

**ADVERTISEMENT AND SALES PERFORMANCE IN MTN UGANDA,  
KABALE BRANCH**

**BY**

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**APRIL, 2023**

**DECLARATION**

This dissertation is my original work and has not been presented for any award in any other University.

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Date.....

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**APPROVAL**

This research dissertation has been submitted for examination with my approval as university supervisor.

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## **DEDICATION**

This research Report is a special dedication to my beloved Parents, Mr. Twesiime Daniel and Mrs. Kesafari Theopista, who supported me financially and materially throughout my Education life.

I can't forget my Family composed of my beloved wife Mrs. Akampurira Evalyne Mwebesa ,my beloved children Ethan Mwebesa and Elijah Mwebesa together with my brothers MujuriziObedias, and MuherezaOnesmas and Sisters Kebirungyi Agatha, Ninsiima Judith Dan, and Komukago Diana for Understanding, and Motivating keep on moving .

May the good Almighty Lord bless you abundantly.

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## **LIST OF ABBREVIATIONS**

AAM	American Association of Marketing
FCC	Federal Communications Commission
USA	United States of America
WPP	Wire and Plastic Products
TV	Television
MTN	Mobile Telephone Network

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## ABSTRACT

The study was to establish the effects of advertising on the sales performance of MTN Uganda, Kabale District. It was guided by a number of objectives, which were: to establish the various forms of advertisement used by MTN Uganda; to examine the effect of media advertisement on sales performance of MTN Uganda; to examine the effect of billboards and sponsoring events on sales performance of MTN Uganda; and to investigate the relationship between advertisement and sales performance of MTN Uganda in Kabale District. The data was collected from primary and secondary sources. The researcher used questionnaires and interview guides as research instruments. The study sample of 136 respondents was selected using simple random and purposive sampling. The respondents comprised employees of MTN Uganda, Kabale district, Qualitative data was analyzed using both descriptive and inferential statistics. Descriptive statistics included the use of frequencies and percentages to analyze biodata, while inferential statistics included the use of mean and standard deviations to test individual responses; as well as the Pearson correlation coefficient ( $r$ ) to test the relationship between advertisement and sales performance of the MTN Uganda Kabale branch. The study findings revealed that the various forms of advertisement used by MTN Uganda included media, billboards, sponsorship of events, routine sales promotions, a website, and giving prizes with the company name. The results further revealed that there is no significant relationship between media advertisement and sales performance ( $r = 0.511$ ,  $p = 0.663$ ), there is a significant effect of billboards and sponsorship of events on sales performance ( $r = 0.003$ ,  $p = 0.412$ ), and lastly, there is no significant relationship between advertisement and sales performance of MTN Uganda Kabale district ( $r = 0.610$ ,  $p = 0.713$ ).Based on research findings, the following recommendations were made: there is a need for MTN Uganda to conduct a customer communication needs assessment and be in a better position to design a clear and dependable medium to reach out to the public with services and products; there is a need to hire marketing professionals with the ability to package advertisement messages; and there is a need to choose the right people and approach to deliver messages. While designing advertisement messages, there is a need to strike a balance between the message content, medium or channel used, and personal qualities of the people involved in the ads if the process is to be impactful. MTN, as a company, should invest in corporate social responsibility; this helps promote the company's products and services while transforming customers' lives and communities.

## **CHAPTER ONE: INTRODUCTION**

### **1.0 Introduction**

This chapter comprises introduction, the background of the study, statement of the problem, objectives of the study, research questions, and scope of the study, significance of the study.

### **1.1 Background of the study**

#### **Historical perspective**

Posters and wall paintings were the most popular forms of advertisement during the time of the ancient civilization. However, the history of advertising may go back thousands of years. The advertising message was initially spread through word in mouth (Lapanska, 2006), and walls or rock artwork was another early form of advertisement. The habit of painting walls was present in Indian rock art dating back to 4000 BC as well (Bhatia, 2000). In many regions of the world, rock or rock art is still a common form of advertisement.

The habit of painting walls was present in Indian rock art dating back to 4000 BC. A traditional form of advertising that is still widely used today is painting on walls and rocks. Notably, Roman Empire walls were used for advertising and communication (Schwarzkopf, 2011).

Newspaper advertisements were first published in Europe in the middle of the 17th century to convey information about new books, beverages, vacation plans, matrimonial proposals, and some groundbreaking adverts. The Courier of Bombay was first published in English in 1790, although the advertising was written in Gujarati, Marathi, and Konkanese. Due to the entry of foreign traders in the 19th century, advertisements for the sale of goods and services to both foreign and local traders were made in both Singapore and Malaysia (Abdullah, 2002). The study established that advertisers disseminated business information through posters, brochures, newspapers, and pieces of wood.

Alongside sociological and economic progress, advertising spread gradually over the world. The French magazine La Presse placed its first paid promotion in June 1835 at a price that was inexpensive to its readers in an effort to increase profitability. Volney B. Plamer established the

first contemporary marketing agency in Pennsylvania in 1840. In order to grow his business, Plamer purchased discounted space for ads in other newspapers in 1842 and then sold it to advertisers at a higher price. Later on, N.W. Ayer & Sons was founded and started offering services for organizing, coming up with, and executing comprehensive marketing initiatives for a specific market. Since 1900, when N.W. Ayer & Son first took control of the industry, advertising has grown into a profession (Stephen, 2007).

Because of industrialization and the creation of goods and services, the idea of advertising quickly spread in the United States. Due to these factors, companies hired people for marketing campaigns to significantly affect the purchasing habits of the public. The work of Edward Bernays played a significant contribution in the formation of contemporary advertising and public relations during the period between 1910 and 1920 when advertisers implemented ideological practices to sway consumer opinions and foster a desire to buy items (Ewen, 1976). As a result of implementing Bernays' strategy to create favourable associations with tobacco use, tobacco corporations began investing in advertising to promote their goods (Studlar, 2002).

The invention of radio in the early 1900s gave advertising fresh life. In 1920, advertisers first experimented with radio advertising, spending \$ 4 million in the United States by 1927 (Applegate, 2000). A media outlet was started in 1920 to sell radios and other things to customers, and at that time, corporations discovered a new medium for advertising. However, as radio stations evolved, advertising quickly expanded, giving companies a platform to advertise their goods and radio station owners a means of making money. The Federal Communications Commission, also known as the FCC, was founded in the United States in 1934 to define the guidelines for radio advertising and to oversee the production, branding, and labelling of goods (Applegate, 2000). In the words of Pandey (2017), Indian Broadcast Company Ltd. organized the country's first radio station in 1927 after the Times Indian newspaper launched it in 1921 with the help of the Post and Telegraph department. Later, in 1936, All India Radio took up the job.

In addition, widespread academic interest has been shown in digital advertising (Aslam and Karjaluo, 2017). Online or web advertisements are described as "web ads, including posters, buttons, and pop-up windows, etc." by Janoschka (2004). The word "web ad" is used to describe a variety of online advertisements that are displayed on or pop out from web pages and are made up of small amounts of text and graphics. In addition to a brief promotional statement or body

copy, web ads frequently include a call to action. They are intended to alert consumers to the existence of specific websites and convince them to visit them.

Stockholm, London, and Amsterdam are home to the best online advertising companies in the world, according to Schwarzkopf (2011). The most significant marketing and advertising communication business in the world is the WPP (Wire and Plastic Products) group, which owns "300 advertising firms, PR organizations, market research businesses, direct marketing enterprises, buying media businesses, and social media, interactive, and search-engine agencies worldwide." Sir Martin Sorrell, a Knight of the Realm, is the company's chairman. The group's current focus is on Mumbai and Shanghai. Terkan (2014) listed the benefits of advertising as: aiding in the promotion of goods, lowering distribution costs, fostering competition, demonstrating demand, raising awareness of new businesses and products, developing brand equity, and enhancing a company's reputation.

Cox et al. (2009) defined it as "pages which include content created by users in various formats". As a result, social media has become a tremendously fascinating and dynamic online advertising platform. It offers the benefit of quickly spreading the news to millions of individuals worldwide. The newest marketing "buzz" is social media, and businesses are scrambling to use this internet platform to interact with their target markets. The popularity and acceptance of social media among communities has caused many advertisers to reevaluate their approaches to advertising (Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013), making social media an effective marketing communication tool on a global scale (Duffett, 2015).

The phrase "social media advertisement," on the other hand, refers to a marketing innovation that occurs in an online setting through social media platforms like Facebook, Twitter, LinkedIn, YouTube. According to Stein (2006), the ideal sales strategy entails training for salespeople that support a business's sales methodology and associated procedures. Training is only a tactical solution to a bigger issue without a sales methodology in place, thus designing or adopting one is essential (Stein, 2006).

Advertising is more difficult as the efficiency for certain of their former stars in sales positions has declined. Sales professionals need to have different sets of skills since selling complicated products and services is more challenging than selling commodities (Stein, 2006). The majority

of businesses are aware that both the globe and their customers' purchasing habits have likely altered irrevocably. However, some businesses have failed to acknowledge the necessity of changing their staff of salespeople (Stein 2006).

It is advisable to spend money on some short-term training to improve the abilities of salespeople and customer care workers while coping with declining or falling sales. If you cannot afford to let go of experienced employees, train those you can. You cannot afford to pass up making this investment. Find training that is suited to your situation and provides results. Seminars or online learning are two options that do not necessitate leaving the house or one's job (Verret, 2004).

## **2.1 Theoretical perspective**

This research utilized the rational expectations theory and cognitive dissonance theory.

