

THE IMPACT OF ADVERTISING AND SALES PERFORMANCE IN MUKWANO
INDUSTRY KAMPALA BRANCH

BY

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DECLARATION

I hereby declare that this research is my original work and it has not been in this form or any other form to this or any other institution for examination purpose. Any quotation made has been referenced accordingly.

Signature ...-~-.

Date: 15/02/2021

ATAMBA PETER

iii)

APPROVAL

This research has been submitted for examination with my approval as the university candidate supervisor

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MR: NABIIMANYA BOAZ

DEDICATION

I wish to dedicate this research to my parents, brothers and sister and my in-laws who have supported me morally, financially and spiritually from the start up to the completion of this wonderful work. May God bless you.

ACKNOWLEDGEMENT

Above all, I thank the almighty God for the gift of life and also enabling me to complete my research study. Great thanks go to the management and staff of Mukwano group of companies **for** the assistance they offered to me during the process of collecting data. I also want to extend my sincere gratitude to my parents, brothers and sister and my in-laws and **to** my lovely friend Daphne. Lastly I greatly appreciate the role played by Mr. Boaz Nabimanya my academic supervisor.

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ABSTRACT

The study aimed at assessing the effect of advertising on sales performance of an organization, a case study being Mukwano industry in kampala. The study was mainly looking at advertising **and** sales of Mukwano industry and this was effective to the organisation. **The** researcher used cross sectional research design with both qualitative and quantitative methods **with a** population of 150 people out of which a sample of 50 employees were chosen. Stratified **sampling** design was used to divide the employees into strata which were departments under **which** employees worked, and they included Marketing, Operational, Production and supply departments. Using simple random sampling respondents were chosen from the different departments selected and questionnaires distributed to the selected respondents from the four departments in the industry. Both the primary and secondary data was collected during the collection of data. Data was collected by use of questionnaires and observation method and analyzed in form of tables.

Findings revealed that Mukwano advertises most of its products and it use different forms of advertising and media, but the level of Mukwano' s sales was declining despite of their frequent advertisements. There was a strong relationship between advertising and sales performance.

The industry should use most of the local languages commonly used in uganda to win customers from all tribes, use of e marketing to be adopted by the industry to reach most of the people who can access the internet than listen to radios and televisions, and also the use of celebrities in advertising their products, and finally the researcher recommends the use of other forms of advertising for example sponsoring events and also the use of mobile phones to advertise.

CHAPTER ONE

1.0 Introduction

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

1.1 Background of the study

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Armstrong,2010). There are various forms of advertising like informative advertising, persuasive advertising, comparison advertising and reminder advertising. Informative advertising is used to inform people / consumers about a new product, service or future or build primary demand. It describes available products and services, corrects false impressions and builds the image of the company, (Kotler, 2010). Advertising can be done through print media which includes newspapers, magazines, brochures, Audio media for example radio, and visual media which includes billboards, and televisions (Kotler and Armstrong 2010)

Advertising is a means of communication with users of the product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them (Advertising Association of UK). Advertising is always present, though people may not aware of it. In today's world, advertising uses every possible media to get its message through.

The advertising industry is made of companies that advertise, agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it to the last mile, to the customer or receiver. A company that needs to advertise itself and or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values behind it, its segments. The agencies convert the ideas and concepts to create the visuals, texts, lay outs and then to communicate with users

"Global marketing" is defined as "[t]he process of conceptualizing and then conveying a final product or service worldwide with the hopes of reaching the international community" ("global marketing"). Wafula (2012) explained in his article that global marketing is widely carried out

by MNCs which helps spread globalization. But Wafura cited Graeme Pitt, "it is important for corporate decision makers to understand [local] consumer behavior and media consumption habits before they spend on media". According to Pitt, some MNCs have large advertising budgets, however, they may decide to use some to research for local means before creating or airing an advertisement in that specific region. If they do not, they run the risk of wasting funds on an advertisement that is unappealing or not simply relevant to the lives of the would-be consumers (Wafula2012).

Sales performance describes that trend of collections in terms of value when comparing different periods (McCathy 1994). The sales may be in form of offering products or services to consumers. Also sales promotion is an initiative undertaken by organizations to promote sales, usage or trial of a product or service (i.e. initiations that are not covered by other elements of marketing communications/promotional mix). It is an important component of an organization's overall marketing strategy along with advertising, public relations and personal selling (Schiffman and Kanuk, 2004) sales promotion acts as a competitive weapon by providing an extra incentive for target audience to purchase or support one brand over the other. It is particularly effective in spurring a product trial and unplanned purchases (Aderemi, 2003)

As presented by Achumba (2002) sales promotion refers to marketing activities other than selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows, and expositions, demonstrations, etc. Sales promotion has been defined as an inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with a primary objective of creating an immediate sale (George 1998). A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything (Kotler and Armstrong, 2010). Sales volume is the core interest of every organization and is based on sales and profit. When volume goes up profits rises and management in organizations is made easier.

Mukwano is a manufacturing industry located in Kampala city along Jinja road near industrial area. It was established in 1980 and it deals in the production of a variety of beauty products for example smearing jelly, soaps, body lotions and creams. It also deals with other domestic products like cooking oils, beverages and plastic containers.

