

**THE EFFECT OF ADVERTISING ON SALES VOLUME OF MANUFACTURING
ORGANIZATIONS IN UGANDA**

A CASE STUDY OF COCA COLA NAMANVE

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DEDICATION

I dedicate this work to Lord Almighty, my family members and close friends. Thank you for the support and encouragement during the entire period of study and for their prayers towards the successful completion of this research.

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ABSTRACT

This study examined the effect of advertising on sales volume of manufacturing organizations. The examined the effect of product oriented advertising on the sales volume, established the effect of competitive advertising on the sales volume and finally established the effect of reminder advertising on sales volume. This study was due to the fact that poor product communication to the final consumers could give competitors an edge in terms of loyalty to brands; sales volume and high market share and in addition not all advertisement are honest and follow ethical standards and hence the message is perceived by the target consumer lies since the advertised products do not appeal, attract attention, commands interest, inspire conviction and provoke interest in customers to make more purchase and boost sales volume. The study used a case study design and Coca Cola Company Namanve was ideal for the research. Population was the study was 56 and the sample size was 48 according to Krejcie and Morgan table although the actual respondents were 40. Qualitative and quantitative methods of data collection were used for data collection and analyzed using SPSS version 16. The study further noted that the use of product oriented advertising helps in identification of a product and differentiates them from others leading to increased sales. The findings revealed that organization uses competitive advertising to reach prospective customers and create awareness which changes their buying behavior. The study noted that through reminder advertising customers buying behavior is influenced especially after being reminded about the benefit of products. The study concludes that effectiveness of product oriented advertising influences perceived quality of products leading to increased market share, profitability and sales. The study concludes that carrying out an in depth competitive analysis has helped the organization to identify competitor's strengths and weaknesses develop competitive strategies that boost sales. The study concludes that organization has achieved brand loyalty, sales volume, profit, market share and increased sales after reminding customers about price changes for their different brands, purchase terms, ordering and payment. The researcher recommends that the organization uses advertising to create market for the newly developed products. The study recommends that organization uses competitive advertising to reach prospective customers and create awareness. The researcher recommends that organization should continue to remind customers in order to increase brand loyalty, sales volume, profit, market share and increased sales.

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

Advertising is the main component of marketing communication and it is one of the most seen and powerful marketing activities. Advertising is one of the greatest traditional promotional mix strategies which have been used by many organizations nowadays. Advertising can be defined as any paid form of non-personal communication about the organization, product or an idea by an identified sponsor (George and Michael 2007). Advertising is so advantageous in marketing information and communication and it is seen as an effective form of promoting both service and products because consumers are bombarded with various types of media such as television, radio, magazines, flyers, mail, internet and other mass media on a daily basis. Kotler, (2010) believes that it is a suitable measure in creating awareness since successful advertisement is able to improve the firm's sales volume.

Clow and Black (2006), stressed that advertising helps organizations to communicate with their customers, both new and old. Thus having clear objectives for advertising will aid operational decisions making advertising campaign effectively in conveying product information to the intended audience. Since companies are investing massive amount of money in marketing communication every year, it is important to examine the relationship advertising has on the sales volume and profitability of the firm. Anindita et al, (2008) noted that there is a rising interest in quantifying the impact of advertising on firm's profitability in line with sales volume.

1.1 Background to the study

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler, 2012). There are various forms of advertising like informative advertising, persuasive advertising, comparison advertising, and reminder advertising used to inform consumers about a new product, service or future or build primary demand (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 television (Kotler and Armstrong 2010). Advertising can be done through print media which include newspapers, magazines, broachers, audio media for example radio and visual media which includes billboards, and television (Kolter and Amstrong 2010).

Dunn et al. (2008) viewed advertising from its functional perspectives, hence noted that advertising involves payment for non-personal communication through various media by business firms, non-profit organization, and individuals who identify a message and hope to inform or persuade members of a particular audience. Therefore the non-personal communication of marketing-related information in a target audience ensures that the specific objectives of the sponsor reach customers about the products. Etzel et al. (2007) noted that the purpose of advertising from product perspective is to create awareness of the advertised product and provide information that will assist the consumer to make purchase decision, the relevance of advertising as a promotional strategy, therefore, depends on its ability to influence consumer not only to purchase but to continue to repurchase and eventually develop-brand loyalty. Consequently, many organizations spend a huge amount of money on advertising and brand management in order to boost sales.

To be competitive over other competitors, an organization has to use appropriate advertising strategies that may influence consumers to choose a company product over those of competitors (Akanbi and Adeyeye, 2011). Thus, the ultimate objective of advertising strategies is to sell products persuasively and creatively in order to sales more than the competitors. The forms that advertising takes and the media in which advertisements appear are as varied as the advertisers themselves and the messages that they wish to deliver (Kingsley, 2012). Advertising helps a firm to out compete its competitors in terms of growth, betterment and perfection of the business environment (Abiodun, 2011). Soft drink companies are successfully employing advertising to inform, persuade and remind potential clients about products that are offered in their area. The pursuit of advertising by the companies is to increase the market share and overall performance, however the extent to which advertising influences the performance of the companies raises speculation.

Olusegun (2006) opined that all advertisement must be honest and follow ethical standards and must be perceived by the target consumer as not lies; otherwise it can batter the image of a company and hinders it from building successful brands. Thus, for advertising to be effective, it must have an appeal, attract attention, commands interest, inspire conviction and must provoke interest. Okeji (2008) posited that a good advert message should not be boring but rather reflect the lifecycle of the product. Effective advertising cause company brands to be viewed as more elegant, more stylish, more prestigious and of high quality. By adding value, advertising can generate for brand more sales volume, revenue and profit and reduce the risk of unpredictable future cash flows (Terence and Ship, 2010). Advertising plays a vital role in marketing products bringing products close to people therefore advertising effectiveness serves a multidimensional product communication needs to society (Frank, 2005). Companies embark upon advertising not

only to sell their products, promote their goods, but also to create efficient defense to curtail competitors' moves.

Advertising normally conform one basic types and that is product and service orientation (Hackley 2010). Product-Oriented advertising focuses on the product offered and the prime task is to support the product in achieving its marketing goals (Johnson et al, 2006). Pioneering advertising is used in the early stages of the life-cycle when it is necessary to explain just what the new product being introduced to the market will do and the benefits it can offer hence stimulating basic generic demand rather than attempting to beat competition (Dunn et al. 2008). Competitive advertising is concerned with emphasizing the special features of the product or brand and usually the seller seeks to communicate the unique benefits that distinguish the product and give its competitive edge (Wells et al. 2006). Reminder and Reinforcement advertising tend to operate after purchase and it reminds customers that the product still exists and that it has certain positive properties and benefits (Kotler, 2010). For this study, the researcher will consider; Product-Oriented advertising, Competitive advertising and Reminder and Reinforcement advertising as dimensions of advertising to measure sales volume

1.1.1 Background to the case study

Namanve lies in Bweyogerere Ward, in southeastern Kira Municipality, in Wakiso District, Central Uganda. It is located approximately 15 kilometres (9.3 miles), by road, east of downtown Kampala, Uganda's capital and largest city. Namanve is bordered by Seeta to the east, Namilyango to the southeast, Lake Victoria to the south, Kirinnya to the southwest and Bweyogerere to the west and northwest. The coordinates of Namanve are:0°21'27.0"N,

32°41'39.0"E (Latitude:0.357500; Longitude:32.694167). Portions of Namanve lie within the boundaries of Mukono Town Council. The Coca-Cola bottling system grew up with roots deeply planted in local communities. This heritage serves the Company well today as people seek brands that honor local identity and the distinctiveness of local markets. As was true a century ago, strong locally based relationships between Coca-Cola bottlers, customers and communities are the foundation on which the entire business grows.

