuum which represented their choice.

A pilot study was executed at Great Zimbabwe University and Zimbabwe Open University with 15 respondents representing a ten percent of the sample size. The major aim was to test the feasibility of the research instrument. Thereafter minor adjustments were done to the questionnaire. The actual data collection involved visiting the ten university campuses during semester registration periods where respondents could easily be intercepted. Data analysis was done using SPSS version 14.0 and a multiple regression was run to establish the linear relationship between advertising and brand equity.

4.1 Data analysis and results

The researchers employed a multiple linear regression model since they intended to establish the relationship existing between brand equity and advertising for state universities. The model used to compute the data is summarised as stated below:

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

Where: Y_1 = Brand equity

X_{1i} = Print advertising

X_{2i} = Outdoor advertising

X_{3i} = Broadcast advertising

The data and information collected were analysed using SPSS 14.0 and the tables that follow represent the snapshot of the findings.

Table 1. The effect of advertising on brand equity

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.237	15	3.482	22.366	.000
	Residual	14.636	94	.156		
	Total	66.873	109			

a Predictors: (Constant), Others, Event sponsorship, Newspaper, Radio, Others, Brochures, Telephone, Others, Magazine, Billboards, Cell phone, Internet, Tradeshows, Kiosk, Fliers

b Dependent Variable: Brand equity

To establish the linear relationship that exists between advertising (print, outdoor and broadcast) and brand equity an ANOVA test was run, at 5% confidence interval. The results depict a regression value of 52% and a residual value of approximately 15%. This shows that the above model is fitting to predict the effect of advertising on building brand equity. The significant value of .000 also confirms that there is a significant linear relationship between advertising and brand equity and that the advertising variables have varying effects on brand equity. Upon this basis the following tables (2, 3 & 4) are going to be used to interpret data.

Table 2. Regression results on the effects of print advertising on university brand equity

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Print Advertising	(Constant)	.356	.262		1.356	.178
	Newspapers	.010	.041	.014	.239	.812
	Magazine	.052	.041	.076	1.271	.207
	Brochure	-.022	.034	-.034	-.636	.526
	Flyer	.004	.041	.006	.095	.924
	Others	.027	.036	.043	.743	.459

a. Dependent Variable: Brand equity

The regression results depicted on the table indicate that print advertising has a positive considerable contribution towards the building of universities' brand equity. This is shown by the ^t-test results which fall within the acceptable range of -2 and 2. Of the five print advertising variables, the magazine appears to contribute more significantly than any other variable as reflected by the ^t-test results of 1.271. However, brochures have the least contribution of (^t = -.636). Other print advertising variables such as news letters, prospectus, notices, letter heads and logos also play an essential role in the edification of brand equity. The contribution of magazine

advertising is attributable to its longer life span which enables many prospective readers to access it and it can also be shared and read repeatedly. Thus, it can repeatedly inform, persuade and remind the readers about the existence of the brand and what it does to the customer. The rationale behind a limited use of brochures and fliers is that they are usually used by universities during trade shows and important exhibitions and it is not everyone who would have access to these advertising materials. The contribution of the newspaper is less significant ($t = .239$) owing to its short life span. In the Zimbabwean context there are certain areas where newspapers may not reach. The overall impression in relation to the results reveal that for universities to build brand equity there is need to blend the stated variables in such a manner that they yield the desired awareness, recall and positive customer based brand equity.

Table 3. Regression results on the effects of outdoor advertising on university brand equity

		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	.356	.262		1.356	.178
Outdoor advertising	Billboards	-.019	.037	-.031	-.510	.611
	Kiosk	.012	.042	.018	.293	.770
	Tradeshows	-.014	.039	-.021	-.347	.730
	Event sponsorships	-.004	.041	-.007	-.099	.922
	Others	-.002	.039	-.003	-.046	.963

a. Dependent Variable: Brand equity

The results in table 3 above are indicative of the fact that whilst outdoor advertising influences the building of brand equity for universities its contribution is relatively weak. This is depicted by the t-test results falling within the acceptable region and range from -.510 to .293. Billboard advertising ($t = -.510$) has the least contribution towards building brand equity, an aspect which demonstrates that universities in Zimbabwe least use billboards for creating awareness and preference for their brands. Billboards are usually used as sign posts to give direction and inform the public about the location of the institutions. In most cases they are not designed in an appealing fashion that renders them unique and memorable attributes and as such when consumers experience them they don't generally result in the creation of long lasting mental maps that assist in building brand equity. The results also indicate that trade shows ($t = -.347$), event sponsorships ($t = -.099$) and other ($t = -.046$) forms of outdoor advertising have an insignificant contribution towards building universities brand equity. This could be attributed to the contention that universities normally attend trade shows at most three times a year and normally these trade shows are not in anyway related to their core businesses. Since these organizations are non profit making, they may not have the capacity to sponsor events of national magnitude that may assist in raising awareness

and enhancing brand equity. Other outdoor advertising forms such as posters and transit advertising are rarely used and as such their contribution is minimal. While universities seem to treat outdoor advertising as a step child it is high time they take a proactive and innovative approach to implementing this strategy. This approach could work well in rural areas where other forms of advertising may not have much needed reach capacity to get to the intended target customers.