### **Elaboration Likelihood Model (ELM)**

The Elaboration Likelihood Model (ELM) is a theory that connects advertising with sales performance by examining the cognitive processes that individuals engage in when they encounter persuasive messages. According to the ELM, there are two routes to persuasion: the central route and the peripheral route. In the central route, individuals are motivated to process the advertisement message carefully, focusing on the content and arguments presented. When consumers engage in high elaboration, they are more likely to critically evaluate the advertisement and consider the product's attributes, leading to a higher likelihood of making a purchase. Therefore, the quality and persuasiveness of the advertisement are crucial in influencing sales performance. On the other hand, in the peripheral route, individuals rely on peripheral cues such as attractive visuals, celebrity endorsements, or catchy slogans to make quick judgments without extensive cognitive processing. In this case, the advertisement's ability to capture attention and create positive associations can impact sales performance (Petty and Cacioppo, 1986)

Applying the ELM to sales performance, advertisers need to consider the target audience's motivation and ability to process information. By tailoring advertising messages to align with the consumer's processing route, either central or peripheral, advertisers can enhance the persuasive impact of their campaigns, leading to improved sales performance (Petty & Wegener, 1999).

## **AIDA Model**

The AIDA model is a classic theory in marketing that connects advertising and sales performance by outlining a series of stages a consumer goes through in response to an advertisement. AIDA stands for Attention, Interest, Desire, and Action, representing a hierarchical progression of consumer response.

**Attention:** The advertisement must capture the consumer's attention through compelling visuals, engaging headlines, or intriguing content. If the advertisement fails to grab attention, it may not generate sales opportunities.

**Interest:** Once attention is captured, the advertisement should generate interest by highlighting the product's unique features, benefits, or solutions to consumer needs. This stage aims to create curiosity and motivate the consumer to explore the product further (Strong, 1925).

**Desire:** The advertisement needs to stimulate desire by creating an emotional connection or emphasizing the product's value proposition. It should convey a sense of need or want, making the consumer desire the product or service being advertised.

**Action:** The ultimate goal of advertising is to prompt action, which in this case is the purchase or conversion. The advertisement should include a clear call-to-action (CTA) that guides the consumer towards the desired action, such as making a purchase, visiting a store, or contacting the company.

The AIDA model suggests that an effective advertisement should guide consumers through these stages, capturing their attention, generating interest and desire, and finally prompting them to take action. By carefully crafting advertisements that align with each stage of the AIDA model, marketers can increase the likelihood of driving sales and achieving better sales performance (Kotler & Armstrong, 2009).

## **Contextual perspective**

MTN Uganda is the largest telecom company in Uganda, with 11.2 million subscribers, accounting for 55 percent market share, as of 30 June 2017. By 31 December 2019, its customer base had increased to 12.6 million customers. In March 2021, the Uganda Communications



Commission estimated the number of MTN customers in Uganda at 15 million, out of 28.3 million mobile network subscribers, thereby attaining a 53 percent market share. MTN Uganda has service centres all over the country and in this study, the focus is MTN Uganda Kabale Branch.

There are many different sorts of advertisements, including advertisements in newspapers, advertisements on television, web page banners, and more. These are typically intended for a certain group of people. Advertising is a "paid for" kind of communication that aims to influence consumer behaviour by spreading knowledge, raising awareness, and changing consumer attitudes.

Advertising for new items is more successful than advertising for existing products, based on Thomas (1994). Effective advertising is simpler to develop for new products than for established ones. The main factor influencing its efficacy is the "news value" that new items inherently possess. To take advantage of such an intrinsic advantage (i.e., to underspend on introduction promotion for new items), novel offerings are the most frequent marketing success. According to study by Decision Analyst, perhaps as much as 50% of all advertisement for well-known items is ineffective or only marginally beneficial.

The main purpose of advertising is as a tool for strategy. Its long-term impacts must be evaluated, not simply for short periods of time. However, companies with a longer-term perspective will win the marketing battle by making the most of big media advertising. This is not to say that other media platforms, such trade shows, advertising for sports, the World Wide Web, fax the networks, and telemarketing, cannot play a key supporting or supplementary role. Instead, they very definitely can. This implies that the quality of advertising typically outweighs the quantity of it (Philip Cateora, 2005).

Advertising is employed as a vital instrument for international marketing within the company's global operation. The main objective of international advertising is to educate consumers about the advantages and values that a good or service has to offer. It can be used independently or in conjunction with other marketing/promotional tactics like public relations, sales promotion, or publicity. Today's advertising has sparked a variety of changes, including the expansion of the

internet and global television. In 1998, global advertising spending exceeded \$300 billion, and by 2001, this figure is projected to be close to \$350 billion (Warren J. Keegan, 2002).

Lovelock and Patterson (2015) note that sales in marketing terminology refers to the actual financial sales that a company makes after making the appropriate collections from the various sales channels for the initial complete production that was put on the market. According to Kotler et al. (2016), sales revenue is the entire amount of money a company makes from the sale of all of its products and services over a specific time period.

Therefore, Businesses' only economic objective is to sell as many products as possible. These speed up the pace of turnover, resulting in greater revenue and productivity (Katsikeas et al., 2016). One of the best methods to gauge how well the sales function is performing is by measuring growth in sales volume. Customer outreach is another common and useful statistic (Chernev, 2018). The capacity of the business to constantly draw in new clients who purchase their products is referred to as outreach. The number of new customers interested in the company's products within a specific time period can be used to gauge growth in consumer outreach. According to Sukadi, Inderawati, and Wong (2016), an increase or reduction in sales volume indicates a change in the firm's actual sales for the period.

Being able to constantly draw in new clients who purchase the company's goods is referred to as outreach. The number of new customers that express interest in the company's products over a given time period can be used to gauge growth in consumer outreach. According to Sukadi, Inderawati, and Wong (2016), growth in sales volume can indicate a drop in actual sales or an increase in sales levels for a given period.

In order to increase knowledge and acceptance of a company's goods and services, the promotion mix integrates personally selling, promotional activities for sales, public relations, and direct marketing (Bagozzi et al., 2018). Advertising, according to Hackley & Hackley (2017), is any impersonal (one-way) sponsored communications in which the brand is mentioned.

Prominent businesses and producers in Uganda employ these numerous forms of advertising to accomplish their objectives. One of the largest producers in Uganda and all of East Africa, MTN Uganda, promotes its products using a range of media, including radio, television, newspapers, and through sponsoring a range of regional events. High patronage will be attained when there is

sufficient awareness through advertising, which will enhance sales volume, productivity, and profit levels of firms (Sajuyigbe, Amusat, and Oloyede, 2013).

Advertising can take many different forms, including informative, persuasive, comparison, and reminder advertising. Consumers are informed about new goods and services through informative advertising, which also helps to create initial demand. It clarifies misconceptions, specifies the goods and services that are offered, and enhances the company's reputation (Kotler, 2003). In print (newspapers, magazines, billboards, flyers) and broadcast (radio, television), advertisements often include images, headlines, product information, and on occasion a response coupon. Additionally, advertisements can be visible on the walls of airport pathways, the seats of supermarket carts, buses, airplanes, and trains. Advertisements are typically placed in areas where viewers have access to visual and/or video content quickly and/or frequently (Connie E., 2010).

One of the well-known businesses and producers is MTN Uganda Limited Kabale, which uses these many forms of advertising to accomplish its objectives. One of the largest businesses in Uganda, MTN Uganda, advertises through a number of media, including radio, television, newspapers, and through sponsoring a range of regional events (Mugabe, 2013). Advertising can take many different forms, including informative, persuasive, comparison, and reminder advertising. Consumers are informed about new goods and services through informative advertising, which also helps to create initial demand. It clarifies misconceptions, specifies the goods and services that are offered, and enhances the company's reputation (Kotler, 2003). In print (newspapers, magazines, billboards, flyers) and broadcast (radio, television) media, advertisements often include images, headlines, product information, and sometimes a response coupon. Contrarily, a broadcast commercial is an audio or visual narrative that can range in length from 15-second advertisements to larger pieces called infomercials, which typically last 30 to 60 minutes (Connie E., 2010). Additionally, advertisements can be visible on the walls of airport pathways, the seats of supermarket carts, buses, airplanes, and trains. Advertisements are typically placed in areas where viewers are able to find visual and/or video content quickly and/or frequently (Connie E., 2010). MTN Uganda frequently promotes its products using paid advertorials in a variety of media, including radio, television, and newspapers, among others, in an effort to boost sales. MTN Uganda increased their advertising spending between 2007 and

2013, and while this resulted in an increase in sales turnover, the rate of rise in sales turnover during those years did not follow suit.

## **1.2 Statement of the problem**

Because it encourages brand preference and loyalty, which boosts sales, advertising is crucial for MTN Uganda's long-term survival in the market. The fall in the sale of firm items, however, is the reason why MTN firm's sales currently aren't as high as what the company's top executives and the marketing division require. Despite disconnecting 3,7 million users in the most recent quarter to comply with RICA's compliance regulations, MTN Uganda's subscriber count fell up an amount equal to 1.47 million years over year (YOY) subscribers. As a result, the number of subscribers had dropped to 8.9 million by the end of the year, a 14.1% fall. One million net fresh links were created in the first month among the year, which suggests a significant return of these customers. This reflects a gain of 11.1% having the moment of closing base being the year's conclusion on December 30, 2018.

MTN Group, a pan-African mobile phone operator, saw a 13 percent decline in net profit for the fiscal year that ended on December 31, 2021, despite a \$77 million gain from its sale of its 12.95 percent stake in the Uganda business. The South African-based telcom's profit after tax dropped by 13.17 percent to \$1.12 billion to a value of \$1.29 billion in 2020 due to higher operating expenses. Even though they spend a lot of money on advertising and employ a variety of advertising methods, their sales are gradually falling over time. The sustainability of MTN Uganda's sales depends heavily on advertising, which encourages consumer preference for and brand loyalty, both of which enhance sales. However, due to increased competition from telecommunications companies like Zain-Uganda, Warid Telecom, UTL, Orange Telcom, and I. Telecom, the sales of MTN Company are currently below what needs to be done by the company's upper management and the marketing department. In order to bolster the advertising strategy, a lot of resources must be allocated; however there is a problem in that there are not enough resources. If the particular problem of growing competition is not addressed and handled promptly, MTN Kampala's goods may be defeated in the Ugandan market. This is a specific risk because it can result in MTN Uganda losing customers to competition and seeing a decline in sales and revenue.