1.2 Statement of the problem

Sales volume is the core interest of every organization and is based on sales and profit so when sales volume goes up profits rises and management in organizations is made easier (Adekoya, 2011). However, poor product communication to the final consumers could give competitors an edge in terms of loyalty to brands; sales volume and high market share (Sujuyigbe et al. 2013). Advertising campaign cannot be solely responsible for recorded increase in sales but advertising gives the knowledge about the product and creates the idea in minds of prospective consumers about it. A consumer may simply turn the page of a magazine, look away from the television, or click on a banner advertisement on the Internet to make it go away without ever paying attention to the advertisement, thus obtaining the attention of consumers who are, in fact, exposed to an advertisement is a significant challenge for advertisers (Bett, 2014). Not all advertisement are honest and follow ethical standards and hence the message is perceived by the target consumer lies since the advertised products do not appeal, attract attention, commands interest, inspire conviction and provoke interest in customers to make more purchase and boost sales volume. Kejriwal and Chakravorty, (2014) explained that organizations choose wrong advertisement media such as print (newspaper, magazines, billboards, flyers) or broadcast (radio, television)

typically to market their products since consumers not attend to advertisements they have already seen. Organizations have made advertising decision but do not attempt to go for in-depth research on effective advertising strategies which creates difficulty for advertisers to ensure that either customers are attracted to the advertising or not so that they can further persuade customer for the purchase of product or service (Uchenna and Lee, 2012). The number of repetitions of the ad needed to reach consumers may be so great that the advertisement wears out therefore organizations need to choose the right methods and media to advertise in order to boost sales. The pursuit of advertising by the companies is to increase the market share and overall sales; however the extent to which advertising influences sales volume raises speculation. This study therefore seeks to determine the influence of advertising on sales volume by answering the question; does advertising influence sales volume of Coca-Cola Company?

1.3 Purpose of the study

The purpose of the study is to establish the effect of advertising on sales volume of manufacturing organizations.

1.3.1 Objectives of the study

- i. To examine the effect of Product-Oriented advertising on sales of Coca-cola company
- ii. To establish the effect of Competitive advertising on sales of Coca-cola company
- iii. To establish the effect of Reminder and Reinforcement advertising on sales of Coca-cola company

1.4 Research questions

- i. What is the relationship between Product-Oriented advertising and sales of Coca-Cola Company?
- ii. What is the relationship between Competitive advertising and sales of Coca-Cola Company?
- iii. What is the relationship Reminder and Reinforcement advertising on sales of Coca-Cola Company?

1.5 Scope of the study

1.5.1 Geographical scope

The study will be centered at Coca-Cola Company located at Namanve because it is the headquarter of the industry where marketing plan is carried out, and it has the largest sales volume

1.5.2 Content scope

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

1.5.3 Time scope

For the purpose of this study a time frame of three years from 2013-2016 will be considered

1.6 Significance of the study

The findings of the study will be of value to the theory as it depicts the usage of advertisement by the companies and its influence on sales volume. The findings of the study seeks to confirm

that organizations try to fit in with the norm by pursuing advertising that validates them as part of the organizational field. It would provide a reference point as well as recommendations on the areas the management of the companies can improve on in order to be competitive in the market.

The study would also be of benefit to prospective investors in the telecommunication industry as it would provide an understanding of the influence that advertising have on the performance of the company. This research will be useful to those organizations to enhance market penetration and justify increased usage of the claims or look for alternative ways of enhancing consumer purchase decisions.

This study will be of benefit to the practitioners and academicians both in the private and in public sector by having contributed to the existing body of knowledge in the area of advertising. Academicians may use findings for further research, while practitioners may apply lessons in planning and implementing future strategies in order to market the company.

1.7 Justification of study

Ugandan businesses can exploit opportunities beyond local borders if they utilize opportunities in Information and Communications technology has to offer. Soft drink firms are increasingly taking on advertising in an effort of market their products across the globe with ease. However, companies still lack the essence for advertising. Coca-Cola Company has some loopholes in its methodologies and therefore if research is not carried soon the market will lose interest and excitement.

1.8 Definition of key terms

Advertising: is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler, 2012).

Sales volume: describes the trend of collections in terms of revenue when comparing different periods (Stoner, 2004).

Product-Oriented advertising: focuses on the product offered and the prime task is to support the product in achieving its marketing goals (Johnson et al, 2006).

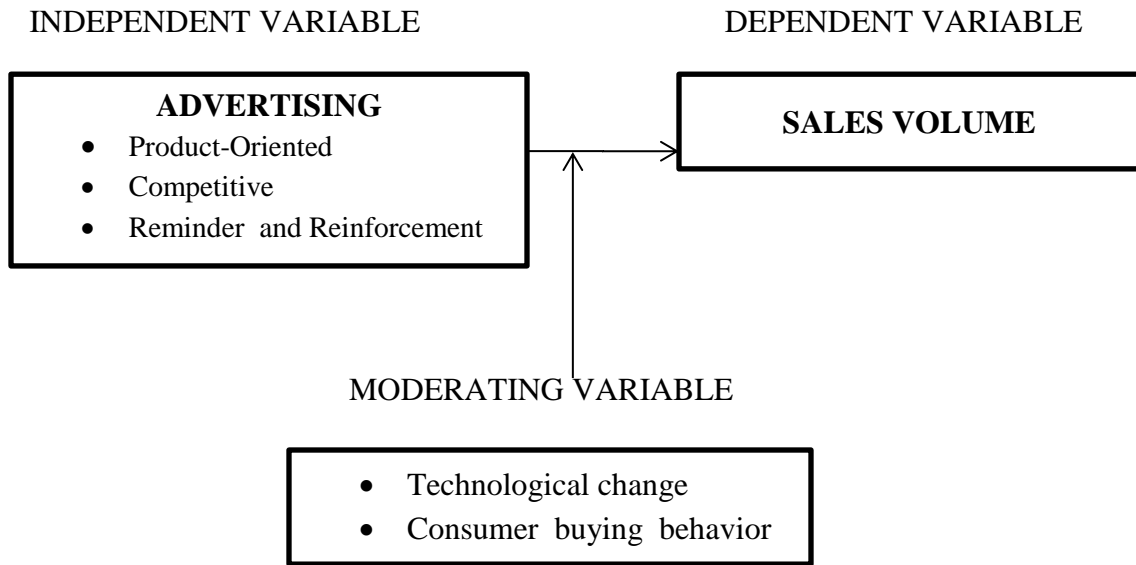
Competitive advertising: concerned with emphasizing the special features of the product or brand and usually the seller seeks to communicate the unique benefits that distinguish the product and give its competitive edge (Wells et al. 2006).