Table 4. Regression results on the effects of broadcast advertising on university brand equity

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	.356	.262		1.356	.178
Broadcast advertising	Television	.239	.037	.367	6.421	.000
	Radio	-.015	.008	-.095	-1.831	.070
	Internet	.179	.040	.067	1.471	.000
	Cell phone	.286	.043	.392	6.618	.000
	Others	.188	.034	.296	5.492	.000

a. Dependent Variable: Brand equity

The above table depicts that only internet and radio have been employed in a manner that builds the brand equity of universities. It is also evident that television, cell phone and other forms of advertising have not been used by the universities as advertising brand equity building tools. This is demonstrated by the t-test results which are falling outside the acceptable range. The rationale behind universities using internet ($t = 1.471$) and radio ($t = -1.831$) is that these media are affordable and have a wider market coverage. In specific terms internet is free of charge and it has managed to conquer distance such that it cuts across all geographical boundaries in a blink of an eye and therefore it is the most preferred medium of broadcast advertising. Radio advertising has been used as one of the dominant mass media for promoting brands and it reaches almost every region of the country where universities draw most of their customers. Broadcast advertising media like television ($t = 6.421$) cell phone ($t = 6.618$) and other forms of broadcast advertising ($t = 5.492$) have no contribution towards building brand equity of universities. This is not because these media are ineffective and inefficient but universities have not been employing these as strategies to build reputable brands. Universities have not been using the two advertising media to the expected level that may aid in building brand equity. The reasons may be attributed to high cost associated with both television and cell phone advertisements. It is critically important for universities to realise that building brand equity could be easily realised if these institutions initiate the use of television as it affords the audience to hear and see the advertised brands. In this scenario imprints of the brand may be stored permanently into the memory links of the targeted consumers thereby

allowing the consumer to retrieve the brand when needed. It is also of paramount importance for universities to take the opportunity to start using cell phone advertising taking advantage of the phenomenal growth of cell phone subscribers' base which currently stands at ten million as at 2013. Therefore it is prudent that universities should combine all broadcast advertising variables in order to build brand equity.

8. Managerial implications

The main objective of this study was to examine the impact of advertising on building brand equity of universities. Throughout the discussion it has been observed that Zimbabwean universities have not taken proactive approaches and innovations in using advertising as one of the most powerful media to build brand equity. In light of the findings of this research it is imminent that universities should start acknowledging the significance that brand equity has and upon this background the management may now be able to start employing the other advertising variables that have been ignored due to various reasons. Universities should prioritise their advertising approaches starting with those that give a clear and vivid picture of the brand that is being advertised. While the use of print advertising has been confined to magazine, managers should also improve on the use of newspapers, brochures and flyers as means of building brand equity. This is vital because some newspapers have strong readership base which may allow for a quick dissemination of information. The university managers should take cognisance of the fact that despite limited regard for outdoor advertising by Zimbabwean universities, it is imperative to also use this medium considering that it is a low cost medium which is capable of eliciting the same effect on creating awareness, and enhancing brand preference. Outdoor advertising materials can last for a long time before it requires attention, whilst its effects can continue to be enjoyed. It allows the universities to enjoy economies of scale as a result of reduced advertising cost. Event sponsorships are vital elements of outdoor advertising that are instrumental in enhancing brand association and as such engagement in this form of advertising offers universities opportunities to build their reputations. In the same vein it is important for universities to come up with academic expositions in which they showcase and parade various aspects of their businesses rather than relying solely on national trade exhibitions. It has become vital for managers of universities to impress breakthroughs in technology that have seen the cell phone enhancing personalised advertising, thus universities can directly advertise their programs to their targeted market segments through strategic alliances with telecommunication companies. The advantage of cell phone is that a targeted prospect cannot zip or zap the advertisement therefore managers of universities can take advantage of such technology to build organizational brand equity. While television advertising may appear to be expensive, the cost incurred may not be compared to the impact that will accrue to the institution the long run. Television advertising has the ability to combine the video and audio which result in more permanent message in the mind of the customer.

9. Further research

This research covered the impact of advertising on building brand equity in Zimbabwean universities. There is also a need to research on the impact of advertising on building brand equity for universities in the region and examine how advertising aids in the building of brand equity in other institutions of higher learning such as teachers' colleges, polytechnics colleges and even privately owned colleges in Zimbabwe. There is also a gap on how other forms of advertising like public service and celebrity advertising impact on brand equity of the same institutions.

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