

Chapter 20

Using Indigenous Languages for Enhanced Global Marketing in Tanzania

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ABSTRACT

As the sector of commercialization is expanding, within Tanzania and globally, finding wider markets has become a great challenge. The authors opine that businesses will be enhanced by using local languages. The study maintains that language links with the culture that has a great influence on global marketing such as product design, branding, and distribution process. The study collected data through surveys, interviews, and observation in three regions, namely Iringa, Dodoma, and Dar es Salaam. The results were later analyzed qualitatively using descriptions and tables. Results revealed that out of 60 respondents that took part, 23% of the customers are from the western countries, 20% are from East Africa, 16% from other African countries, and 51% are within Tanzania. The majority, 80%, stated that even though they market their products outside Tanzania, the only languages used are English and Kiswahili. It is anticipated that companies that use indigenous languages will bring their customers individualistically or collectively much closer, widening the products' markets in Tanzania.

INTRODUCTION

This chapter focuses on using Tanzanian indigenous languages for enhancing global marketing in products and services. The work concentrates on viewing the Tanzanian indigenous languages as channels and resources that can be used in advertising various products and services creatively and innovatively. With the advancement of mass media and social networks, the globalizing business has become an easy task (Adedeji, 2015). The local ethnic languages have been marginalized although Tanzania has diverse

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ethnic languages. This research explores the linkage between indigenous languages and commercialization specifically, focusing on Tanzania ethnic languages in marketing commercial commodities across the country. Indigenous languages are the kinds of languages that are spoken by the natives and ethnic groups. Indigenous languages hold all the potentials and qualities of the natural or ethnic language and go further to implementing the functions of an ethnic language (Balogun, 2013). Hickey (2001) asserts that a language is a dynamic and complex system of conventional symbols that are used in different modes of thought and communication. Further, language progresses within specific chronological, cultural and social contexts (Lightfoot, 2006). Moreover, language learning and use are determined by the intervention of genetic, intellectual, psychosocial and ecological influences. It is important to realize that efficient and effective use of any language for communication requires a wider comprehension of human interaction that includes factors such as non-verbal nods, inspiration and social-cultural roles (Barkhuizen, 2008).

The business personnel in Tanzania use much effort and time in promoting their products and services through mass media, social networks, as well as print and short text messages to enable penetration to internal and global markets. At most times the entrepreneurs use national exhibitions, colloquiums among other modes to ensure that the given product or service reaches the targeted market. Several authors have asserted that there is complexity in the use of official languages such as English in making adverts to ethnic groups, particularly in remote areas (Atkinson & Kelly- Holmes, 2006; Bhatia, 2007; Cayla & Arnold, 2008). Some indigenous languages have in recent times been adapted and used in branding different products and the response of customers has been outrageous. The Tanzanians that do not comprehend languages such as Kiswahili and English when adverts are expressed find it unnecessary to purchase products and services. The gap is lessened by the use of ethnic languages that possibly will in an exceptional way deliver the advert to the customers leading to massive profits to the business personnel. Based on this notion, the main purpose of advertisement is to attract the attention of buyers for available products and services. Identifying a suitable language that meets the customers' demands in marketing involves linking language and culture of a society. The use of pleasant and conventional marketing language ensures that the customers' needs and requirements are not marginalized.

At present, numerous online and physical businesses use merely Kiswahili and English languages in making adverts. Tanzania requisite to celebrate uniqueness, togetherness and commonalities in the form of culture, political affairs, commerce and historic events and the diversities in Tanzanian indigenous languages (Maho, 2002). Indigenous languages are important in this chapter as the diverse languages provide various interpretations to the products and services as well as consumers attracting wider markets.

Consequently, languages used for advertisement have a great effect on global marketing in Tanzania. In working towards arousing the clients' and consumers' interests, then different inspirational techniques and skills need to be employed in advertising products and services. One good example is using the indigenous philological in publicizing commodities and services (Stoyko, 2009).

The current work examines indigenous etymological usage to enhance trade in Tanzania. Based on the data gathered, the study contributes to the deliberation of the purposes meant for Tanzanian business use of indigenous languages. The research seeks to ascertain the extent to which the indigenous language in Tanzania can be used for globalized markets and the impacts it brings with it. The current study is crucial because the authors anticipate the results obtained will contribute to the knowledge gap on the use of indigenous language in marketing in Tanzania and add value to the current trend of businesses. The main objective of the chapter is to establish the use of indigenous language for enhancing the global marketing of Tanzanian products and services.

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