Reminder and Reinforcement advertising:reminds customers that the product still exists and that it has certain positive properties and benefits (Kotler, 2010).

1.9 Conceptual framework

Mugenda, (2008) defines a conceptual framework as a concise description of the phenomenon under the study accompanied by a graphical or visual depiction of the major variables of the study. The study postulates that sales volume (dependent variable) is a result of three determinants namely; jProduct-Oriented, Competitive and reminder and Reinforcement (independent variables) though technological change and consumer buying behavior influence the relationship as presented in figure below.

Figure 1: Shows the conceptual framework



Source: Hackley (2010) and modified by the researcher (2016)

The figure illustrates the relationship between the independent variables, dependent variables and the moderating variables. The variables in the conceptual framework are further divided into their indicators which are Product-Oriented, Competitive and reminder and Reinforcement advertising for the independent variable which is advertising and then sales volume as a lone dependent variable. Product-Oriented advertising focuses on the product offered while Competitive advertising is concerned with the special features of the product or brand and on the other hand Reminder and Reinforcement advertising reminds customers that the product still exists. However for an organization to increase sales volume through advertising, the moderating variables which are technological change and consumer buying behavior have to be considered

1.10 Summary

Chapter one which is the general introduction to the study, discusses the concept of advertising through the background information, the problem statement, objectives, research questions, significance, scope and conceptual framework. Chapter two reviews related literature on relevant works done in this area of study through a theoretical framework and empirical analyses while chapter three explains how the study will be carried out through the various methodological techniques employed to tackle the research questions raised. In this regard, this section discusses the following the research design, the data collection strategies, data specifications among others. Chapter four discusses the results of the study while chapter five summarizes, offers recommendations and conclusion for the study.

CHAPTER TWO

LITERATURE REVIEW

Introduction

This section gives an insight into the impact of advertising on sales volume. A number of author and scholars in the marketing field are to be used in providing an insight into the concept of advertising. The chapter dwells much on in-depth literature from scholars from a diverse marketing background in shaping out the field of advertising and sales volume.

2.1 Theoretical review

The theoretical perspective in a research reflects the researcher's theoretical orientation, which is crucial to interpreting the data in a qualitative study, irrespective of whether it is explicitly or implicitly stated. In other words, theoretical perspectives play a role as the filter for focusing and bounding the data to be collected. Several theories are considered to be underpinning the study but specifically for this study, the porter's five forces model of competition will be used.

2.1.1 The Porter's five forces perspective

The theoretical perspective views competitive advantage as a position of superior performance that a firm achieves through offering cost advantages or benefit advantages (Porter, 1980). This model attributes competitive advantage to the external environmental factors that a firm must respond to such as erecting barriers of entry to competitors, product differentiation, capital requirements, and buyer switching costs (Ladoet al, 2002). The theory says that competition within an industry is determined by five forces namely; rivalry of industry competitors, threat of new entrants, bargaining power of buyers, bargaining power of suppliers, and the threat of

substitute products (Porter, 1980). The theory further says that basing on the strengths or weaknesses of industry players, the competitive position of individual firms is partly determined, the rest of the external threats notwithstanding. Secondly, prospective new entrants to the industry, the bargaining power of buyers, the bargaining power of suppliers, and threat of substitute products, altogether have a potential of reducing considerably the competitiveness of organizations in the marketplace.

Industry structure determines who will capture the value, but a firm is not a complete prisoner of industry structure - firms can influence the five forces through their own strategies. The five forces framework highlights what is important, and directs managers toward those aspects most important to long-term advantage. In this framework, gaining competitive advantage is determined primarily by responding effectively to industry-specific requirements. The five forces model constitutes a very useful way of thinking about and analyzing the nature of competition within an industry. However, the model presents a static picture of competition which slights the role of innovation and de-emphasizes the significance of individual company differences while overemphasizing the importance of industry and strategic group structure as determinants of company profit rates (Ghemawat et al, 2009).

2.1.2 Overview of advertising

Advertising is any paid form of non-personal presentation and promotion of ideas and goods, or services by an identified sponsor (Kotler and Armstrong 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. According to Kotler (2010), 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 the company. Many advertisements are designed to generate increased consumption of those product and service through the creation and reinforcement of brand image and brand loyalty. Advertising is a non-personal communication of information usually paid for and persuasive in nature about products, services or new ideas by identified sponsors through various media (Arens 1986). advertising can also be defined as bringing a product or service to the attention of potential and current customers. Advertising is found on one particular product or service. Thus an advertising plan for one product might be very different from the other product.

Advertising as a tool for communication uses certain criteria for setting its objectives. According to Akanbi and Adeyeye, (2011), advertising and marketing communications can reasonably establish, maintain, reinforce, increase or change variables such as consumer awareness, understanding, conviction, trust, attitudes, or image, or preferences. Awareness can further be broken down to include simple top-of-mind awareness of a brand, or awareness of actual properties and characteristics of a product. In addition to this basic understanding of the behavioral steps consumers go through in learning about and purchasing product (Meshach 2007). There are other criteria that objective must meet in order to be effective in directing energy of a company toward their fulfillment.

When there is adequate awareness through advertising, high patronage will be achieved which will result to an increase in sales volume, productivity and profit level of organizations (Sajuyigbe et al, 2013). 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. However, poor product communication to the final consumers could give competitors an edge in terms of loyalty to brands, sales volume and high market share (Sujuyigbe et al. 2013). According to Akanbi and Adeyeye (2011), advertising campaign cannot be solely responsible for recorded increase in its sales after campaign. However, Morden (1991) insists that advertising gives the knowledge about the product and creates the idea in minds of prospective consumers about it. Advertising influences consumer buying behavior and has a significant effect on sales turn over (Adekoya, 2011).

2.1.3 Overview of sales volume

Sales volume refers to the quantity of items a business sells during a given period, such as a year or fiscal quarter (Adekoya, 2011). Stein (2006) believed that the right sales approach consists of sales training that supports a company's sales methodology and related processes. 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 the company's unique situation in their market, their 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 people (Stein 2006). Most companies recognize that the world and their buyers buying processes probably have changed forever. But some companies have not recognized the need to make change in their sales force (Stein 2006).

Sales in 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 (Young, 2005). 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 volume 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 the pricing of the goods and services (Amanda, 2002).

Sales volume 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 decisions-markers have visibility made decision about the amount of sales and this represents the next generation of best practices for sales (Michael, 2006). Sales revenue is the total amount of money that the firm gets from the sale of all its goods and services in a given period of time. This is usually six months or a year if a firm produced only one product or service, the sales revenue will be the price of the product multiplied by the number of products sold. In the case of more than one product or service the revenue from each needs to be added together (Kotler, 2005). The figure for sales revenue in profit and less account does not necessarily mean that the firm has received all the money because although they may have sold that quantity of the product may still be owed some of the money as debtors (Baker 2001).