Mukwano advertises using visual media for example the television and the audio the radio, print media for example the newspapers. Mukwano has launched a new detergent powder to compete in East Africa common market through intensive advertising internationally Daily monitor April 2010, but there are some inefficiencies in the way this organization carries out its advertisements for example Mukwanos advertisements in the visual media is done in local language i.e. (Luganda) a language that can only be understood by a few people in the country, making the advertisement appealing only to a group of people. The advertisements lack the unique selling proposition in the statements used to differentiate their products from competitors, they are done in the same way as the competitors making it hard to differentiate its ads from others. Besides, their advertisements don't provide room for further information about their products for clarification (Daily monitor April 2001)

1.2 Statement of the problem.

It is an established fact that advertising plays a very significant role in creating a product or service awareness in the market place. David and James (1982) argued that advertising is one easy way to educate existing and prospective consumers about a product or service hence improves the organizational performance in general. Mukwano industry considers advertisement as an inevitable tool for survival in a highly competitive market and improved performance of the organization. Empirical evidence has proved that just like any other company, Mukwano industry has competitors. This implies that Mukwano has to rely heavily on advertising to create a brand and distinguish it from other products in the minds of consumers and eventually improve its performance. Thus, advertising in Uganda has become a gateway to survival and the performance of the organization. However, the need for higher performance, survival, desire to control large market share and the dream of creating brand loyalty in the minds of consumers has made the Mukwano industry to engage intensively in advertising of its products. Despite the fact that advertising theoretically is linked with the improved company performance, little research attention has been paid to the effect of such advertising in Mukwano's industry. Therefore, it is in-line with the above argument that this study is going to assess the impact of advertising on sales performance on Mukwano Industry Kampala branch.

1.3 Purpose of the

The purpose of the study is to establish the effect of advertising on Sales performance

Table 1 annual report 2016 to 2019

YEARS	EXPECTED SALES	ACTUAL SALES
2016	500 billion	548 billion
2017	600 billion	500 billion
	520 billion	455 billion
	800 billion	786 billion

Source; Annual report 2019

Mukwano expected 500 billion in the year 2016 but the actual sales were: 548 billion. In the year 2017 Mukwano expected 600 billion but the actual sales were 500 billion, in 2018 Mukwano expected 520 billion but the actual sales were 455 billion while in 2019 they expected the sales to be 800 billion but the actual sales were 786 billion.

1.4 Objectives of the study

The main objective of the study was to establish the effect of advertising on Mukwano industry sales Performance

- a) To examine the forms of advertising in Mukwano industry.
- b) To establish the level of sales performance in Mukwano industry.
- c) To establish the relationship between advertising and sales in Mukwano industry.

1.5 Research questions

The following questions guided the study.

- i) What are the forms of advertising used by Mukwano industry?
- ii) What is the level of sales performance of Mukwano?
- iv) What is the relationship between advertising and sales performance in Mukwano industry?

1.6 Significance of the study.

The study will be of immense benefit to students, management and stakeholders of Mukwano industry.

It will show areas where organizations should put more emphasis for better performance. Furthermore, the study will practically help Mukwano Industry to review its laws and regulations on advertising in order to cope with contemporary society.

On top of that, the study will open up away for other researchers to conduct further studies on the issues related to advertising and sales performance and elsewhere.

Lastly this study is also for accomplishment of a bachelor degree of arts with education.

1.7 Scope of the study.

1.7.1 Content scope

The study will cover advertising as the independent variable and sales performance as the dependent variable.

1.7.2 Geographical scope

The study will be centered at the Mukwano industry in Kampala because its Headquarter of the industry where marketing plan is carried out and it has large sales volume.

1.7.2 Time scope

The study will look at five financial years that is 2015 to 2019 because during these years there is a noticeable decline in the sales volume.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The review of literature is crucial in any research work. This is because it enables the researcher to study different theories related to identified topic and gain clarity of a research topic (Katsikeas and Leonard, 1996). In this chapter a detailed literature review and the empirical literature review on advertising is provided. The chapter is divided into two parts namely; theoretical literature review and the empirical literature review. It will also provide a conceptual frame work of the study.

2.1 Advertising

Advertising is any form of none personal presentation and promotion of ideas and goods, or services by an identified sponsor (Kotler and Arm strong, 2010) although advertising is used mostly by commercial firms, it is also used by a wide range of nonprofit organizations, professionals and social agencies that advertise their causes to various target publics (Philip kotler and Garry Armstrong)

Advertising is "the non-personal communication of information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media." (Bovee & Arens, 1992). Advertising can also be defined as bringing a product or service to the attention of potential and current customers.

Advertising is a form of communication that typically attempts to persuade potential customers to produce or to consume more of a particular brand of product or service (www.wikipedia.org/advertising). Many advertisements are designed to generate increased consumption of those products and services through the creation and reinforcement of brand image and brand loyalty. Advertising is found on one particular product or service, thus an advertising plan for one product might be very different from the other product.

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in mind of the consumers. Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertising involves rational and emotional appeals. In rational appeals the product can

te emphasized mainly on its benefits and the problems which it can solve while on the other and emotional appeal meet the consumers psychological, emotional and social requirements Gunjani Bahet 2012)

Rafique et al. (2012) argued that advertisement is a way to communicate with the audience. They **believed** that culture highly influenced the buying behaviors of the people because every person has different wants and trends according to their lifestyle (Yasir Rafique, 2012).

2.1.1 Advertising objectives

The overall advertising objective is to help build customer relationship by communicating customer value to specific target audience during a specific period of time.

Identifying advertising objectives is the first step taken in developing an advertising program. These objectives should be based on past decisions about the target market, positioning, and marketing mix which define the job that advertising must do in total marketing position.

2.1.2 Main steps in the management of advertising communication.

The management process for marketing communication should follow six steps which should be taken in order. (Usunier ,2009). The six steps are as follows.

- i)The communication problems which marketers want to solve should be isolated. The first step refers to problems which exist in the marketing communication process and are needed to be solved, such as improving brand awareness, changing brand image, increasing sales and so on.
- ii) The target population should be identified. The second step includes the consumer segments to be targeted and their socio-demographic characteristics, consumption habits, psycho-graphic characteristics. (Usunier& Lee, 2009)
- iii) The marketing communication objectives should be defined. In terms of influencing the target population at either the attitudinal or the behavioral level (Unsnier& Lee, 2009). Communication objectives contain persuading consumers to like the advertised product, encouraging consumers to try the product again, educating the consumers to accept the product and so forth.

