

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**THE EFFECTIVENESS OF ADVERTISING IN THE MARKETING OF BOOKS IN  
ZIMBABWE.**

**BY**

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## **ABSTRACT**

The study sought to analyse the effectiveness of advertising as a promotional method in marketing books. Zimbabwean book publishers shun advertising as a way of promoting their materials. The research was carried out to establish the effect of advertising in the marketing of books in Zimbabwe. Using descriptive survey, questionnaires and interviews were used to gather information from publishers, booksellers and individual customers. The identified publishers were Mambo Press Publishers and Lleemon Publishers whilst the booksellers were Mambo Press Bookshop and Innov8 Bookshop. A total of 25 customers were random picked from bookshops in Harare. The research noted that advertising effects customer buying behaviour; advertising has an impact in influencing the decision to purchase books. The research also noted that customers prefer certain media of advertising to others. Thus, publishers are recommended to use the media that is most preferred by their customers.