In dealing with falling or declining sales, it is advisable to invest in some short term training to upgrade the skills of sales and customer service staff. If you cannot afford to fire experience, train the 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). Hardesty (2006) noted that

sales training programs encompass a variety of necessary components ,things like company policies , sales paper work, customer relationship management ,sales force automation orientation, sales processes ,company services ,sales skill 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 not always proceed forward for the right reasons in the right order ,or in a way that results in them, driving more sales revenue companies have learned how to employ sales training as a strategic tool.

2.2 Product-Oriented advertising and sales volume

Product-Oriented advertising focuses on the product offered and the prime task is to support the product in achieving its marketing goals (Johnson et al, 2006). Korgaonkar et al, (2004) product oriented advertising campaigns are successful in increasing sales when they are for nondurable products with unique attributes, were geared to the consumer market and backed by adequate financial resources, and when they featured unique and creative messages. Shah et al, (2009) noted that favorable product attributes could be achieved by advertising campaigns that promoted product uniqueness, had adequate financial resources, and used creative messages and appropriate media. Denning (2006) advocates that product oriented advertising increases product differentiation and deters entry by contributing recognition and prestige to advertised goods, thereby inflating the market power of firms selling advertised goods and bracing prices.

Nelson (2004), stressed that product oriented advertising is important in providing price and product quality information. Product oriented advertising reduces the costs associated with consumer search and facilitates substitution possibilities between products, resulting in lower prices and superior market performance (Joshi and Hanssens, 2010). Product oriented advertising

plays a vital role in marketing products becoming so close to people, life, therefore, it serves multidimensional communication needs of society. A company successfully employing product oriented advertising to inform and persuade potential clients about its products that are offered in their area. Eng and Keh (2007) explained that the pursuit of product oriented advertising and innovation by the company is to increase the market share and overall performance, however the extent to which product oriented advertising influences the performance of the company raises speculation.

Effective product-oriented advertising cause product brands to be viewed as more elegant, more stylish, more prestigious and of high quality which adds value to a product brand by influencing to buy more (Keegan, 2008). Product-oriented advertising makes consumers to perceive that the product brand is higher in quality (George, 2005). Effective product-oriented advertising, then, by influencing perceived quality and other perception, can lead to increased market share and greater profitability which are measures of organization performance (Sandage and Rotzoll 2001). By adding value to products, product-oriented advertising can generate for a brand more sales volume, revenue and profit and reduce the risk of unpredictable future cash flows. By making a brand more valuable, product-oriented advertising generate incremental discounted cash flows which build brand and build business (Terence and Ship, 2010). This implies that through product oriented advertising, the business can generate more revenues especially when customers are aware of the new products.

Adekoya (2011) established that the market share increases due to consumers decisions with regards what to buy in terms of product motivated by what has been seen heard of or practically used. Product-Oriented advertising helps in that it carries the message far and wide to a scattered

target audience that the advertiser or producer could not have reach it at once so easily. Mwangi (2010) noted that having product-oriented advertising is geared to consumer market, originality of brands, products with unique attributes, product characteristics, cost of adverts and having products backed by adequate advertising budgets. Onyambu (2009) stressed that product are an innovation and for consumers to adopt this innovation the advertisements for a product should emphasize the benefits of using this product and the message should be persuasive. The adverts should also contain information on an existing problem that the product is intended to solve (Kotler and Armstrong, 2010). The adverts should be as creative as to attract the attention of the target audience and be communicated in a language that is clear and can be understood by the target group.

Although the primary objective of product-oriented advertising is to persuade, it may achieve this objective in many different ways. An important function of product-oriented advertising is the identification function, that is, to identify a product and differentiate it from others; this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products (Kotler, 2010). Dunn et al. (2008) emphasized that placing a product-oriented advertisement about a product to be sold in a place where relevant consumers are unlikely to see it assures that the advertising will be ineffective. However, just because a consumer happens to view a television show or read a magazine in which an advertisement is placed does not guarantee that the consumer will see the advertisement. Advertisers solve this problem by repeating product-oriented advertising in the same and in different media in order to increase the probability that a given consumer will actually be exposed to the advertising.

A key task for the advertiser is to identify create awareness of the existing product on sales and develop a schedule of repetition for the advertisement that maximizes the number of consumers who will be exposed to the advertising message (George, 2005). Product-Oriented advertisements that include relevant information for the consumer, such as a product benefit that is important to the consumer, are especially likely to attract attention. Information that is new to the consumer is also likely to obtain the attention of the consumer since various creative devices such as the use of humor, a well-known celebrity, or an especially entertaining presentation also tend to attract attention (Kim et al, 2002).

Rational appeals are typically based on factual information and focus on product attributes. Emotional appeals, on the other hand, typically intend to create positive emotions and develop a brand personality. Emotional appeals have been found to be most effective when brand response involvement and Product-Oriented advertising message involvement are low, whereas rational appeals are found to be relatively more effective when customers are highly involved with the brand and the advertisement (George, 2005). Keegan, (2008) have proposed that value-expressive advertising appeals are persuasive when the product is value-expressive, whereas utilitarian appeals are persuasive when the product is utilitarian. Khanh and Hau (2007) yielded evidence about the attitude functions associated with different products, and showed that organization uses advertising to create market for the newly developed products

2.3 Competitive advertising and sales volume

Competitive advertising is a marketing tool which used to attract intention of the customer by conveying the benefits relating to the product or service (Bagwell, 2007). When a firm competitively advertises, consumers receive information about products, prices. This information

is claimed to make the firm's demand curve more price elastic and competition more intense, resulting in lower prices and profits. Butters (2007) noted that firms produce homogeneous products and compete in terms of prices and advertising. Christou and Vettas (2008) noted that competitive advertising is distributed randomly and informs consumers about a firm's products existence and price, resulting in the following three segments of consumers: (i) uniformed consumers who receive no ads, and therefore do not buy any of the products; (ii) captive consumers who receive an ad from only one firm and buy this product provided that the price is below their reservation price; and (iii) selective consumers who receive ads from more than one firm and buy the product with the lowest price.

Tellis (2008) noted that carrying out an in depth competitive analysis to identify competitors' strengths and weaknesses helps the organization develop competitive strategies that boost sales. The need for Competitive advertising cannot be emphasized enough and as such companies the world-over employ it as one of the main forms of promotion which they adopt in pushing their products and services. Adekoya, (2011) stressed that competitive advertising is mainly aimed at creating awareness and providing education about their products and services. The need for competitive advertising is to reach prospective customers and by so doing, influence their attitudes, awareness and buying behavior (Latif et al, 2011). They further indicate that advertisers commit huge amounts of time, effort and money to this activity. This is done to identify the particular segmented market to target with their advertisements, the content and message of the advertisement and also how exactly to obtain the desired response of the advertisements from the targeted audience. Competitive advertising does have a degree of relevance to brand loyalty.

According to Tellis (2008), competitive advertising reinforces preference for current brands rather than stimulate brand switching. Adekoya, (2011) noted that features, displays and most especially price have a stronger and deeper impact on response than advertising does. He therefore concluded that the effect of brand loyalty dominates that of the other variables. The effect of competitive advertising is generally to inform potential buyers about the attributes of a product and channel their desire to prefer company products (Tellis, 2008). Christou and Vettas (2008) affirmed that when the number of firms increases, competitive advertising becomes lower, while the effect on prices is ambiguous. Thus, there might be a positive relationship between competitive advertising and prices as the number of firms increases, but not for a given number of firms. Meurer and Stahl (1994) stressed that consumers observe prices while firms decide whether to inform them about product characteristics. This implies that consumers know that two firms exist and the price of the product in their region (local market), but only learn the price from the other firm once they have received an ad.