- iv) A creative strategy should be selected. This step which indicates the way which brand name is portrayed and how to translate the objective into copy (Usunier and Lee,2009) one or several creations could be as well.
- v) A media plan should be designed. Which media to be used and how to use it are included in the media plan. Generally, there are two kinds of media namely; traditional media (for example television, broadcasting) and New media (example online advertising).
- vi) The advertising campaign should be implemented. The last step covers "pre and post testing of the advertising effectiveness and research on different aspects" (Usunier and Lee, 2009)

2.1.3 Forms of advertising

According to Kotler and Armstrong, there are various forms of advertising that is; informative, persuasive, and reminder advertising. Informative advertising is used to inform the customers about a new product or feature and to build the image of a company. (Kotler& Armstrong, 1999)

Persuasive advertising is one used to build selective demand for a brand by persuading consumers that it offers the best quality for their money. It persuades a customer to accept sales calls and to purchase now (some persuasive advertising has become comparison advertising, in which a company directly compares its brand with one or more other brands)

Reminder advertising is one used to keep consumers thinking about the product or service. It is important for mature products or services. It reminds customers that the product may be needed in the near future, where to buy the product and maintaining top of mind product awareness.

2.1.4 Advertising Media

Advertising may be done through various media like visual, audio and print media. Visual media may include; television, billboards, posters, prices with company product name and brochures. Print media may include; newspapers, brochures, stickers, magazines, business cards, new letters, and mobile vehicles. Audio media includes; radios. Other tools of advertising may include; informer shows, sponsoring events, taking part in trade shows, celebrity advertising, email advertising, placing corporate logos and the side of booster rockets and international space

station, personal recommendations like; "bring a friend", sell it, mobile phone adverts like multimedia messaging service picture, video messages, advergame, 2D barcode and social network advertising ([www.wikipedia.org/wiki, advertising](http://www.wikipedia.org/wiki/advertising))

2.1.5 Steps in choosing an advertising media

Armstrong specifies four major steps taken into consideration when choosing an advertising media. These are; deciding on reach, frequency and impact of the medium selected. Reach is the percentage of people in the target market who are exposed to the campaign. Frequency is the measure of how many times the average person in the target market is exposed to the market.

Media impact is the qualitative value of message exposure through a given medium for example for products that need to be demonstrated, messages on television may have a great impact than those on radio since television has both sound and sight. In choosing the type of media, the reach, frequency and impact of the major media types include newspapers, televisions, direct mail, radios and magazines. Media choice is affected by the media habits of target consumers that is, media that reaches target consumers effectively. Nature of products, that is some of the products and services are best advertised on televisions and color magazines.

Types of message that is a major sale may require radio or television while a technical sale requires magazines, and direct mailing or online. Cost is another major factor in media choice. This looks at the total cost of using a medium and the cost per advert exposure.

Selecting specific media vehicles within each general media type such as specific magazines, televisions, television shows or radio programs, a company must consider or compare the cost over thousand persons reached by a vehicle, cost of producing adverts for different media and also balance media cost measures against several media impact factors.

Deciding media timing is a last step in choosing an advertising media. The company must decide how to schedule the advertising over the course of the year. Continuity or pulsing patterns may be chosen. Continuity means scheduling the adverts evenly within the given period while pulsing means scheduling adverts unevenly over a period of time.

2.1.6 Steps taken in setting an advertising budget.

Kotler and Armstrong further highlight the steps considered when setting the advertising budget.

Stage in product life cycle; new products typically need large advertising budgets to build

awareness and to gain customer trail. Mature brands usually require lower budgets as a ratio to sales.

Market share; high market share brands usually need more advertising as a percentage of sales than do low market share brands. Building the market or taking the share from the competitors requires large advertising spending than does simply competitors and high advertising spending, a brand must be advertised more heavily to be noticed above the noise in the market.

Advertising frequency; when many repetitions are needed to represent the brands message to consumers, the advertising budget must be larger. Product differentiation; A brand that closely resembles other brands in its product class requires heavy advertising to set it apart. When the product differs greatly from competitors, advertising can be used to point out the differences to consumers.

According to David et al (1988), effective advertising decisions are aimed at supporting the marketing strategy for a company's products and influences purchase decision. The first step in creating effective advertisement messages is to decide what general messages will be communicated to consumers. This involves developing an effective message strategy that begins with identifying customer benefits which can be used as advertising appeals. You can then create a compelling idea or concept that brings the message strategy to life in a distinctive and memorable way. This in tum guides the choice of appeals to be used in an advertising campaign.

Advertising campaign has three main characteristics;

Meaningful; they should point out benefits that make the product more meaningful to the customers.

Believable; customers must believe that the product or service will deliver the promised targets.

Distinctive; be able to tell how the product is better than competing brands.

Pride and Fewel 2006 suggest five significant decisions to be considered when drawing advertising program; these include what the media should be involved? What message should be conveyed? What should be the company's overall advertising budget? How does the firm know that the advertising is achieving its objectives?.

The only reason for advertising is to sell something that is a product, service or even an idea (William JS et al 1998). Scheme and Smith 1980 insists that it is not enough to produce a good product, and you do not make it, advertising only makes it accessible to customers and stimulates consumption and purchase.

Advertisement also facilitates the introduction of new product expands the industry sales and the company, support personal selling reaches people inaccessible by sales force, builds good will of the firm hence improving its reputation and consequently sales are improved. However advertising is costly and may not be persuasive as a company's sales person.