### **1.3 Purpose of the study**

The purpose of the study was to investigate the effect of advertisement on sales performance of MTN Uganda, Kabale branch.

#### **1.3.1 Specific objectives**

1. To investigate the effect of media advertising on sales performance of MTN Uganda, Kabale
2. To investigate the effect of billboards and sponsoring of events on sales performance of MTN
3. To examine the relationship between advertisement and sales performance of MTN Uganda, Kabale Branch.

#### **1.4 Research Questions**

2. How does media advertisement affect the sales performance of MTN Uganda Kabale branch?
3. How do billboards and sponsored events affect the sales of MTN Uganda Kabale branch?
4. Is there a relationship between advertisement and sales performance of MTN Uganda, Kabale?

#### **1.5 Hypotheses**

1. Media advertising has an effect on the Sales Performance of MTN Uganda Kabale branch
2. Billboard advertising and sponsorship of events has an effect on sales performance of MTN
3. There's a significant relationship between advertisement and sales performance of MTN

#### **1.5 Scope of the study**

##### **1.5.1 Content scope**

The study was carried out on the impact of advertising on sales performance using MTN Uganda Kabale Branch as a case study. This led the study to focus on identifying the various forms of advertising utilized by MTN Uganda Limited, evaluating the company's level of sales volume, and examining the correlation between advertising and MTN Uganda Limited's sales performance.

##### **1.5.2 Geographical scope**

The study was conducted in Uganda, Kabale district with a focus on the staff, executives, and clients of MTN Uganda Kabale branch.

### **1.5.3 Time scope**

The study considered a period of November 2021 to June 2022. Within this period, the researcher was expected to get up to date information. The study took a period of eight months (March – July 2022). This period was enough for proposal writing, data collection, cleaning, coding, analysis and report writing.

### **1.6 Significance of the study**

The study will give the researcher greater knowledge, expertise, and experience about how advertising affects the functioning of private organizations. Additionally, this study will assist in putting into reality the expertise and information learned in research methods as a course in the classroom.

In order to get acquainted with the studies as a whole, a researcher can learn the necessary facts regarding dissertation writing. Finally, the research is going to allow the researcher to complete the requirements for Kabale University's Master of Business and Administration award.

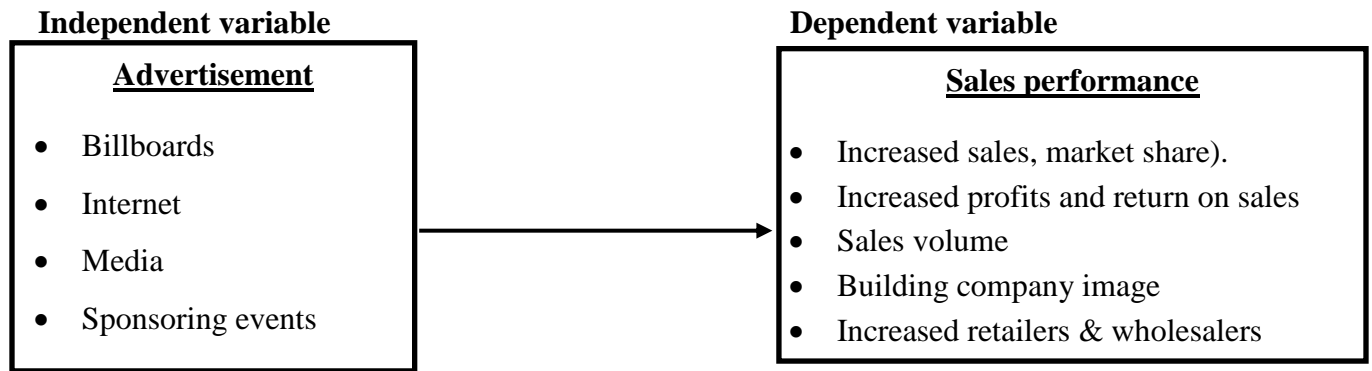
The results of this analysis may aid the business and its shareholders in finding the best ways to maintain positive publicity for the enterprise.

The study might aid businesses in understanding the value of advertising. They will be able to organize their advertisements and brands in a more appealing way, which will increase sales and result in greater performance. This study provides a thorough understanding of how advertisements might affect sales volume, which will inspire many businesses to use advertisements when producing their goods.

The financial position of Uganda is going to be strengthened when businesses start earning greater revenues and sales as a consequence of their marketing since the government will receive more tax revenue.

The study's outcomes and recommendations could be used as a source of information for related studies in the future. Additionally, the outcomes will assist businesses in implementing successful marketing plans and enticing brand designs to attract more customers to their goods and services.

## 1.7 Conceptual frame work



*Source: Adapted from: Prideet al (1989).*

The connection between independent, dependent, and intervening factors is depicted in the above image. In the Figure 1.1 above, according to the scope of the research objectives and the review of the literature, the framework assumes that advertising, which takes the form of branding, billboards, websites, and social media, influences how well MTN Uganda Limited performs in terms of sales volume, as shown by greater sales as well as increased profits and return on sales. Government policies, however, are an additional component that affects MTN Uganda Limited's advertising and sales volume. The paradigm therefore assumes that advertising and performance are positively correlated.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.0 Introduction**

This chapter summarizes what other researchers and scholars had previously said about the topic under investigation as well as numerous concepts and viewpoints from around the globe.

### **2.1 Billboard and sponsoring events on Sales Performance**

Indeed, advertisers are looking into a variety of new options. Innovative uses of billboard advertising have been found: "Out-of-home advertising, long regarded as a backwater on Madison Avenue, is increasingly tougher to ignore as it expands beyond the traditional billboard. Out-of-home advertising, which includes billboards on the side of the road, advertisements on buses and trains, and now even coasters in bars, is changing as a result of new technology. The variety of out-of-home advertisements is becoming more appealing as advertisers find it increasingly difficult to reach consumers through radio and television (The Wall Street Journal, July 21, 2005).

A billboard is a sizable outdoor advertising structure, sometimes known as a "billing board" or "hoarding" in the UK. These structures are often located in high traffic areas, such as next to busy roads. Large ads are shown on billboards for cars and pedestrians to see. Billboards are prominently displayed in the top specified market regions and frequently use bold, allegedly clever statements and striking graphics (Cavaliere & Tassinari, 2001).

The biggest and most effective standard-size billboards are bulletins. They demand high-density consumer exposure (mainly to automobile traffic) because they are primarily located on major highways, expressways, or principal arterials. In addition to their size, bulletins also allow for imaginative "customizing" through expansions and decorations, giving them the best exposure (Assmus, Farley & Lehmann, 1984).

The other prominent type of billboard advertising is posters, which are typically found in business and industrial districts along major and minor arterial routes. Compared to bulletins, posters have a smaller format and are more likely to be seen by locals and commuters, and receive some pedestrians viewing them (Cavaliere & Tassinari, 2001).



Almost all of the aforementioned posters were created in sizable studios, according to Grabowski (2000). The contour of the persons or objects was "pounced" onto the billboard's array of panels after the image had been projected onto them. Then, the painters would actually paint the artwork with huge brushes and oil paints. The artists would climb up on the installed billboard and touch up the margins between the panels after the panels had been installed using enormous hydraulic booms on trucks. In Los Angeles, where historic companies like Foster & Kleiser and Pacific Outdoor Advertising dominated the market, these big, painted billboards were particularly well-liked. These hand-painted billboards eventually gave place to graphic replication, although they are still in use in select locations where only one or two boards are needed. In the center of the entertainment industry, the "Sunset Strip" near Los Angeles is one location whereby painting by hand billboards can still be seen.

Billboard advertisements are made to grab attention and leave a lasting impact very quickly (Kelton & Kelton, 1982). This leaves the reader wondering about the advertisement even after they have walked past it. Because they are typically read while being moved at fast speeds, they must be legible in a very brief period of time. As a result, there are typically a few phrases, printed in huge size, and an eye-catching or hilarious image in vivid colour (Kelton & Kelton, 1982).

The Bloom grocery chain placed the first "scented billboard" on NC 150, close to Mooresville, North Carolina, which was an outdoor sign that sent off the aromas of black pepper and charcoal to evoke the taste of a grilled steak. The advertisement showed a huge beef cube being punctured by a huge fork that reached the ground. From May 28, 2010, until June 18, 2010, the smells will be released between 7 and 10 am and 4 and 7 pm.

A person must sift through the pages of a newspaper to find an advertisement. However, billboards can draw attention just by being present. One well positioned billboard has the same impact as several running print and television advertisements. Most importantly, anyone can view them. When you start installing your billboard on top of structures and along the sides of the road, drivers, employees, and students will be able to see it. They are unable to disregard them either since, whether it or not, there will always be billboards. A person's attention can also be quickly caught by well-designed billboards. Your creative staff will have come up with that, ultimately.

Billboards are always visible, unlike TV advertisements that are dependent on the quantity of minutes purchased and newspaper advertisements that are dependent on how much of space the advertisement takes up. Billboards are visible to everyone throughout the day. They are neither removed when a specific amount of time has passed nor limited in duration. They operate continuously, without breaks or pauses, like 24-hour advertisements. Even billboards cannot be turned off. They are simply there, speaking silently while doing so. You may communicate with them simply by looking at them and seeing what the designs on the billboard have to say to you—you don't even need to speak to them. One of the most reliable ways to market your company is through billboard advertising. Make sure you just rely on advertisement if you want to use outdoor advertising (Nelson, 2001).