According to Fill (2009), the purpose of competitive advertising is to supply information about the availability of products in addition to public relations and sales promotion. One distinct feature of communication is that the target population or audience must understand the information and so it must be as simple as possible. Dunn et al. (2008) affirmed that competitive advertising from its functional perspectives since businesses hope to inform or persuade members of a particular audience to purchase more their products. Morden (2011) is of the opinion that competitive advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Kotler (2006) explained that competitive advertising as one of the four major tools companies use to direct

persuasively communications to target buyers and public. This implies that competitive advertising improves brand performance through creation of awareness of the products or service in the market.

According to Kotler (2006), the purpose of competitive advertising is to enhance potential buyers' responses to the organization and its offering, emphasizing that competitive advertising seeks to provide information, by channeling desire, and by supplying reasons for preferring a particular organization's offer. A well planned and organized competitive advertising scheme has the potential of increasing awareness of a business products or brands in the environment in which the business operates *ceteris paribus* (Gibson et al, 2010). In consequence, the advertised brands or products increase their share of the market. This increased share of the market will translate into increased turnover, *ceteris paribus*. Under stable tax regime, profit after tax should increase and profit attributable to shareholders should rise correspondingly under well managed advertising. Competitive advertising is used primarily to inform potential customer of the availability of products or services, when they are in season, where the business is located and anything special about the product offered (Alvarez and Casielles, 2005).

Competitive advertisement has a direct relationship with the sales performance and on the bases of the quality of the advertisement the variations of the sales occur (Alvarez, 2005). Competitive advertisement is the important tool that reduces the risk related to the new products (Neslin, 1998). Advertising through negative press towards competitors' products has helped persuade and change attitudes of customers towards competitors' products (Hanssens et al, 2001). Mollahoseyni, (2012) elaborated that competitive advertisement has direct impact on the minds

of the consumer to consume greater portion of the product and quick consumption. Competitive advertisement is beneficial in both short run and long run businesses although in long run it is most valuable, it increase the value of the product and organization (Pwael et al, 2003).

2.4 Reminder and reinforcement advertising and sales volume

Reminder advertising is a form of advertising seeks to assure current purchases that they have made the right choice (Abdullahi, 2015). Reminder advertisement is simple and easy to adopt and apply in the market and enhance the volume of the sales (Hanssens et al, 2001). The budget portion of the organization relating to the marketing department increases constantly (Mollahoseyni, 2012). Reminder advertisement has direct impact on the minds of the consumer to consume greater portion of the product and quick consumption. Through reminder adverting organization is able to reinforce previous promotional information like sales techniques are related with the hope of reminding past customers and gathering new ones (Ailawadi and Neslin, 1998). This form of advertisement is beneficial in both short run and long run businesses although in long run it is most valuable, it increase the value of the product and organization (Pwael et al, 2003).

This type of advert (reminder) is in form of consumer promotion which consists of free samples, prizes for contest's winners, different packages and price plans. Advertisement is used to enhance the consumption of the consumers (Kotler and Armstrong, 2002). Reminder advertisement consists of some kinds of advantages while some are communicative according to their nature. Brand loyalty is major requirement of the advertisement. With the advertisement we can easily enhance the loyalty of customers which leads increased sales volume (Haruna, 2005). It drives acceptable behavior relating to the brand and it encourage the customer to repurchase

the product. Advertisement is direct relation with brand loyalty. Long term impact on the loyalty of the customer increases through reminder advertisement (Alvarez and Casielles, 2005). When customers are reminded thorough advertisement of the any product, it can reduce the buying behavior of the customer relating to the usage of competitor's product (Dawes, 2004).

Reminder advertising is used to inform consumers about a new product, service or future or build secondary demand; hence it describes available products and services, corrects false impressions and builds the image of the company (Kotler, 2003). Reminder advertising can be done through print media which includes newspapers, magazines, brochures, audio media and visual media which includes billboards, and television (Gibson et al, 2010). When there is adequate awareness through informative advertising, high patronage will be achieved which will result to an increase in sales volume, productivity and profit level of organizations (Chepserson, 2012).

Consumers expect value for each amount they spend and at the other end of the spectrum the firms expect a return on the investment they make on reminding customers through advertising (Sandage and Rotzoll 2001). This is natural given the fact that promotion activities do cost the firms a lot. The return may be in the form of increased profitability and an increase in firm's sales turnover (Keegan, 2008). Naturally, firms expect a return on investment and their expectation stems from the likely impact; marketing investments in terms of reminder advertising have on the sales turnover and thus the profitability of the firm (Kotler, 2012). Khanh and Hau (2007) argue that the effectiveness of reminder advertising conveys different meanings to different meanings to different groups.

Satisfying the needs of target market brings one to the use of 4p's in marketing otherwise known as marketing variable. When discussing the marketing variable many talk about the types of product, the price attached to the product, the informative advertising aspect to create product awareness and finally, the place or distribution/logistics (Kotler and Armstrong, 2010). For any good organization, the satisfaction of the needs of target market is highly dependent on its fashion and how it manipulates the four utilities to suit the needs of the consumers and the organization (Kotler, 2010). As a matter of fact, profit making should not be the primary objective of any organization rather, quality product will satisfy consumer's needs and enhance repeat purchase. Definitely the company will make some profit in order to remain in business.

Today reminder advertisements are used in the market as the basic weapon to defeat the competitor and grasp the major portion of the market (Adekoya, 2011). If any organization pay extra amount to remind customers, it can easily build the image in the mind of the customer against those competitors who are not interested in the marketing efforts (Sajuyigbe et al, 2013). But if customer find collapse between the real product and advertisement it can reduce your popularity and also harm your productivity. So, don't make promise greater than your abilities (Philip, 2007). Sales volume is the core interest of every organization and is based on sales that profit are generated. When volume goes up profits rises and management in organizations is made easier. However, proper product communication to the final consumers could give a firm an edge in terms of loyalty to brands; sales volume, profit and high market share hence customers have to be reminded about products and services (Johnson et al., 2006).

According to Mwangi (2010) reminder advertising campaign cannot be solely responsible for recorded increase in its sales after campaign. However, Onyambu (2009) insists that reminder advertising gives the knowledge about the product and creates the idea in minds of prospective consumers about it. Reminder advertising influences consumer buying behavior and has a significant effect on sales and profits (Adekoya, 2011). Organizations frequent advertisement of their products to increase their sales volume, through paid advertorials in various media including radio, television and newspapers among others (Kimani, 2011). Even though, there is increase in sales turnover with increase in expenditure on reminder advertising, the rate of change in sales turnover did not correspond to the rate of change in advertising expenditure.