Many companies used straight forward method in determining advertising applications like percentage of sales, standard expenditure per unit, the task method/ market share relations between advertising and sales revenue since there are mainly other factors that determine the sales volume of a company like price, perception towards the product (Kotler and Armstrong).

2.2 Sales performance

Sales in a business terms are the actual sales in money values, a company receives after necessary collections are made from different sales channels of the original total production put on the market (McCathy et al, 1994). It is sales that stimulate production in a company and consequently profits which are affected by various factors some of which are controllable like quality and others are uncontrollable like competition and general price changes.

Sales Performance is an integrated frame work that enables organizations to plan and model sales strategies and ensure timely execution of sales initiatives while ensuring both front line sales people and decision makers visibility into performance. Sales Performance represents the next generation of best practice for sales (Michael D, 2006).

Sales performance also refers to the total amount of firm's output sold to the market especially on monthly or annually basis. This is affected by many factors including customer relationship, marketing management of the firm and sales force skills and motivation and even pricing of the goods and services (Amanda D.H. 2002).

Sales revenue is the total amount of money that the firms get from the sales of all its goods and services in a given period of time. This is usually six months or a year if a firm produce only one type of product or service. The sales revenue will be the price of the product multiplied by the

number of products sold. In case of more than one product or service the revenue from each needs to be added together (Wood, 1996)

The figure for sales revenue in profit and loss account does not necessarily mean that the firm has received all the money because although they may have sold that quantity of the product, they may still be owed some of the money ad debtors (Baker, 2001).

Sales performance refers to consistent and satisfactory turnover of goods and services produced and put on the market by an organization or company. It is the sole economic goal of companies to have as much goods sold on the market. This facilitates the rate of goods turn over and consequently revenue and increased production.

2.2.1 Sales

According to Stein (2006) it is believed that the right sales approach consists of sales training that supports a company's sales methodology and related process.

Designing or adopting sales methodology is critical. Without this methodology in place training is a tactical attempt to a larger problem. The selling methodology must be developed based on company's unique situation in their market, customers, how the customers buy, the complexity and price levels of the products and services the company offers, competitive pressures, reporting requirements, the participation partners and the skill level of their current sales (Stein 2006).

Most companies recognize that the world and the buyers buying processes probably have changed forever. But some companies have not recognized the need to make change in the sales force (Stein 2006).

In dealing with falling or declining sales, it is advisable to invest in some short term training up to grade skills of sales and customer staff service. If you cannot afford to fire experience, train staff you can afford. This is an investment you cannot afford to miss. Find training that produces results tailored to get to your situation. It can be seminars or distance learning that does not require time away from the property or the job (Verret, 2004)

According to Hardesty (2006), Sales training programs encompass a variety of necessary components, things like company policies, sales paper work, customer relationship management, sales automation orientation, sales processes, company services, sales skills training and product

features and benefits. Stein (2006) further urges that, even when companies do decide that sales training is a step in the right direction, they do always proceed forward for the right seasons in the right order, or in the way that results in them, driving more sales revenue companies have learned how to employ sales training as a strategic tool.

Those that are leaders in the industry, offering their stake holders maximum return on their input are able to quickly adapt to changing market conditions, are respected by their customers and provide rock solid, consistent sales performance, the sales people that work for those companies are motivated to stay to their jobs longer and proud to help in recruiting their friends who have been successful selling for other companies. This therefore leads to improved sales performance.

2.2.2 Sales Process

The sales process is a systematic approach involving a series of steps that enables a sales force to close more deals, increase margins and make more sales through referrals. Actively using and desire to become willing to implement a sales process involves the following key steps, prospecting, qualifying, proposal/presentation, handling objection, closing sale and follow- up for repeat business referrals (Dvora, 2008)

2.2.3 Effective sales process

An effective sales process has elasticity to accommodate extraordinary situations. Is your company prepared to meet a certain spike in demand for their products. Effective sales process stands the rigors of changing times, and market conditions and, produce the best possible results in most circumstances. Companies have to be flexible and change with the changing environment and different consumer needs so as to be able to offer consumers what they need, when they need it.

An effective sales process produces sales results with unerring precision as a manufacturing unit produces finished products, it should therefore be evaluated to gauge performance of both the staff and organization. Thus considers constant monitoring and supervision of organizational activities.

A sales process can be viewed as an integrated method where manpower refers to the sales force, the product or service is the raw material, strategy refers to sales plans and methods, and technology refers to the latest communication and sales technologies.

2.2.4 Outcomes of the sales process

The outcomes of the sales process can be explained by a series of steps that are systematic and not haphazard. Random acts produce random and uncertain results. In sales, random acts can be used occasionally, but systematic and well-defined best practices can assure predictable results (Al-Rfou, 2015)

The steps include; predictable outcome, repeatable activities, and tangible results. Predictable outcomes are desired and predictable through a series of action that could lead to more sales and higher margins. Repeatable activities are the ones that have to be done over again by any sales person within the organization. Tangible results are outcomes that can be measured and compared. Relevancy for other that is a good sales process model. A group of companies may apply particularly productive sales process to all or some of its divisions.

2.2.5 The outcomes of the selling process

Identifying, and qualifying, leads to take into account only those prospects that truly have the potential to buy according to their importance, to assign the right resources to each of them. Successful sales people spend more time with their top revenue producing accounts. This implies that the consumer with the uniqueness of the product/service and your company, talk about the need of the customer and develop customized value propositions to solve their business use, convince the customer that your company is the one that can take care of the need and none can do it better than you, assessing the purchasing power of each potential customer, large percentage off profit sales and forge strong bonds between the company and customers through the sales staff.