### **2.3 The relationship between advertisement on sales performance**

In his research, Singh J. D. (2013) looked at the patterns in Indian bank advertising during the 1970s. The analysis showed that the bank commercials were intentionally made for advertising's sake rather than to develop the market or provide the customer with a satisfactory experience. The marketing and promotion for banks lack professionalism. Following the discovery and forecast of consumer requirements, suggestions were made to place more emphasis on "positioning the bank" than on selling the products.

Using field data, several researchers have attempted to assess the impact of marketing on brand sales. Given the constraints of field data, the majority of these studies concentrate on numerous technical challenges related to effectively capturing impartial effects of advertising (Hanssens, Parsons, and Schultz 2010). These researches' impacts on consumers are much more than zero, according to a more in-depth analysis; however they do depend on the market and product factors. The impact of advertising on sales has not been extensively studied. There hasn't been much research on how the impacts change depending on the creative medium or vehicle or the time of day for broadcast advertising. Particularly, no study has examined how these three elements interact with advertising. Although marketers are aware that a variety of factors affect consumer behaviour, little study has been done on how the convergent marketing mix model may be used to understand these influences. This is explained by the brittleness of the effects of advertising and the difficulties in obtaining bias-free data.

An understanding of how a marketer or shareholder wants to gauge the effect of marketing (advertising spending) on market performance is provided by Naik and Raman (2013). Regression analysis is frequently used by marketers to evaluate these effects. They propose the Weiner Kalman Filter (WKF), which offers estimates that are more accurate at representing the true parameters, and argue that OLS models add biasing effects.

The efficacy of advertising depends on its capacity to support or maintain sales. In order to explain variations in sales, advertising is usually utilized as a distinct factor (Lilien 2014). According to Abraham and Lodish (2010), the extra sales of an item in addition to those that would have occurred in absence of any kind of promotion or advertising are what truly demonstrate the effectiveness of advertising.

The perception that advertising has a short-term impact on sales is still common, despite the fact that marketing professionals have long recognized that this impact can last longer than the present time period (Clarke, 2016). They also contend that, regardless of how much advertising contributes to sales, longer uses of promotional materials are preferable to fewer and shorter ones (Jones 2015). The failure of metrics to distinguish between the short- and long-term effects of advertising has led to the waste of advertising dollars.

Echambadi (2014) illustrates the impact of advertising expenditure on revenue and profitability using the analogy of the method used for capital budgeting. He advises allowing brand managers to spend as much money as they like on advertising if their return is able to surpass a certain threshold. His conviction is based on the idea that the return on an advertising expenditure, rather than its absolute quantity, determines an advertisement's efficacy. The fundamental duopoly model produces an equilibrium that can be calculated analytically; however, this fundamental model does not exhibit any dynamic behavior. Advertising allows businesses to endogenously change demand, which does result in dynamic behaviour but is analytically challenging. Graham and Ariza (2013) describe a model that employs simulated annealing to optimize the distribution of business advertising spending. The method used by Steerman et al. (2017) blends the behavioural theory of the company with the duopoly theory.

Simon 1978, Winder and Moore (2011), and others have studied the form of response function, the changing nature of advertising effects, and the interactions of advertisement with other components of the promotional mix.

Data Envelopment Analysis (DEA), a method used by Luo and Donthu (2011), is used to determine the effectiveness of advertising in traditional media. Additionally, Yunjae Cheong (2016) conducted a research investigation on the assessment of ad media expenditure efficiency using a similar methodology. The goal of this approach was to increase the efficiency of advertising by focusing on how to measure, optimize, and compare the consequences of advertising media investment.

In his study "an assessment of the influence of the advertising and marketing mix on equity," Zarbi (2015) examined the marketing mix's effects on equity, including pricing, store image, advertising expenses, distribution volume, and price-based promotions. The findings of this study demonstrate how directly advertising impacts equity. Products that have been heavily advertised cause equity.

In their study "the analysis of the sponsorship element from among the sport advertising mix" published in 2010, Sayed Ameri et al. examined the sponsorship element's investment as one of the mix promotional components in sport. They looked at the goals of sponsoring organizations in sports and compared their insights to those of sport administrators. Useful findings from this study indicate that managers from both groups think sponsorship is one of the most crucial communicative tools for improving the visual strength of a company's product and people's awareness of the company's brand, which in turn promotes sales and, ultimately, consumer loyalty.

According to Jefikins (2010), there is competition between rival advertising as well as the choice among their rival products and services in a world of competition. The biggest marketer in the world would simply go bankrupt if he discontinued his ads since people forget things extremely easily.

Companies use advertising to make a product or service more recognizable, which fosters consumer confidence in it. It is crucial to let people know about a product if it is simply made available.

According to Yew, Keh, and Ong (2015), non-manufacturing enterprises' one-year stock market performance benefits from significant advertising investment. However, based on the three-year market performance, their findings were equivocal as to whether manufacturing firms profit from spending in advertising. Using event research technique, Mathur et al. (2012) concluded that investors respond favourably to announcement of advertisement adjustments, resulting in greater value on the market for the companies.

To ascertain the effect of promotional expenditures on the financial performance, Graham and Frankenberg (2017) looked at the asset value of marketing expenditures of 320 enterprises having reported advertising spend for each of the 10 years that ended in 1994. They gauged the influence on asset worth and subsequently market value of the companies that are publicly traded using changes in year-to-year variations in advertising expenditure.

Zefania Kimolo (2018) in her report on the "Promotion Techniques" carried out at NSSF headquarters, discovered that certain businesses lack sales effectiveness because they are unaware of the promotion instruments and when, where, and how to apply them. She added that other strategies are failing to increase sales since they are improperly implemented or lack the necessary funding.

NSSF headquarters' "Promotion Techniques" study revealed that some businesses struggle with sales since they are unsure of when, and how to use promotion tools. She added that other strategies are failing to increase sales since they are improperly implemented or lack the necessary funding.

In her study on the "effectiveness of marketing in service marketing," Consolata Sanka (2009) discovered that the majority of people in organizations believe that promotion is solely the responsibility of the marketing department. She concluded that regular seminars, conferences, workshops, and training should be held in order for every employee in every area to take part in attaining the anticipated promotion effect to the organization. This diminishes the efficiency of promotions.

Promotional tools are the most frequently utilized weapon(s) in the competitiveness struggle, and if they are used successfully, they tend to have a favorable impact on sales, according to Joseph,

E.G. (2012) of Mzumbe University in his paper on "The consequences of advertising strategies under competing business environment".

An analysis of the connection between sales and marketing was done using simultaneous equation models. The results showed that different cigarette brands have varied returns on advertising investments. Telser (2012) also stated that other marketing elements, such as the status of the economy and the degree of market competition, have an impact on how advertising and sales interact (Kocabiyikolu, 2014). Quandt (2014) also argued in favour of considering additional variables when examining the relationship between advertising and sales, such as discretionary income, education, and others.

According to Murphy and Cunningham (2013), it is inappropriate to link the effect of advertisement with sales because other marketing elements, such as the state of the economy and the market, can also influence a company's sales. In fact, earlier research that sought to conclusively link marketing and its impact on corporate sales were unsuccessful in doing so (Vakratsas and Ambler 2009). The conflicting findings of previous research on the efficacy of advertising led Neslin (2012) to the conclusion that additional variables, such as promotions for sales, play a significant part in the connection that exists between advertising and sales. She ascribed these aspects to the inconsistent findings of these studies.

According to MKorgaonkar et al. (2014), advertising efforts for nondurable products with distinctive features, targeted at consumers and supported by sufficient financial resources, and with distinctive and creative themes were successful in boosting sales. Additionally, it discovered that effective advertising campaigns may emphasize a product's distinctiveness, have enough funding, employ innovative messaging, and use the right media to do it. Denning (2016) argues that the primary purpose of advertising is to persuade. This point of view contends that advertising boosts product distinction and prevents entrance by endowing marketed goods with prestige and reputation, strengthening the market position of companies that offer them, and raising pricing.

Nelson (2014) emphasizes the crucial part that advertising plays in conveying information about product quality and price. Informative advertising lowers the costs of customer search and makes it easier for items to be substituted, which leads to lower pricing and better market performance.

According to Shah et al. (2019), the relationship between advertising and sales is also influenced by other marketing factors like the state of the economy and the level of market rivalry. According to Murphy and Cunningham (2013), tying advertising to sales impact is inappropriate because other marketing aspects, such as market and economic considerations, have an impact on a company's sale. Theoretically, advertising might have a direct impact on a company's performance by increasing market value or bringing in large profits for the advertising industry. Similar to how it can affect a company's sales and profitability, marketing can also have an indirect impact on how well a company performs (Joshi and Hanssens, 2010). Kim et al. (2012) found a correlation among marketing and profitability for businesses primarily engaged in the consumer products sector.

According to Eng and Keh (2017), the extra purchases of something over and above the ones that would have occurred in the absence of any kind of promotion or advertising are what constitute the effectiveness of advertising. Despite the fact that marketing managers have long understood that advertisement's impact on sales can last longer than the present time period, the misconception that this impact is just temporary is still widely held. They also contend that, regardless of how much an advertisement contributes to sales, greater deployments of advertising are preferable to fewer and shorter ones. The failure of metrics to distinguish between the short- and long-term effects of advertising has led to the waste of advertising dollars.

The findings of Dekimpe et al. (2019) showed that advertising rarely has a lasting impact on an organization's performance. Their studies demonstrated that long-term changes in the framework of sales are not caused by advertising. They contend that brand preference, amount purchased, and category-specific events like the oil crisis may all be contributing factors to the declining effectiveness of advertising. According to Pauwels et al. (2018), the majority of the time when a consumer is exposed to an advertising offer, the consumer has already used and purchased a specific brand. As a result, the impact of learning from that purchase is minimal and can be easily offset by a concurrent and similar competitive offering. Therefore, advertising has minimal immediate consequences.