Reminder advertising reminds customers about the availability of products and services that facilitates the seller and helps customer make quick decision, informs customer of the presence of a product, price changes from their different brands, purchase terms, ordering and payment which boost sales (Kendall, 2004). It also announces a new product, indicates new uses of existing products, reminds customer of an existing product, about the desirable qualities, stimulates or generates enquires and builds corporate image to mention a few (Denning, 2005). The effectiveness of these is expected to result in increased sales and profit. Profit can be viewed as the excess of total revenue over and above the total cost.

2.5 Conclusion

From the preceding, it could be concluded that the purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make purchase decision, the relevance of advertising as a promotional strategy, therefore, depends on its ability to influence consumer not only to purchase but to continue to repurchase and eventually develop

brand loyalty and increased sales. Consequently, many organizations expend a huge amount of money on advertising and brand management. As time passes, returns to advertising diminish because demand has, to a large extent been satisfied and more advertising input is necessary to convert a prospect in to a consumer. In general this response function has been found to exhibit decreasing returns as advertising expenditure is increased.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

In this chapter, the researcher discussed the methodology of the study which Labaree (2009) defined as a rationale for the application of specific procedures or techniques used to identify, select and analyse information applied to understanding the research problem, thereby allowing the researcher to critically evaluate a study overall validity and reliability. This chapter described the research designs, sample procedure, size and sampling technique, data instrument and collection tools as well as data management and analysis, population of the research, ethical considerations and the difficulties/limitations encountered during the research.

3.1 Research design

The study adopted a case study design. This was because the case design helped to give a detailed examination of one setting, or a single subject or one particular event (Amin, 2005). The researcher used both qualitative and quantitative approach for data collection. The quantitative approach yielded tables which were convincing. The design showed how the research was set up; what happened to the population to get the needed sample, methods of data collection, how the collected data was analyzed and presented.

3.2 Area of study

The study was conducted at Coca-Cola Company in Wakiso district. The choice for this telecommunication service provider was due to it being in business for a long time doing better

in terms of a number of customers. The research covered product oriented advertising, competitive advertising and reminder advertising, and their relationship on sales volume.

3.3 Study population

The research population is a group of individuals, objects, or items from which the items are taken for measurement (Kumar 2005). The population of the study was the managers, supervisors and staff. The target population of the study was 56 respondents from which information was obtained.

3.4 Sampling procedures.

Sampling is a procedure of selecting a part of population on which research can be conducted, which ensures that conclusions from the study can be generalized to the entire population. The researcher used Krejcie and Morgan table to establish the sample size.

3.2.1 Sample size

For ease of sampling in this study, the population size was 58, the sample size was 48 basing on Krejcie and Morgan table (1970) which was used and respondents were selected from the study areas follows managers, supervisors, staff and clients were chosen since they are involved in a day to day running of the activities especially in advertising.

3.4.2 Sampling technique

Here, the researcher selected respondents randomly without considering any characteristic or features and it enabled every sampling unit to have a chance of being chosen. The researcher also

applied purposive sampling technique majorly in selecting staff because there was need to specifically get information from those members of staff who deal directly with clients.

3.5 Data collection methods and instruments

The researcher used questionnaire and interview guide for this study.

3.5.1 Questionnaire

Kumar, (2005) defines a questionnaire as a written list of questions, the answers to which are recorded by the respondents. It is a device for gathering information consisting of a list of questions or statements calling for information from the respondents. Usually the respondent writes in the spaces provided on the form as guided by the researcher. Self-administered questionnaires covering all the aspects of the study variables will be covered.

3.5.2 Interview guides

The researcher also administered interviews. An interview is a dialogue between an interviewer and interviewee. It was an organized conversation aimed at gathering data about a particular topic. This was a method where researcher interviewed respondents to obtain information on the issue of interest. In this case, the interviews during this research were structured and were specifically administered to respondents in management positions.

3.6 Quality Control Methods

3.6.1 Validity

Validity refers to truthfulness of findings or extent to which the instrument is relevant in measuring what it is supposed to be measured (Amin, 2003). Before the actual study, the

instruments will be discussed with the supervisor and research experts. The feedback and recommendations from the supervisor helped the researcher to modify the instruments.

3.6.2 Reliability

Reliability is dependability or trustworthiness and in the context of a measuring instrument, it is the degree to which the instrument consistently measures whatever is measuring (Amin, 2003).

For qualitative data, reliability of the instruments were ensured through discussing with authorities, colleagues, and participants about the instruments intended to measure and asking them whether the instruments designed captured the required data.

3.7 Measurement of variables

Likert scaling is a bipolar scaling method measuring either positive or negative response to a statement. The format of a typical five-level Likert item, for example, could be: 1) Strongly disagree, 2) Disagree, 3) Not sure, 4) Agree, 5) strongly agree. This is what the researcher used to measure the independent and dependent variables to find out whether there was positive or negative relationship between them.

3.8 Data management and Analysis

The field data was managed, analyzed and presented using both qualitative and quantitative methods.

3.8.1 Quantitative data

Data from questionnaires were summarized, coded, tabulated and analyzed. Editing will be done to improve the quality of data for coding. Coded data was then fed into the statistical package for social sciences (SPSS) version 16. This version of SPSS was selected for analysis since it offers a more user friendly interface and can easily be linked with Microsoft office utility programs.

Descriptive statistics was employed to analyze the data. Descriptive statistics such as mean scores, standard deviation were used to analyze the data and the results were presented in tables.

3.8.2 Qualitative data

The data was analyzed using content analysis and theme analysis whereby responses were grouped into themes, interpreted and presented together with descriptive statistics of quantitative data. The researcher used the interview guide to gain an understanding of underlying reasons, opinions, and motivations since it provided insights into the current phenomenon.

3.9 Ethical issues.

The researcher requested for permission from the Administration to carry out this research hence present a letter to the management where the research was conducted prior to the date when the data collection was carried out.

The researcher cited all the sources she used in the study either in the literature or appendices and also accessed data through official channels

The researcher also ensured that responses from recipient especially personal or sensitive matters were kept confidential and well protected by making sure that information on respondent's attitude, feelings or personal life was not disclosed.

The researcher ensured that participation of participants was voluntary not to have forced them; the researcher also debriefed the recipients before the data was collected from them.

3.10 Limitations of the study.

The study was limited by scope due to the fact that it was carried out in a single telecommunication service provider and this did permit a comparison of information with two or more service providers.

The issue of finances was also limited the research in that the researcher does not have enough funds to facilitate various activities like printing, transportation for various trips to the study area and this was minimized by visiting the field once

Again the outcomes were based on the information solicited from the respondents and therefore subjected to human errors, omissions and possible misstatements. However, in spite of the above, the researchers ensured that the research meets all the relevant requirements for a scientific research and thereby reducing errors to the barest minimum if not to eradicate it completely.

1.11 Conclusion

This chapter gave a researcher an understanding on how data was collected and analyzed during the study. This included understanding the population and the sample size which was sampled during the research. Therefore through these methods, the researcher believes the information presented was of a required result that is valid and reliable.

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF FINDINGS

4.0 Introduction

This chapter presents the field findings, the analysis of the findings and interpretation of the data collected, these findings are presented in form of tables and graphs. The study was composed of 48 questionnaires that were issued during data collection, 40 questionnaires were returned giving a percentage response rate of 83%. Therefore the study registered an excellent response rate.