Griffith (2001) states that profitability of business is the justification of good performance. He further says that profits of a business are the end results of operations and an indicator of good performance. Therefore, profit is a basic yardstick with which the success of the business can be measured. It is a reward for enterprise innovation and taking risks.

The sole reason for setting up a business is creation of customer, not profit. Profit is ad a result of coincidence during business operation (Nourouz et al, 2015) contends that businesses do not carry on their activities solely with an eye of achieving the highest possible profits but businesses have placed a high value on the growth of sales and willing to accept lower profits in order to gain the stability provided by large sales.

Coming to the other aspect like whether high- or low-quality firms engage in higher advertising, there is a huge signaling literature on advertising spending. Osogbo(2014) found that the high quality firms will reduce advertising spending and increase price from their complete levels. The intuition behind this is that when information is incomplete, the high-quality firm cannot exploit its advantages.

When there are advantages in quality, a firm will want to spend less on advertising. Nelson (1974) explained the way in which advertising as information operates. Manufacturers of experienced goods can increase the demand by advertising heavily, lowering the prices, and increasing the quality; however, consumers have greater marginal revenue for such goods as compared to experienced goods.

In the Pharmaceutical industry, researchers have found small demand effects of detailing and direct-to-consumer advertising (Fischer and Albers, 2010); Lizuka and Jin (2005). For consumer package goods, (Slade 1995) estimates a dynamic model in which firms choose prices and advertising intensity for the saltine crackers category and advertising expands the demand for category.

2.3 Relationship between sales performance and advertising.

The essence of advertising is to increase sales revenue hence improving sales performance (David et al, 1998). Advertising combines with a host of all other influences to determine what contribution advertising makes to the buyer's purchasing decision. The retailer John Wanamaker is said to have remarked that he knew the only half of his advertising was effective but he was unable to know which half was it.

It is through advertising or other forms of promotion that brands in different market segments can effectively tell people in the market that the product is intended specially for them (Engel, 1991, McsGann and Russell, 1998)

The significance of advertising is to let customers know that an established brand is still around and it has certain characteristics, uses and benefits (Pride et al, 1989).

Effective advertising can increase sales of advertiser's products, and so by doing increase their profits. Advertising provides consumers and other prospects with information about different products that are available to them. This enables consumers to compare and choose between the

products and encourages competition. Competition encourages companies to be more price and quality conscious so as to retain customers and clients (Cambridge international college training manual, 2000).

The decision to advertise implies a decision to compete in a new and aggressive way within the market. This means the provider will no longer rely too solely upon personal sales man-ship to gain distribution. Instead he implies his readiness to and intention of speaking directly to consumers in abroad countries. The decision to advertise also helps the marketer to expand his share in the market. Advertisement helps in development and expansion of the market and the consumer acceptance of the product.

Dunn 1968, points out that the market needs and conditions are changing; therefore, there is need for creativity in selling. This will show the company what to produce so as to satisfy the needs of the users. When companies produce such a commodity and they advertise, there is an automatic high response in consumption, thus showing the relationship between advertising and sales performance.

Penchman (1992) found out that advertising has a greater potential of building awareness of people hence obtaining a high preference in the market share because a bid percentage of the population has one or more of the mass medium such as radios and televisions. This fact introduces the advertised company to many people. If advertising is satisfying it will lead to increase in volume of sales.

Pride et al (1989) observes that advertising often stimulates demand thus stimulating sales. For advertising to have a direct relationship with sales revenue, the entire market mix must be viewed by the customer as the right one (Engel 1991, McCathy and Perveault, 1988).

Gordon (1998) states that companies advertise in order to compete in a new and aggressive way within the market, to increase their market share through increased customer, utilize the low cost way of teaching customers to create marketing approaches.

David et al (1988) recognizes that many scholars have heard different views on the effect of advertising on sales perfonnance, however most of them agree that effective advertising will eventually increase revenue.

Sandra Jakstiene (2014) has stated that in a competitive society there is not only competition between rival advertisers but choice between their rival products and services. Also people forget very easily and therefore the biggest advertiser in the world will get bankrupt very easily if he stopped advertising.

Companies advertise to create familiarity with or of a product, which helps to create confidence in it. If a product is simply made available, it is important to inform people of its existence

2.4 Empirical studies

There are a number of studies that have attempted to address the effect of advertising on sales performance. The sub section below presents a number of related studies on the topic from both developed and developing countries

2.4.1 Studies from developed and developing countries

The following empirical evidence shows the relationship between Performance for different products in both developed and developing countries. The positive relationship between the advertisement and sale are reported in the U. S auto industry by K woka, (1993) where he showed that advertising in the auto industry increases car model sales but it is short lived.

Seldon and Deroodian (1989) showed that advertising increases demand for cigarettes. In fact, the interesting point he made is that the industry reacts to healthy warning by increasing its advertising. Nerlove and Waugh (1961) investigated the relationship between sales and advertising in the U.S orange industry by stating that the industry output must always increase with the increase in the advertisement expenditure.

There are also studies that reported the negative relationship between advertisement expenditure and sales like Balgati and Levin (1986) used a dynamic demand for cigarettes and indicated insignificant income elasticity and significant low elasticity. Similar negative relationship was worked out in the U.S cigarette industry by Hamilton (1962).