## **2.4 Conclusion**

Numerous studies on the relationship between advertising and sales performance have found that it is associated with declining returns. In other words, as intake increases, output decreases. This function rises initially gradually, then accelerates before leveling out. because there is a significant amount of market inertia that most advertising initiatives must overcome. Sales per unit increase quickly as a result of the impact of repeated communications and the consequent customer learning.

Returns on advertising decrease with time because consumer demand has mostly been met and more advertising is needed to turn a prospect into a customer. As advertising expenditure increases, this response function has generally been found to show decreasing returns.



## **CHAPTER THREE: METHODOLOGY**

### **3.1 Introduction**

The description of the study's methodology is provided in this section. It highlights the study's limitations as well as the research methodology, target population, sampling design, size, and techniques used for data collecting, analysis, and interpretation.

### **3.2 Research Design**

The study used a descriptive correlational research design. Descriptive research design is a scientific approach used to observe and describe phenomena as they naturally occur, without manipulating or intervening in any way. Its primary goal is to provide a detailed and accurate representation of a particular situation, group, or event. Descriptive research design aims to answer questions about the who, what, when, where, and how of a given phenomenon, focusing on gathering objective data and presenting a comprehensive overview (Johnson, & Brown, 2018).

In a descriptive research design, researchers employ various methods such as surveys, interviews, observations, and existing data analysis to collect information. Surveys involve distributing questionnaires to a sample population to gather data on attitudes, opinions, or characteristics. Interviews allow researchers to engage in direct conversations with participants to gain in-depth insights. Observations involve systematically watching and recording behaviors or events in their natural settings. Existing data analysis entails examining preexisting data sources, such as historical records, census data, or official reports, to extract meaningful information. (Smith, 2020)

The gathered data in a descriptive research design is typically analyzed using statistical techniques to summarize and present the findings. This research design does not aim to establish cause-and-effect relationships or make predictions about future outcomes. Instead, it focuses on providing a clear and detailed description of the observed phenomenon, which can be useful for identifying patterns, trends, and associations. Descriptive research design plays a crucial role in various fields, including sociology, psychology, marketing, and public health, as it forms the foundation for further research and decision-making processes (Smith, 2020)

Descriptive correlational research design was used because the study considered how the variables (advertising and sales Performance) related to one another. The study employed both quantitative and qualitative approaches.

### 3.3 Study Population

The target population consisted of the entire staff (25) of MTN Uganda Kabale branch according to (MTN Uganda, 2020) and 190 customers (MTN's retailers). The employees were stratified into three categories (Tertiary Manager, Sales representatives, and Customer Care) as indicated in the Table 3.1. The sample size was arrived at using the predetermined table for determining sample size by Krejcie and Morgan (1970) as cited by Amin (2005).

**Table 1: Composition of the Study Population**

Category	Population	Sample size	Sampling technique
Territory Manager	02	02	Purposive sampling
Sales representatives	20	15	Purposive sampling
Customer care	03	03	Purposive sampling
Clients	195	116	Simple random sampling
<b>Total</b>	<b>210</b>	<b>136</b>	

*Source: MTN branch office, Kabale district (2022).*

### 3.4 Sample Size

A sample is a fraction of a population having homogeneous characteristics considered for a study (Amin, 2005). The study used a sample because of the inability of the researcher to reach the whole population of MTN besides the constraint of time and resources available for the study. The sample size representative of the MTN staff and this study was 136. It was determined based on the (Krejcie and Morgan 1970). The sample size was selected using a formula by Krejcie and Morgan, 1970.

### **3.5 Sampling Techniques**

The sampling techniques included purposive sampling and random sampling techniques. Purposive sampling according to Amin (2005), refers to a non-random selection of participants on purpose. The variables to which the sample is drawn up are linked to the research question. The reasons for adopting purposive sampling technique for management are as follows: technique was used in cases that have required information with respect to the objectives of this study; the technique specified the criteria for choosing the particular case of study i.e. a certain range of age range, religious sector or education level.

According to Amin (2005) random sampling is a random selection of participants with all having an equal chance of participating. Random sampling was carried out for other employees and receptionists because this provided the available respondents equal chance of being selected. The reasons for adopting random sampling technique for other employees and receptionists are as follows: Sample results were objective and inferences based on them were valid; the sampling error involved in the estimation of the population characteristics could be estimated and also controlled

### **3.6 Types of data**

Primary information was used in the investigation. The study involves contacting respondents for reliable data using self-administered questionnaires due to the typical drawbacks of secondary sources, including outdatedness and inadequacy in respect to coverage. This method allowed the researcher to swiftly and affordably survey a broad population; in addition, self-administered questionnaires were ideal for the target respondents because of their familiarity with their native tongue. The respondents were subjected to structured interviews. The study included secondary data from a variety of low-cost secondary sources, including textbooks, magazines, journals, the internet, and thesis on the topic at hand.

### **3.7 Data Collection Instruments**

The phrase describes tools that help collect information from responders. Quantitative as well as qualitative information were collected by the researcher. The effectiveness of the study depended on the choice of data collecting tools; as a result, when choosing an acceptable data collection

strategy, aspects including the topic's level of complexity as well. response rate, response duration, and the population that was being studied had to be taken into account (Mwangi, 2015). Among these instruments were, for example:

### **3.7.1 Self-Administered Questionnaire**

In accordance with Kothari (2004), the definition of a questionnaire is a piece of writing made up of a series of questions that can be typed or printed in the correct sequence on a form or set of paperwork, derived from the study's overall objective, and evaluated using a Likert scale with five points, ranging from strongly agreeing to strongly disagreeing, according to the items queried. Measuring the variable gives the researcher knowledge on the extent of individual variances in a certain variable, as Mugenda and Mugenda (2003) suggest. In order to quantify the variables and methodically organize the results, the proper measurement tool was applied. Each responder assessed each statement defining a specific variable on a Likert scale with a scale of 1 to 5, according to the questionnaire. The rating went from 1=Weakly to 5=Very

### **3.7.2 Interview Guide**

An interview guide is used to employ unstructured inquiries in interviews with significant individuals to validate the variety of information (Mugenda & Mugenda, 2003). Conversations or dialogue across two or more persons occur during interviews. To supplement the information acquired by structured questionnaires and obtain more in-depth information, the research used interviews as a qualitative data gathering approach.

## **3.8 Reliability and Validity**

### **3.8.1 Content Validity**

Validity and dependability of a research tool are tested through pre-testing (Sekaran, 2001; Mugenda & Mugenda, 1999). A test is considered valid if it truly assesses the traits it was intended to evaluate or is directly related to those traits. It demonstrates how well the instruments represent the range of information, abilities, viewpoints, and attitudes that respondents are predicted to possess (Amin, 2005). Piloting was used in this study to assess the validity and reliability of the data. It began with the researcher developing a set of questions and asking ten

people who were not included in the sample to remark and offer suggestions. The study then planned a meeting for individuals who were interested and continued to consider the issues. Finally, a field pretest of the questionnaire was conducted. By submitting the instruments to impartial experts who assessed their relevance to the study's aims and ranked the items on a scale that included pertinent (R), neutral (N), and irrelevant (IR), the reliability of the tools was assessed. After rating all the items, the content validity Index (CVI) was calculated using the formula:

$$CVI = \frac{R}{R + N + IR}$$

$$CVI = \frac{15}{15 + 3 + 2}$$

$$CVI = \frac{15}{20}$$

$$CVI = 0.75$$

As shown in appendix iii, the computed CVI was **0.75** greater than **0.7** which according to Amin (2005) is valid enough for research purposes thus concluding that the instrument (questionnaire) was valid enough to measure the stated variables of interest.

### **3.8.2 Reliability**

Reliability, according to Litwin (1995), is the extent whereby a survey instrument corresponds with the variables it seeks to capture. According to Kothari (2009), measurement consistency is a key component of dependability; the greater the degree to which consistent the measurement is, the more dependable the instrument is. This means the reliability of the instrument is likely to be deemed to be dependable if respondents consistently provided the same response to a question. Internal consistency is necessary since the separate items should be assessing the same constructs and, as a result, should positively correlate with the other (Kipkebut, 2010). In the study, dependability was assessed by "testing the two aspects of consistency and stability" and this was done by utilizing the internal consistency test of Cronbach's alpha in SPSS version 22.

This is seen in Appendix IV, wherein the calculated alpha was 0.81, which was higher than 0.7, which is considered acceptable for research purposes by Amin (2005).

### **3.9 Data collection procedure and ethical considerations**

The researcher thought for the authorisation from MTN Uganda to collect data from the field. Then, requested for the consent from the MTN manager, Office coordinators and respective group members to collect data. The researcher formerly pursued appointments with support from the the research assistants. They were also requested to exercise objectivity in their responses to the questionnaire. The respondents were given sufficient time to fill out the questionnaire and thereafter the researcher collected the questionnaires. Later, the researcher conducted the interviews with the selected individuals, the key informants, after getting their consent too.

#### **Confidentiality**

By excluding the respondents' names from the questionnaires that were distributed and from any notes made during interviews, the researcher made sure that the information provided to her by those who responded was treated as confidential.

#### **Informed consent**

The researcher made sure that every participant was completely aware of the scope and goal of the investigation. All participants were of legal age to consent voluntarily.

#### **Privacy**

In compliance with research ethics, the investigator made sure that each participant's privacy was respected. Due to their right to privacy, participants had the opportunity to decide whether or not their activities, viewpoints, and values were revealed. The researcher took steps to ensure that everyone who participated had control over the timing and manner in which others may receive their informed consent.