4.1 Background of the respondents.

The researcher examined the respondents' gender, education level and the duration in the organization. The background information was necessary as a proof that findings for the study were not for specific respondents.

4.1.1 Gender of respondents

The study determined gender of respondents to indicate whether male or female and the findings obtained below related to respondents gender.

Table 1: Gender Of Respondents.

	Frequency	Percentage
Valid male	17	42.5
female	23	57.5
Total	40	100.0

Source: Primary Data. (2017)

The results presented above shows that 23(57.5%) of respondents are females and 17(42.5%) were males. This therefore implies that during the research most of the respondents were females since they were approachable and could give their views without hesitation and above that women are needed more in manufacturing firm because of their customer care services.

4.1.2 Education level of respondents

The researcher noted the academic qualification of respondents so that he could establish whether the people operating and managing the company are technically skilled and also whether they have acquired formal education.

Table 2: Level of academic qualification

	Frequency	Percentage
Valid certificate	10	25.0
diploma	13	32.5
degree	17	42.5
Total	40	100.0

Source: Primary Data (2017)

The field findings revealed that those that had attained degree accounted for 17(42.5%), diploma had 13(32.5%), and 10(25%) had certificates. This probably implies that the majorities of the employees had some education and knowledge and therefore could read and understand the questions that were asked. Their responses bases on the knowledge they have about the subject.

4.1.3 Duration in the organization

The study established the duration respondents have spent working for organization

Table 3: Duration in the organization

	Frequency	Percentage
Valid 0-5 years	22	55.0
6-10 years	11	27.5
11 years and above	7	17.5
Total	40	100.0

Source: Primary Data (2017)

Findings revealed that 22(55%) have worked with the organization for 0-5 years and 11(27.5%) for a period of 6-10 years and lastly 7(17.5%) for 11 years and above. This implies that almost all the respondents had worked for some time in the organization and therefore they have knowledge about advertising and its effect on sales volume since they provided valid data and in addition, they are competent to have kept their jobs for this particular period since incompetence result in termination of job offer. Though most of employees do not exceed the fifth year in operation as revealed by the study findings

4.2 Presentation according to objectives

In the study, data analysis based on study objectives and results were presented on the following statements in a questionnaire. The mean average level of agreement was computed as $(5+4+3+2+1)/5 = 15/5 = 3.0$. This therefore implies that all responses averaging 3.0 and above amounted for Agree whereas all responses averaging below 3.0 accounted for Disagree.

4.2.1 Product oriented advertising and sales volume

Table 4: Descriptive statistics on product oriented advertising and sales volume

Details	N	Min	Max	Mean	Std. Deviation
Creative strategies such as use of humor, a well known celebrity or especially entertaining presentation about a product attracts attention of customers to buy more	40	1	5	3.91	.893
The use of product oriented advertising helps in identification of a product and differentiate it from others which creates an awareness of the product leading to increased sales	40	1	5	4.04	.987
Effectiveness of product oriented advertising influences perceived quality of products leading to increased market share and greater profitability	40	1	5	3.78	1.018
Product oriented advertising campaigns are successful in increasing sales of products with unique attributes and creative messages	40	1	5	3.58	1.124

This advertising creates awareness of products to maximize the number of customers who will be exposed to the advertising message in order to make more sales	40	1	5	4.02	.803
Advertising creates product differentiation giving room for product comparison in the market	40	1	5	3.82	1.112
The organization uses advertising to create market for the newly developed products	40	1	5	3.67	1.067
The market share of the company improves when products promoted are of high quality	40	1	5	4.06	.897
Product oriented advertising gives customers information about the existing problem with the product	40	1	5	3.96	1.014
Valid N (listwise)	40				

Source: Primary Data (2017)

Creative strategies such as use of humor, a well-known celebrity or especially entertaining presentation about a product attracts attention of customers to buy more

The findings determined that respondents with a mean of 3.91 agreed that creative strategies such as use of humor, a well-known celebrity or especially entertaining presentation about a product attracts attention of customers to buy more. This agreement means that customer's attention can be attracted when organization uses celebrities to advertise products and services.

However a standard deviation of 0.893 existed was in a variance with the statement which means

that customers may be attracted by product appearance other than use of presentation or celebrities. This is supported by Kim et al, (2002) who noted that information that is new to the consumer is also likely to obtain the attention of the consumer since various creative devices such as the use of humor, a well-known celebrity, or an especially entertaining presentation also tend to attract attention. This can probably mean that organization can use this form of advertising to attract customers both old and new.

The use of product oriented advertising helps in identification of a product and differentiate it from others which creates an awareness of the product leading to increased sales

The field data collected indicated that respondents with a mean of 4.04 agreed that the use of product oriented advertising helps in identification of a product and differentiate it from others which creates an awareness of the product leading to increased sales. This means that customers can easily identify and differentiate company products from those of competitors when organization uses this form of advertising. However a standard deviation of 0.987 was determined in relation to a variance with the statement which means that identification and differentiation of products may also be due to branding not necessary advertisement. This is line with Kotler, (2010) who noted that an important function of product-oriented advertising is the identification function, that is, to identify a product and differentiate it from others; this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products. This can probably mean that organization can use this form of advertising to increase sales volume due to easy identification and differentiation of products.

Effectiveness of product oriented advertising influences perceived quality of products leading to increased market share and greater profitability

The findings indicated that respondents with a mean of 3.78 agreed that effectiveness of product oriented advertising influences perceived quality of products leading to increased market share and greater profitability. This means that customers can be in position to perceive the quality of products being advertised and thereby buying more. However a standard deviation of value 1.018 of respondents was in a variance with the statement though minimal which means that perceived quality can also be due loyalty other than advertised products so customers buy due to loyalty but not influenced by advertisement. This concurs with Sandage and Rotzoll(2001) who stressed that effective product-oriented advertising, then, by influencing perceived quality and other perception, can lead to increased market share and greater profitability which are measures of organization performance. This can possibly mean that organization can increase profits and market share if advertised products meet customer expectation in terms of quality.

Product oriented advertising campaigns are successful in increasing sales of products with unique attributes and creative messages

The findings estimated that respondents with a mean of 3.58 agreed that product oriented advertising campaigns are successful in increasing sales of products with unique attributes and creative messages. This means that sales of a company increase when products are advertised. However a standard deviation of value 1.124 of respondents was in a variance with the statement which means that sales may increase through use of other promotion strategies other than product advertising and in addition quality also has to be put into consideration. This is in line with Korgaonkar et al, (2004) who explained that product oriented advertising campaigns are

successful in increasing sales when they are for nondurable products with unique attributes, were geared to the consumer market and backed by adequate financial resources, and when they featured unique and creative messages. This can imply that organization can boost sales due to use this form of advertising.