Aliata (2012) gave empirical evidence to show that there exists an inverse relationship between the intensity of advertising and intensity of competition. Henry Simons, one of the critics of advertising summed it up when he wrote that a major barrier to really competitive enterprises

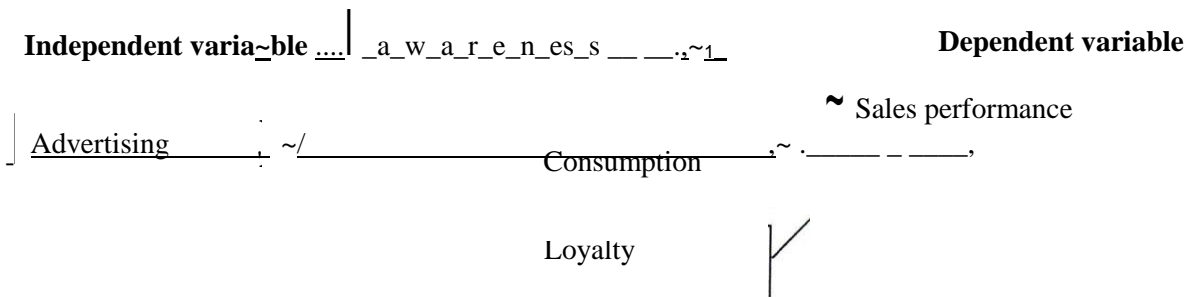
and efficient service to consumers is to be found in advertising especially and in sales organization which covers great regional or national wide areas.

Boulding et al, (1994) used longitudinal and cross-sectional profit impact of market strategies (PIMS) data in order to assess at the business unit level the effect of advertising on demand elasticity. They reported evidence that the current advertising reduces future demand elasticity for firms that price above the industry average.

Mausa (2003) studied the relationship between advertising and sales performance in Uganda using Mukwano Company. He found out that advertising has a direct relationship with overall sales performance in a company

2.4.2 Conceptual frame work for the study

The following figure represents a conceptual frame work of the study



Source; Own developed model

Based on the nature of study objectives and literature reviewed, the study proposed a conceptual frame work as shown above. The frame work postulates that advertising creates product awareness and product loyalty. It also postulates that product awareness and product loyalty leads to product consumption. Lastly the frame work postulates that advertising which leads to product awareness and product loyalty and later product consumption leads to achievement of sales performance. Therefore, the frame work postulated a positive relationship between advertising and sales performance

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.0 Introduction

This chapter presents the research design, population study, sampling design, data collection methods/ instrument used for data collection, data analysis, procedure for data collection and ethical considerations for the study, and the limitations likely to be experienced during the study.

3.1 Research design

The study employed a cross sectional research design with both qualitative and quantitative methods. The design appropriated in investigating the empirical and theoretical relationship between variables.

3.2 Sampling design

3.2.1 Study Population

The population of this study consisted of Mukwano employees. However due to limitation of funds and time, the sample was drawn only from Mukwano employees at the headquarter office in Kampala.

3.2.2 Sampling size

The researcher used a sample of 50 respondents and was determined using Morgan's table. And the sample size was determined basing on the confidence level needed from the selected population under study. A suitable and desired sample was 50 units (50 employees)

3.2.3 Sampling method

The researcher used stratified random sampling to divide the employees into different departments under which they were working in. They included operational, supply, production and marketing departments. Simple random sampling method was used to select respondents from the selected departments in the industry.

3.3 Data collection

3.3.1 Data sources

3.3.1.1 Primary data

This data was obtained from the source. This is because it required specific information which **did** not exist elsewhere or in another form or when the topic was being researched. The researcher collected primary data by going to the field.

3.3.1.2 Secondary data

Secondary data is the one obtained from sources which already exist about the organization and has been used before, for example information from journals, books and internet. The researcher collected information from both external and internal sources.

3.3.2 Data collection instruments

3.3.2.1 Questionnaires

These are self-administered questions that are both structured and semi structured, formalized questions used in the survey to collect information which is later analyzed to provide results necessary for solving a given research problem. The researcher used self administered questionnaires. These allowed respondents to choose from alternatives that were provided by the researcher. Questionnaire was the main instrument used in the study. According to the oxford learners dictionary (seventh edition), "a questionnaire is a written list of questions that are answered by a number of people so that information can be collected from the answers.

This document asks same questions of individuals in a sample. Thus a questionnaire is a technique of data collection where different people are asked to respond to the same set of questions in pre-determined order. It includes structured interviews as well as those in which the questions are answered without an interviewer present. Subjects usually record a written response to each questionnaire item. They can fill out the questionnaire at their convenience and answer the items in any order. They may skip questions as well as give a unique response. Questionnaires are used extensively in educational research to collect information that is not directly observable. This data collection method typically inquires about feelings, motivation, attitudes, accomplishments, and experience of individuals. A wide range of issues can be investigated with questionnaires. They are commonly used in quantitative research because it is

standardized, structured and compatible with the approach. A questionnaire often solicits respondent's opinion about topic or issue (Gall et al, 1996:288-289)

The questionnaire used is very flexible. There are three basic types of questionnaires

The close ended, open ended and a combination of both (Kumar, 2005). The questionnaire contains both closed ended and open-ended questions. This makes it possible to find out how many people use a product or service and what they think of it in the same form (Kumar, 2005)

The close ended questions include all possible answers or pre-written response categories. Respondents are asked to choose their answers among the questions. This type of question is used to generate statistics in quantitative research. In addition, because these follow a set of format, most response can be entered easily into a computer for easy analysis (Kumar, 2005)

The open-ended questions allow respondents to answer in their own words. These kinds of questions do not contain boxes to tick but instead leaves a blank section for respondents to write in an answer. Due to the fact that there are no standard answers to these questions, data analysis is more complex. This is because opinions are sought rather than numbers, Fewer open-minded questions were included. Whereas close ended questionnaires might be used to find out how many people use a product or service, open minded questions might be used to find out what people think about a service (Kothari, 1985)

3.3.2.2 Interview

The researcher used interview based on bell's (1993) argument that interviews center around the topic and in skilled hands may produce valuable data, though the interview may require a great deal of experience and can be time consuming. An interview approach helped me answering my research questions by allowing me to know the participants perception, aspirations and expectations on the topic.