### **3.9 Data processing and analysis**

The mean and standard deviation was used to analyzed respondents' opinions on advertisement and sales performance. Inferential statistics (Pearson (r) correlation coefficient) was used to establish the relationship between advertisement and sales performance using SPSS version 26.

Qualitative data analysis was used in explaining the different study findings and conclusions were drawn based on the findings. This was by use of content analysis, where responses from key informants (KIs) and FGDs) were presented under different themes.

### **3.10 Limitations to the study**

The validity of the study was likely to face some threats borne out by the following situations:

Intervening or confounding variables such as the honesty of the respondents and personal bias was beyond the researcher's control. To minimize such conditions, the researcher requested the respondents to be as honest as possible and impartial, and unbiased in answering the questionnaires.

Uncooperative behaviour of some respondents who were reluctant to give information limited the researcher in this study. However, the researcher mitigated this by assuring the respondents that the study was intended for academic intentions only and the researcher showed them her university identity card and university letter permitting her to carry out the research.

## CHAPTER FOUR: PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

### 4.0 Introduction

The responses' perceptions of advertising and sales success were examined using the mean and standard deviation. Using SPSS version 26, inferential statistics (Pearson (r) correlation coefficient) were utilized to determine the relationship between advertising and sales performance. The various study findings have been clarified using qualitative data analysis, and inferences were made in light of the findings. By using content analysis, replies from key informants (KIs) and focus group discussions (FGDs) were presented under several topics.

### 4.1 Response Rate:

The ratio of the size of the real number of respondents to the targeted is known as the rate at which they respond. The following information was obtained by the researcher from the numerous respondents that were her target audience.

*Table 2: Showing study Population, Sample and Sampling Techniques:*

Category	Expected respondents	Actual respondents	Percentages (%)
Territory Manager	02	02	100
Sales representatives	20	15	75
Customer care	03	03	100
Clients	195	116	60
<b>Total</b>	<b>210</b>	<b>136</b>	<b>65</b>

*Source: Field Data 2022.*

The results in the table above indicate that on average, the response rate was 65% and the non-response rate was 35% this was attributed to the busy schedules of MTN Staff and clients in Kabale district.



The researcher was able to get data from a total of 136 respondents out of the 210 as indicated in the table below.

**Table 3: Showing Summary of Response Rates:**

Details	Frequency	Percentages (%)
Response Rate	136	65%
Non-Response	74	35%
<b>Total</b>	<b>210</b>	<b>100%</b>

According to the results in the above table, the response rate was 65% and the Non response rate was 35%. According to Marton, Bandra, Robinson & Carr (2012) a response rate approximating to 60% for most studies is considered desirable.

#### **4.2 Socio-Demographic Characteristics of the Respondents:**

The findings about the respondents' sex, age, marital status, job title, level of education, and the number of years employed by the company or utilizing MTN services are presented in this part.

**Table 4: Respondents' Gender:**

	Frequency	Percent	Valid Percent	Cumulative Percent
Val	Male	87	64.0	64.0
id	Female	49	36.0	100.0
	Total	136	100.0	100.0

**Source: Field Data 2022.**

According to table 1 above, 64% of respondents were men compared to 36% of women. This implied that MTN services are used and have ever been used in Kabale Municipality by both men and women.

**Table 5: Respondents' Age:**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Val	Below 25	25	18.4	18.4	18.4
id	25-35	47	34.6	34.6	52.9
	36-45	40	<b>29.4</b>	29.4	82.4
	46-55	14	10.3	10.3	92.6
	Above 55	10	7.4	7.4	100.0
	Total	136	100.0	100.0	

**Source: Field Data 2022.**

The majority of respondents (34.6%) were between the ages of 25 and 35, which was followed by respondents between the ages of 36 and 45 (29.5%), those under 25 (18.4%), people between the ages of 46 and 55 (10.3%), and people over 55 (7.4%). This showed that a lot of those who responded were adults and that they were aware of how advertisements affected MTN's sales results in the Kabale district.

**Table 6: Respondents' Marital Status:**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Val	Single	34	25.0	25.0	25.0
id	Married	81	59.6	59.6	84.6
	Widowed	13	9.6	9.6	94.1
	Separated	8	5.9	5.9	100.0
	Total	136	100.0	100.0	

**Source: Field Data 2022.**

Regarding the marital status of the respondents, majority 59.6% were married, whereas 25.0% were single, 9.6% were widowed whereas the least respondents 5.9% were separated.

**Table 7: Respondents' Designation:**

		<b>Frequenc y</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Val	Manager	9	6.6	6.6	6.6
id	Head of department	16	11.8	11.8	18.4
	Staff	35	25.7	25.7	44.1
	Others	76	55.9	55.9	100.0
	Total	136	100.0	100.0	

**Source: Field Data 2022.**

On the respondents, it was found out that majority of the respondents were in the category of others as represented by 55.9%, followed by staff who were 25.7%, heads of departments were only 11.8% and the managers were 6.6% of the total respondents.

**Table 8: Respondents' Education Qualification:**

		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
	Master's degree	19	14.0	14.0	14.0
	Bachelor's degree	57	41.9	41.9	55.9
Val	Diploma	37	27.2	27.2	83.1
id	A level	11	8.1	8.1	91.2
	O level	9	6.6	6.6	97.8
	Primary level	3	2.2	2.2	100.0
	Total	136	100.0	100.0	

**Source: Field Data 2022.**

The study results on respondents' qualifications showed that majority of them 41.9% had bachelor's degree, followed by 27.2% who had diploma, 14.0% had Master's degree, advanced level was 8.1%, ordinary level was 6.6% whereas those of primary level were 2.2% of the total respondents.

**Table 9: Years spent working with MTN:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Val	Over 10 years	33	24.3	24.3	24.3
id	5-10 years	55	40.4	40.4	64.7
	1-5 years	45	33.1	33.1	97.8
	Less than a year	3	2.2	2.2	100.0
	Total	136	100.0	100.0	

**Source: Field Data 2022.**

In the above table, it is shown that majority of the respondents 40.4% had spent 5-10 years using or working with MTN (services) followed by 33.1% who had spent 1-5 years. There are respondents who had used or worked with MTN for over 10 years totaling to 24.3% whereas those of less than a year were only 2.2%.

#### **4.3 Empirical findings:**

This study's primary goal was to investigate how advertising impacts sales success. Sales performance was the dependent variable, and advertising was the independent variable. In this section, descriptive statistics based on questionnaire responses and qualitative outcomes from actual interviews that were thematically analyzed are provided.

**Table 10: The Effect of Media Advertisement on Sales Performance of MTN Uganda:**

Media advertising	SA	A	N	D	SD	Mean	S.D
Most media used to advertise products of MTN are accessible by the target market	92 (67.6%)	42 (30.9%)	01 (0.7%)	00 (00%)	00 (00%)	4.67	.486
MTN frequently uses television ads	55 (40.4%)	73 (53.7%)	07 (5.1%)	01 (0.7%)	00 (00%)	4.34	.611

MTN frequently uses newspapers, magazines & posters as forms of advertising	68 (50.0%)	51 (37.5%)	16 (11.8%)	01 (0.7%)	00 (00%)	4.37	.718
MTN frequently uses outdoor form of advertising	63 (46.3%)	64 (47.1%)	08 (5.9%)	00 (00%)	01 (0.7%)	3.96	.893
MTN frequently uses radio stations to advertise its products	37 (27.2%)	69 (50.7%)	18 (13.2%)	11 (8.1%)	01 (0.7%)	4.38	.667

**Source: Field Data 2022.**

The table above presented responses regarding whether MTN uses media advertising where it was reported by 67.6% who strongly agreed, 30.9% agreed, 0.7% were neutral to the statement that most media used to advertise products of MTN are accessible by the target market.

Regarding whether MTN frequently uses television ads to advertise their products, 40.4% strongly agreed, 53.7% agreed, 5.1% were neutral whereas 0.7% disagreed. Respondents were further asked to give their views regarding the assertion that MTN uses newspapers, magazines and posters as forms of advertising and the responses were as follows; 50.0% strongly agreed, 37.5% agreed, 11.8% were neutral or were not sure, 0.7% disagreed with the statement.

Respondents were asked to react on the statement that MTN frequently uses outdoor form of advertising whereby 46.3% of the respondents strongly agreed, 47.1% agreed to the statement, 5.9% were not sure whereas 0.7% strongly disagreed to the statement.

The study findings further show that regarding the statement that MTN frequently uses radio stations to advertise its products, majority of the respondents 50.7% agreed to the statement, 27.2% strongly agreed, 13.2% were neutral and 8.1% disagreed whereas 0.7% strongly disagreed.

On the other hand, the results from the FGDs and KIs indicated that” there are a number of positive effects on sales performance of MTN Uganda as an effect of media advertising such as; influencing customer attitudes, creative awareness, persuading potential and existing customers,

supporting purchase decisions, and creates brand loyalty and facilitating the development of a new product launch”

*Source: FGDs and KIs with customers and employees of MTN Uganda Kabale branch*

**Table 11: Correlation Analysis of the Effect of Media Advertisement and Sales Performance of MTN Uganda:**

		Media Advertisement	Sales Performance
<b>Media Advertisement</b>	Pearson Correlation	1	<b>0.511</b>
	Sig(2 tailed)		<b>.663</b>
	N	136	136
<b>Sales Performance</b>	Pearson Correlation	<b>0.511</b>	1
	Sig(2 tailed)	<b>.663</b>	
	N	136	136

*Source: Field Data 2023*

The study findings in the table above reveal that there is a moderate positive correlation between the variables, but it is not statistically significant ( $r = 0.511$ ,  $p = 0.663$ ). This means that media advertisement contributes to sales performance in MTN Uganda kabale branch hence accepting the Alternative hypothesis that” there is a significant effect between Media advertisement and sales performance of MTN Uganda”.