3.4 Data processing analysis and presentation

This was done using frequency tables. This helped to summarize data into tables using descriptive statistics such as percentages.

3.4.1 Data presentation

This was done using computer excel package. This will help to summarize data into tables and also, to find out the relationship between the two variables; that is advertising and sales.

CHAPTER FOUR

PRESENTATION, ANALYSIS, AND INTERPRETATION OF RESEARCH FINDINGS 4.0

Introduction

This chapter focuses on presentation and discussion of findings on relationship between advertising and sales performance. It is based on demographic and objectives of the research which includes examining the forms of advertising establishing the level of sales and relationship between advertising and sales performance. It is to be presented in form of tables of percentages and frequencies.

The information in this chapter was obtained mainly using questionnaires. 50 questionnaires were issued out but only 42 were filled as in the table below.

Table 2; Number of respondents

Details	Frequency	Percentages
Responses	42	84
Non Responses	8	16
Total	50	100

Source; Primary Data

From table 2; 80 percent responds, 20 percent did not respond to the questionnaires. This shows a good turn up of the respondents despite the fact that they were scattered around the industry.

4.1 Demographic Characteristics

Table 3; Age of respondents

Age	Frequency	Percentages
50-59	6	12
40-49	10	20
30-39	15	30
20-29	19	38
Total	50	100

Source; Primary data

From table 2; 38 percent were between the age of 20-29, 38 percent were between 30-39, 20 percent were between 40-49, and 12 percent were between 50-59. This shows that most of the respondents were mature.

Table 4; Gender

Gender	Frequency	Percentage
Female	20	40
Male	30	60
Source; Primary Data	50	100

From table 3; 60 percent of the respondents were males while 40 percent were females. This shows that research was not gender balanced.

Table 5; Level of Education

Level of education	Frequency	Percentage
Master	8	16
Degree	23	46
Diploma	15	30
O and A Level	4	8
Primary	0	0
Source; Primary Data	50	100

From table 5; 46 percent of respondents were degree holders, 30% of the respondents were diploma holders, 16 percent were master's holders and 8 percent were O and A' Level certificate holders. This implies that most of the employees were qualified.

Table 6; Marital Status

Details	Frequency	Percentage
Married	24	48
Separated	4	8
Single	10	20
Widowed	12	24
Total; Primary Data	50	100

From table 6; 48percent of the respondents were married, 20 were single, 24 percent were widowed, 8% percent were separated.

Table 7; Department of respondents

Details	Frequency	Percentage
Management	7	14
Marketing	24	48
Others	19	38
Total; Primary Data	50	100

From table 7, 48 percent of the respondents were from the marketing department, 38 percent were from other departments and 14 percent were from management department.

Table 8; Number of years worked for the company.

Year	Frequency	Percentage
Over 10 years	23	46
5-10	8	16
1-5	14	28
Less than a year	5	10
Total	50	100

Source; primary data

From table 8; 46 percent of the respondents have been in the industry for over 10 years, 16 percent have worked between 5-10 years, and 10 percent have worked in the industry for less than a year and 10% have worked between 1-5 years. This implies that the industry retains its employees.

4.2 Findings on the forms of advertising used by Mukwano Industry.

Table 9; Organization advertises all its products

Details	Frequency	Percentage
Strongly agree	22	44
Agree	22	44
Not sure	6	12
Disagree	0	0
Strongly disagree	0	0
<i>Total</i>	50	100

Source; primary data

From table 9, 44 percent respondents agreed that the industry advertises all its products, 44 percent strongly agreed, 12 percent were not sure and none of the respondents disagreed. This implies that Mukwano industry carries out advertising on all its products.

Table 10; Television and Radio as a means of advertising

Details	Frequency	Percentage
Strongly agree	29	58
Agree	16	32
Not sure	5	10
Disagree	0	0
Strongly disagree	0	0
Total	50	100

Source; Primary data

From table 10, 58 percent of the respondents strongly agreed that television and radio are the means of advertising used by Mukwano, 32 percent agreed, and 10 percent were not sure. This indicates that mukwano uses television and radio as a means of advertising

Table 11; Newspapers as a means of advertising

Details	Frequency	Percentage
Strongly agree	18	36
Agree	22	44
Not sure	10	20
Disagree	0	0
Strongly disagree	0	0
Total	50	100

Source; primary data

From table 11; 44 percent agreed that newspapers were used as a means of advertising, 36 percent strongly agreed, 20 were not sure. This means that Mukwano uses newspapers as a means of advertising.

Table 12, Brochures and Magazines

Details	Frequency	Percentage
Strongly agree	7	21.9
Agree	9	28
Not sure	14	43.8
Disagree	0	0
Strongly disagree	2	6.3
Total	32	100

Source; primary data

From table 12; 43.8 percent of the respondents were not sure whether the company advertises using brochures and magazines, 28 percent agreed, 21.9 strongly agreed and 6.3 percent strongly disagreed.

Table13; Stickers and workshops as a means of advertising

Details	Frequency	Percentage
Strongly agree	23	46
Agree	8	16
Not sure	4	8
Disagree	11	22
Strongly disagree	0	0
Total	50	100

Source; primary data

From table 13, 46 percent strongly agreed that mukwano uses workshops and stickers to advertise, 22% disagreed, 16% agreed while 8% were not sure. This implies that mukwano industry uses workshops and stickers as a means of advertisement.

Table 14; Adverts reach the audience

Details	Frequency	Percentages
Strongly agree	9	18
Agree	26	52
Not sure	15	30
Disagree	0	0
Strongly disagree	0	0
Total	50	100

Source; primary data

From table 14; 52 percent of respondents agreed that adverts of the company reach the intended audience, 30percent were not sure, 18 percent strongly agreed and none disagreed or strongly disagreed. This implies that advertisements reach intended audience.

v)

4.3 Findings on the level of sales of Mukwano industry

Table15; The level of sales has been increasing

Details	Frequency	Percentage
Strongly agree	6	12
Agree	13	26
Not sure	9	18
Disagree	22	44
Strongly disagree	0	0
Total	50	100

Source; Primary data

From table 15; 44% of the respondents disagreed that the sales increasing, 26 % agreed, 18 % were not sure, 12% strongly agreed. This implies the sales are not increasing.

Table 16; Increasing sales volume is everyone's responsibility

Details	Frequency	Percentage
Strongly agree	7	14
Agree	8	16
Not sure	4	8
Disagree	18	36
Strongly disagree	13	26
Total	50	100

Source; Primary source

From table 16; 36% of respondents disagreed that increasing sales revenue was not even worker's responsibility, 26% strongly disagreed, 16% agreed, 14% strongly agreed, and 8% were not sure. This implies that increasing volume of sales was for particular workers.

Table 17; The level of sales volume in Mukwano is declining

Details	Frequency	Percentages
Strongly agree	13	26
Agree	19	38
Not sure	7	14
Disagree	7	14
Strongly disagree	8	8
Total	50	100

Source; Primary data

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION 5.0

Introduction

This chapter summaries up the field discoveries, draws completion and recommendations and ends with areas of further research. The objective of the research were examining the forms of advertising used by Mukwano Industry, establishing the level of sales of Mukwano Industry and finding the relationship between advertising and sales performance.

5.1 Findings on the forms of advertising

The forms of advertising used by mukwano industry are television, radios, magazines, brochures, newspapers, stickers and posters. Most of these forms are interrelated although some like radios and televisions are more used than the others. The findings revealed that the industry uses television in advertising than other forms. It was also found out that mukwano advertises through all media types which included visual, audio and print media.

5.1.2 Findings on the level of sales of Mukwano industry

From the findings it was established that the level of sales of mukwano is declining by the decline sales revenue. This was due to failure to involve the public and use of advertising media that is accessible by most Ugandans. Failure of the industry's adverts reaching the intended audience was also seen to be major cause of decline in the sales volume.

5.1.3 Findings on the relationship between advertising and sales

From chapter four, it was established that there is a strong relationship between advertising and sales. This is supported by a positive relationship established by Pearson correlation together with a positive response from the questionnaires.

5.2 CONCLUSIONS

5.2.1 Forms of advertising

From the findings of the study, it is evident that there are various types of advertisements used by the organization. But according to the responses there are some forms which are mostly used than others, these include radios, and televisions. These have helped the organization to raise awareness about the existence of various types of products produced by the company.

5.2.2 Establishing the level of sales from Mukwano Industry.

The level of sales in Mukwano is declining as indicated in table 17; where by 26% of the respondents strongly agreed that the sales level in mukwano is declining. In the year 2017 the industry expected 600 billion sales but as the year went on the actual sales were 500 billion (decline)

5.2.3 Relationship between advertising and sales

The relationship between advertising and sales is very strong. This is shown by Pearson correlation analysis supported by the responses from the questionnaires where most of the respondents agreed that the media used reached the intended audience.

5.3 RECOMMENDATIONS

Based on the study findings, the following recommendations were highlighted as follows:

Mukwano industry should use other forms of advertising like sponsoring events and use of mobile phone advertising. This will increase awareness about the various products produced by the industry.

The industry should choose the most effective media for advertising that is affordable by many people for example radios.

The industry should use different common languages used in the country so that every individual can get the message from the adverts.

Marketing should also be used to reach most people who spend time on the internet and have time to listen to radios or watch television.

The industry should also use celebrities in the country to help them advertise their products for they can attract big crowds from which potential customers can be found.

5.2 Suggested areas for further research

Due to limited time, this research is not conclusive as such. It is therefore important that further research be carried out on the following.

- 1) Employees motivation and sales performance
- 2) Effects of E-marketing on sales volume
- 3) Impacts of employees training on sales

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4. Marital status

Married	Separated	Divorced	Widowed	Single

5. Department

6. Number of years worked with Mukwano industry

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

SECTION B

FORMS OF ADVERTISING IN MUKWANO INDUSTRY

1. Mukwano industry advertises all its products

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

2. The organization uses the following forms of advertising

Forms of advertising	Strongly agree	Agree	Not sure	disagree	Strongly disagree
Television					
Posters					
Newspapers					
Magazines					
Bill boards					
New letters					
Brochures					
Stickers					
Radio					
Business card					

3. Any other forms of advertising used by the organization

Forms of advertising	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
Workshops					
Mobile advertising					

4. Adverts of the Mukwano industry meet the intended audience

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

5. Mukwano industry is allowed to advertise freely

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

6. Media used are accessible by the target market

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

SALES PERFORMANCE

1. The level of sales in Mukwano has been increasing

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

2. Increasing level of sales in Mukwano is every ones responsibility

Strongly agree Agree Not sure Disagree Strongly

disagree

3. The level of sales in Mukwano is declining

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

4. Increasing sales in Mukwano is a challenge to all employees

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

SECTIONC

RELATIONSHIP BETWEEN ADVERTISING AND SALES PERFORMANCE 1.

Advertising helps in increasing the number of customers in mukwano industry.

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

2. The number of customers in the industry can be increased by sponsoring events.

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

3. Building awareness about Mukwanoindustry can increase the number of customers.

viii)

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

4. Advertising shows different kinds of products available for customers

Strongly agree	Agree	Not sure	Disagree	Strongly disagree