**Table 12: The Effect of Billboard and Sponsoring Events on Sales Performance of MTN Uganda:**

Bill board advertising	SA	A	N	D	SD	Mean	S.D
MTN is currently advertising on billboards	67 (49.3%)	61 (44.9%)	07 (5.1%)	01 (0.7%)	00 (00%)	4.43	.688
MTN products are currently advertised on billboards placed in busy towns	53 (39.0%)	68 (50.0%)	14 (10.3%)	01 (0.7%)	00 (00%)	4.27	.672
MTN has billboards on tall	49	65	17	04	01	4.15	806

buildings	(36.0%)	(47.8%)	(12.5%)	(2.9%)	(0.7%)		
MTN billboards are	56	67	11	02	00	4.30	.681
attractive and easy to read in	(41.2%)	(49.3%)	(8.1%)	(1.5%)	(00%)		
a short time							
MTN uses printed, mobile	44	68	20	02	02	4.10	.810
and digital billboards	(32.4%)	(50.0%)	(14.7%)	(1.5%)	(1.5%)		

**Source: Field Data 2022.**

The responses contained in the above table regard whether MTN uses billboards to advertise their products where by 49.3% strongly agreed to the assertion that MTN is currently advertising on bill boards, 44.9% agreed, 5.1% were neutral, 0.7% disagreed.

It was further reported by 39.0% who strongly agreed that MTN products are currently advertised on billboards placed in busy towns, 50.0% agreed, 10.3% were neutral 0.7% disagreed to the statement.

Regarding the statement whether MTN has billboards on tall buildings in towns, 36.0% strongly agreed, 47.8% agreed, 12.5% were neutral whereas 2.9% disagreed and 0.7% strongly disagreed.

Respondents were asked whether MTN billboards are attractive and easy to read in a short time, 41.2% strongly agreed, 49.3% agreed, 8.1% were not sure or neutral whereas 1.5% of the respondents disagreed.

On whether MTN uses printed, mobile and digital billboards, it was supported by 32.4% who strongly agreed, 50.0% agreed to the statement, 14.7% were neutral whereas 1.5% disagreed and other 1.5% strongly disagreed to the statement.

In addition, results from interviews revealed that bill board and sponsoring of events contributes positively to sales performance of MTN Uganda through, providing current/up to date information about MTN new products and services, creates a reminder about the company, persuades customers/the public to priories MTN products and services, helps create brand loyaltyand increase direct sales. One customer said *“bill boards and sponsoring of events makes MTN Uganda to stand out from the cloud thus creating a competitive advantage over other telecommunication companies in the country”*

*Source: FGDs and KIs with the customers and employees of MTN Uganda Kabale branch*

**Table 13: Correlation Coefficient for the effect of bill board and sponsoring of event on sales performance of MTN Uganda**

		Bill Board advertisement and sponsoring of events	Sales Performance
<b>Bill Board advertisement and sponsoring of events</b>	Pearson Correlation	1	<b>0.412</b>
	Sig (2 tailed)		<b>.003</b>
	N	136	136
<b>Sales Performance</b>	Pearson Correlation	<b>0.412</b>	1
	Sig(2 tailed)	<b>.003</b>	
	N	136	136

*Source: Field Data 2023*

The study findings in the table above reveal that there is a strong and linear relationship with a significant statistical correlation of ( $r= 0.003$ ,  $p= 0.412$ ). This means that bill board advertisement and sponsoring of events has an effect on sales performance of MTN Uganda kabale branch hence Accepting the Alternative hypothesis that "there is a significant effect of bill board advertisement and sponsoring of events and sales performance of MTN Uganda".

**Table 14: The Relationship between Advertisement and Sales Performance by MTN Uganda**

Sales performance	SA	A	N	D	SD	Mean	S.D
MTN offers a variety of products to customers	81 (59.6%)	53 (39.0%)	01 (0.7%)	01 (0.7%)	00 (00%)	4.57	.553
MTN controls a significant share of the market	54 (39.7%)	77 (56.6%)	04 (2.9%)	01 (0.7%)	00 (00%)	4.35	.578
The quality of products sold by MTN meets expectations of the customers	57 (41.9%)	65 (47.8%)	11 (8.1%)	03 (2.2%)	00 (00%)	4.29	.711
There is increased speed in the serving of customers	50 (36.8%)	72 (52.9%)	12 (8.8%)	02 (1.5%)	00 (00%)	4.25	.675
The goods sold make customers	54	64	12	04	01	4.53	3.584



happier and meet customer preferences	(39.7%)	(47.1%)	(8.8%)	(2.9%)	(0.7%)		
MTN sales enough goods and satisfy demands of its customers better than competitors	52 (38.2%)	64 (47.1%)	15 (11.0%)	05 (3.7%)	00 (00%)	4.20	.778
The rate of increase in revenue reaches the expected levels	46 (33.8%)	59 (43.4%)	19 (14.0%)	09 (6.6%)	03 (2.2%)	4.00	.974
The total monthly amount of output sold to the market are as expected	50 (36.8%)	58 (42.6%)	19 (14.0%)	04 (2.9%)	05 (3.7%)	4.06	.980
There is flexibility of the customer terms of sale offered by this company	42 (30.9%)	52 (38.2%)	29 (21.3%)	08 (5.9%)	05 (3.7%)	3.87	1.039

**Source: Field Data 2022.**

Regarding sales performance, respondents were subjected to nine statements on sales performance of MTN Uganda Kabale Branch. Respondents were asked whether MTN offers a variety of products to customers where 59.6% of the respondents strongly agreed, 39.0% agreed, 0.7% were not sure and those who disagreed were 0.7%.

Respondents were also asked whether MTN controls a significant share of the market where 39.7% strongly agreed, 56.6% agreed, 2.9% of the respondents were neutral whereas 0.7% disagreed with the statement.

The study findings further showed that on the statement whether the quality of products sold by MTN meets expectations of the customers, 41.9% strongly agreed, 47.8% agreed, 8.1% were neutral, 2.2% disagreed.

Respondents were asked whether there is increased speed in the serving of customers whereby majority of the respondents 52.9% agreed, 36.8% strongly agreed, 8.8% were neutral and 1.5% disagreed with the statement.

Regarding the statement that the goods sold make customers happier and meet customer preferences, 39.7% strongly agreed, 47.1% agreed where as 8.8% were neutral, 2.9% disagreed and 0.7% strongly disagreed with the statement.

The findings further showed that regarding whether MTN sales enough goods and satisfy demands of its customers better than competitors, 38.2% of the respondents strongly agreed, 47.1% agreed, 11.0% were neutral whereas 3.7% disagreed with the statement.

Regarding whether the rate of increase in revenue reaches the expected levels, 33.8% strongly agreed, 43.4% agreed whereas 14.0% were neutral, 6.6% of the respondents disagreed and 2.2% strongly disagreed.

Respondents were further asked whether the total monthly amount of output sold to the market are as expected, 36.8% strongly agreed, 42.6% agreed whereas 14.0% were neutral 2.9% disagreed and 3.7% strongly disagreed with the assertion.

On the assertion that there is flexibility of the customer terms of sales offered by this company, 30.9% strongly agreed, 38.2% agreed, 21.3% were neutral whereas 5.9% disagreed and 3.7% who strongly disagreed to the statement. This indicated that without advertising, sales performance at MTN Uganda Limited Kabale Branch would be low or poor.

During interviews, participants reported that advertisement in all forms directly or indirectly affects sales performance of MTN Uganda, through the various MTN Product and service advertisements, the company's customer portfolio has greatly increased and currently MTN is ranked the best telecommunication company in Uganda, all this is attributed to advertisement. One of the Managers said " Much as advertisement and sales performance move hand in hand, advertisement is a very big cost and the returns may not be worth". Majority of staff agreed that the company identify cheaper options/forms of advertisement if MTN Uganda is to sustain business in Uganda"

*Source: FGDs and KIs with customers and employees of MTN Uganda, Kabale branch.*

**Table 15: Correlation Analysis of the Relationship between Advertisement and Sales Performance:**

		Advertisement	Sales Performance
<b>Advertisement</b>	Pearson Correlation	1	<b>0.61</b>
	Sig(2tailed)		<b>.713</b>
	N	136	136
<b>Sales Performance</b>	Pearson Correlation	<b>0.61</b>	1
	Sig(2tailed)	<b>.713</b>	
	N	136	136

*Source: Field data 2023*

The study findings in the table above reveal that indicate that there is a weak and linear relationship with no significant statistical correlation of ( $r= 0.610$ ,  $p= 0.713$ ). This means that advertisement does not contribute to sales performance in MTN Uganda kabala branch hence rejecting the Alternative hypothesis that” there is a significant relationship between advertisement and sales performance in MTN Uganda”.

## **CHAPTER FIVE:DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS**

### **5.0 Introduction**

This chapter presented the study discussion of findings, conclusions and recommendations made. The discussion, conclusions and recommendations were presented according to the research objectives.

### **5.1 Discussion of study findings**

#### **5.1.1 The Effect of Media Advertisement on Sales Performance of MTN Uganda Kabale Branch**

The results of the study on the impact of media advertising on MTN Uganda's sales performance revealed that the target market can access the bulk of the media outlets used to sell MTN's products, according to 98.5% of the respondents. This supports Nyren's (2005) observations that companies that significantly increased their media advertising spending during the recession earned a standard of 1:5 points of profit share. Just twenty-five percent of the companies involved showed this degree of aggression. These companies outpaced the average corporation, which, as we showed previously, earned barely 0.63 percentage share during the market recession, by being aggressive.

The study results indicate that there is no significant effect of media advertisement on sales performance of MTN Uganda, Kabale branch, this contrasts the literature as shown. Social media has grown to be a potent marketing tool for MTN Uganda Limited. Customers utilize social networking to share their experiences with the business, both good and bad, giving the business the chance to spotlight good reviews and satisfy dissatisfied consumers (Russo J. E. and Chaxel, 2010). On social media sites such Facebook, WhatsApp, and Twitter, among others, MTN Uganda Limited distributes messages, advertisements, and special offers to an audience of thousands of people, including former, present, and potential customers.

### **5.1.2 The Effect of Bill Boards and Sponsoring of Events on Sales Performance of MTN Uganda Kabale Branch**

Billboard advertising is being used in innovative ways: “Out-of-home advertising, long considered a backwater on Madison Ave., is getting tougher to ignore as it branches out beyond the old-fashioned billboard. New technologies are transforming out-of-home ads, a sector which includes roadside billboards, ads on buses and trains and now even posters in bars.

As advertisers find it harder to reach consumers through television and radio, the increasing array of out-of-home ads is looking more attractive (The Wall Street Journal, July 21, 2005). The study results revealed that there is a significant relationship between bill boards and sponsoring of events and sales performance of MTN Uganda Kabale branch, this is line with the literature as indicated as follows, billboard advertisements are made to grab attention and leave a lasting impact very quickly (Kelton & Kelton, 1982). This leaves the reader wondering about the advertisement even after they have walked past it. Because they are typically read while being moved at fast speeds, they must be legible in a very brief period of time. As a result, there are typically a few phrases, printed in huge size, and an eye-catching or hilarious image in vivid color (Kelton & Kelton, 1982).

### **5.1.3 Relationship between Advertisement and Sales Performance**

On the relationship between advertisement on sales performance by MTN Uganda, the study results showed that it's indeed pertinent to advertise since without advertising, the products and services are kept unknown to the public which in turn affects sales performance of any company.

Sayed Ameri et al. (2010) in his research "analysis of the sponsorship element from among sport marketing mix" analyzed the investment on sponsorship element as one of the mix marketing elements in sport. They studied the purposes of sponsor companies in sport and comparison of the manger's insights with sport managers. Usable results of this research show that managers of both groups believe that sponsorship is one of the most important communicative tools through which visual strengthening of company's product and people's awareness of company's brand increases and finally leads to sales' promotion and finally consumers' loyalty increases.

Esfandiari (2012) in their research "the role of advertisement and sales promotion in creating equity" compared this role in two house wares companies of Sony and Samsung. Generally, usable results of research show that advertisement through dimensions of brand awareness, brand associations, perceived quality and brand loyalty positively impacts brand equity. Yoo et al. (2010) examined the impact of some mix marketing elements (quality promotion, advertisement, store image and distribution coverage) on equity. In this research, the relationship between selective elements and dimensions of equity was examined. Then, these dimensions are related to equity. Usable results indicated that frequent price raise leads creating equity, whereas high advertisement costs increase equity (ibid).

To ascertain the effect on advertising spending on the financial performance, Graham and Frankenberg (2017) looked at the asset worth of advertising spending of 320 enterprises having reported advertising spend for each of the 10 years that ended in 1994. They gauged the influence on asset worth and subsequent value at market of the publicly traded companies using changes in year-to-year variations in advertising expenditure.

The study findings revealed that there is no significant relationship between advertisement and sales performance, this is in line with the study literature as shown, the efficacy of advertising depends on its capacity to support or maintain sales. In order to explain variations in sales, advertising is usually utilized as a distinct factor (Lilien 2014). According to Abraham and Lodish (2010), the extra sales of an item in addition to those that would have occurred in absence of any kind of promotion or advertising are what truly demonstrate the effectiveness of advertising.

The perception that advertising has a short-term impact on sales is still common, despite the fact that marketing professionals have long recognized that this impact can last longer than the present time period (Clarke, 2016). They also contend that, regardless of how much advertising contributes to sales, longer uses of promotional materials are preferable to fewer and shorter ones (Jones 2015). The failure of metrics to distinguish between the short- and long-term effects of advertising has led to the waste of advertising dollars.

Echambadi (2014) illustrates the impact of advertising expenditure on revenue and profitability using the analogy of the method used for capital budgeting. He advises allowing brand managers

to spend as much money as they like on advertising if their return is able to surpass a certain threshold. His conviction is based on the idea that the return on an advertising expenditure, rather than its absolute quantity, determines an advertisement's efficacy.

## **5.2 Conclusion**

### **5.2.1 Media Advertisement on Sales Performance of MTN Uganda**

Another objective examined the impact of media advertising on MTN Uganda's sales performance in Kabale Municipality. The study results revealed that there was no effect between media advertisement and sales performance. Considering a number of ideas about media advertising, including the use of radio networks to advertise its goods, the use of advertisements on television, the use of newspapers, magazines, and advertisements as forms of advertising, the use of outdoor advertising, and the fact that the majority of media outlets used to advertise MTN's products are accessible to the target market. The respondents agreed on average at 4.34 percent with each of the five questionnaire questions about media advertising

### **5.2.2 Effect of Billboard and Sponsoring Events on Sales Performance of MTN Uganda**

#### **Kabale Branch**

Examining the effect of billboards and sponsored events on MTN Uganda Limited's sales performance in Kabale Municipality was the study's third goal. The study results revealed that there was a significant effect of bill boards and sponsoring of events and sales performance of MTN Uganda, Kabale branch. Considering a number of ideas, including the following: MTN currently uses printed, mobile, and digital billboards; products are currently promoted on billboards situated in busy towns; signs are on tall buildings; advertisements are attractive and simple to read in a short amount of time. Participants agree at an average score of 4.25 based on the five criteria listed in the survey.

### **5.2.3 The relationship Between Advertisement and Sales Performance by MTN Uganda**

The study results revealed that there was no significant relationship between advertisement and sales performance of MTN Uganda, Kabale branch. This was in support of the previous study findings as per the study literature.

### **5.3 Recommendations**

The recommendations were developed based on the evaluation, the study findings, and the study objectives.

There is a need for MTN Uganda to conduct a customer communication needs assessment and be in a better position to design a clear and dependable medium to reach out to the public with services and products.

There is a need to hire marketing professionals with the ability to package advertisement messages; and there is a need to choose the right people and approach to deliver messages.

While designing advertisement messages, there is a need to strike a balance between the message content, medium or channel used, and personal qualities of the people involved in the ads if the process is to be impactful. MTN, as a company, should invest in corporate social responsibility; this helps promote the company's products and services while transforming customers lives and communities.

The leadership team of the MTN Uganda Limited should conduct routine evaluations of the pitch for advertising, its impact on sales volume, and the media that are most effective in boosting the company's sales. The pitch for the advertisement must be compelling and persuasive enough to persuade consumers to choose MTN Uganda by altering their perceptions of competing brands.

MTN Uganda Limited has to train more of its sales employees and aim to offer a wider range of products to customers. The top leadership of this business should therefore always be on the market to observe what competitors are up to and what customers want. After identifying needs, they ought to educate their sales personnel on how to meet them and persuade clien



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## APPENDICES

### Appendix I: Self-Administered Questionnaire to MTN employees

Dear respondent,

I am **ACLEO Mwebesa** a student of Kabale University, carrying out a research study on “*The effect of Advertisement on Sales Performance. A case study of MTN Uganda Kabale Branch*”.

As a requirement for the award of a Master’s degree in business administration, I request you to spare some of your time and fill in the questionnaire below. The responses obtained will be treated with confidentiality and the study is purely for academic purposes.

#### SECTION A: General Information

**Instruction:** Kindly tick or mark where applicable.

##### 1. Gender

Male	Female

##### 2. Age bracket of respondents

Below 25 Years	(25-35) Years	(36-45) Years	(46-55) Years	Above 55 Years

##### 3. Marital status

Single	Married	Widowed	Separated

##### 4. Designation

Manager	Head of department	Staff (Junior / Senior)	Others



## 5. Qualification

PhD	Masters	Bachelors	Diploma	A level	O level	Primary level

## 6. Years spent in the company / using MTN services

Over 10 years	5-10 years	1-5 years	Less than a year

<b>SECTION B</b>					
<b>Media advertising</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Most media used to advertise products of MTN are accessible by the target market					
MTN frequently uses television ads					
MTN frequently uses newspapers, magazines & posters as forms of advertising					
MTN frequently uses outdoor form of advertising					
MTN frequently uses radio stations to advertise its products.					
<b>SECTION C</b>					
<b>Bill board advertising</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
MTN is currently advertising on billboards					
MTN products are currently advertised on billboards placed in busy towns					
MTN has billboards on tall buildings					

MTN billboards are attractive and easy to read in a short time.					
MTN uses printed, mobile and digital billboards					
<b>Sales performance</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly disagree</b>
<b>SECTION D</b>					
MTN offers a variety of products to customers					
MTN controls a significant share of the market					
The quality of goods sold by MTN meets expectations of the customers					
There is increased speed in the serving of customers					
The goods sold make customers happier and meet customer preferences					
MTN sales enough goods and satisfy demands of its customers better than competitors					
The rate of increase in revenue reaches the expected levels					
The total monthly amount of output sold to the market are as expected					
There is flexibility of the customer terms of sale offered by this company					

*Thank you very much for your time.*

## **Appendix II: Interview Guide for Key Informants (KIs)**

1. Has advertising as a marketing strategy led to increased sales of MTN Uganda in Kabale District?
2. Does advertising have positive effects on sales performance of MTN Uganda?
3. What effects do the following forms of advertisement have on sales performance of MTN Uganda?
  - a) Media Advertisement
  - b) Billboard and sponsoring of events
4. Do you think there is a significant effect of advertisement on sales performance of MTN Uganda If yes, what are the effects/ impacts
5. Should your company (MTN) maintain advertising as a marketing strategy, if yes/no why?
6. What are the challenges facing sales performance?

## Appendix IV: Krejci and Morgan Table

Table 3.1									
<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*