This advertising creates awareness of products to maximize the number of customers who will be exposed to the advertising message in order to make more sales

The study revealed that respondents with a mean of 4.02 agreed that this advertising creates awareness of products to maximize the number of customers who will be exposed to the advertising message in order to make more sales. This means that customer base can be boosted through this form of advertising since a big number of customers get exposed to the advert. However a standard deviation of 0.803 indicated a variance with the statement which means that customer base can be due to loyalty of customers and also due to other forms of advertising like online, persuasive. This is in line with George, (2005) who noted that a key task for the advertiser is to identify create awareness of the existing product on sales and develop a schedule of repetition for the advertisement that maximizes the number of consumers who will be exposed to the advertising message. This can imply that organization can increase customer base by use of this form of advertising

Advertising creates product differentiation giving room for product comparison in the market

Findings further revealed that respondents with a mean of 3.82 agreed advertising creates product differentiation giving room for product comparison in the market. This means that organization can use this form of advertising to differentiate their products in the market by

informing customers more about products being offered. However a standard deviation of 1.112 determined a variance with the statement which means that at times differentiation can be due branding of products but not necessarily advertising campaigns. This is in line with Denning (2006) who advocated that product oriented advertising increases product differentiation and deters entry by contributing recognition and prestige to advertised goods, thereby inflating the market power of firms selling advertised goods and bracing prices. This can imply that a firm can use this advertising form to differentiate their products from those of competitors.

The organization uses advertising to create market for the newly developed products

The field data collected indicated that respondents with a mean of 3.67 agreed that the organization uses advertising to create market for the newly developed products. This means that when organization develops new products which are not known to customers, organization has to use product oriented advertising to create such awareness. However a standard deviation of 1.067 was determined in relation to a variance with the statement which means that organization can use informative advertising to aware customers about new product other than using product oriented advertising. This is line with Khanh and Hau (2007) who yielded evidence about the attitude functions associated with different products, and showed that organization uses advertising to create market for the newly developed products. This can probably mean that organization can be in position to create awareness of their new developed products through using this form of advertising

The market share of the company improves when products promoted are of high quality

The findings indicated that respondents with a mean of 4.06 agreed that the market share of the company improves when products promoted are of high quality. This means that organization

can be in position to increase their market share when products advertised are of good quality. However a standard deviation of value 0.897 of respondents was in a variance with the statement though minimal meaning that at times market share can also be enhanced due company reputation and quality of products offered. This concurs with Eng and Keh (2007) who explained that the pursuit of product oriented advertising and innovation by the company is to increase the market share and overall performance, however the extent to which product oriented advertising influences the performance of the company raises speculation. This can possibly mean that through this form of promotion, organization market share can improve.

Product oriented advertising gives customers' information about the existing problem with the product

The findings indicated that respondents with a mean of 3.96 agreed that product oriented advertising gives customers' information about the existing problem with the product. This implies that existing problems with a product can be made known to customers through this form of advertising and customers can be in position to make their buying decision basing on the information they have about the product. However a standard deviation of 1.014 represents a variance with the statement meaning that organization may not well describe the real problem to avoid loss of customers. This is supported by Kotler and Armstrong, (2010) who asserted that the adverts should also contain information on an existing problem that the product is intended to solve. This can possibly mean that organization aware customers about the deficiencies of a product before they make their purchase decision.

4.2.2 Competitive advertising and sales volume

Table 3: Descriptive statistics competitive advertising and sales volume

Details	N	Min	Max	Mean	Std. Deviation
The organization uses competitive advertising to reach prospective customers and influence their attitudes awareness and buying behavior	40	1	5	4.00	.986
The identification of competitors both direct and indirect has helped the organization come up with strategies and bench marking to counter attack them in order to increase sales	40	1	5	3.54	1.010
Carrying out an in depth competitive analysis to identify competitors strengths and weaknesses has helped the organization develop competitive strategies that boost sales	40	1	5	3.76	.879
Advertising through negative press towards competitors products has helped persuade and change attitudes of customers towards competitors products	40	1	5	3.66	1.028
Competitive advertising informs potential customers about the availability of products re services and anything special about the product offered	40	1	5	4.03	1.014
The organization creates awareness and provides education about their products and services to their customers in order to boost their sales	40	1	5	3.90	.968
Using competitive advertising a firm segments and informs the uninformed customers about the existing products	40	1	5	3.77	1.012
The features, displays and prices are explained through information provided by advertising campaigns	40	1	5	3.62	1.084
The organization informs potential buyers about the attributes of a product and channel their desire to prefer company products	40	1	5	3.84	1.049
Valid N (listwise)	40				

Source: Primary data (2017)

The organization uses competitive advertising to reach prospective customers and influence their attitudes awareness and buying behavior

The findings estimated that respondents with a mean value of 4.00 agreed that the organization uses competitive advertising to reach prospective customers and influence their attitudes awareness and buying behavior. This means that organization can reach varied customers and inform them about company products through use of this form of advertising. However a standard deviation of value 0.986 of respondents was in a variance with the statement which means that customers can still be reached even though a firm does not use this form of advertising but through persuasive method and word of mouth. This is in line with Latif et al, (2011) who noted that the need for competitive advertising is to reach prospective customers and by so doing, influence their attitudes, awareness and buying behavior. This can imply that organization can use competitive advertising to create awareness of their products.

The identification of competitors both direct and indirect has helped the organization come up with strategies and bench marking to counter attack them in order to increase sales

The field data collected indicated that respondents with a mean of 3.54 agreed that the identification of competitors both direct and indirect has helped the organization come up with strategies and bench marking to counter attack them in order to increase sales. This means that can increase sales through benchmarking of competitors through competitive advertising. However a standard deviation of 1.010 was a variance with the statement which means that benchmarking may not necessarily lead to improvement in sales if offered products do not meet customer expectations. This is line with Alvarez, (2005) who noted that competitive advertisement has a direct relationship with the sales performance and on the bases of the quality

of the advertisement the variations of the sales occur. This can mean that organization can use competitive advertising to boost sales.

Carrying out an in depth competitive analysis to identify competitor's strengths and weaknesses has helped the organization develop competitive strategies that boost sales

Findings further revealed that respondents with a mean value of 3.76 agreed that carrying out an in depth competitive analysis to identify competitors strengths and weaknesses has helped the organization develop competitive strategies that boost sales. This means that organization can be in opposition to develop competitive strategies after knowing the strength and weaknesses of competitors. However a standard deviation of value 0.879 of respondents was in a variance with the statement which means that it may not be easy to know the weaknesses of competitors by mere use of an advert. This is in line with Tellis (2008) who noted that carrying out an in depth competitive analysis to identify competitors' strengths and weaknesses helps the organization develop competitive strategies that boost sales. This can imply that through competitive advertising, organization can know the strength and weaknesses of competitors and find a way to out compete them

Advertising through negative press towards competitors' products has helped persuade and change attitudes of customers towards competitors' products

The findings noted that respondents agreed that Advertising through negative press towards competitors' products has helped persuade and change attitudes of customers towards competitors' products with a mean of 3.66. This means that organization use this form of advertising to win over customers from competitors. However a standard deviation of 1.028 represented a variance with the statement which means that this may be achieved if products

meet the customer's expectation in terms of performance. This was in agreement with Hanssens et al, (2001) who noted advertising through negative press towards competitors' products has helped persuade and change attitudes of customers towards competitors' products. This can thus imply that organization can win over competitors through this form of advertising

Competitive advertising informs potential customers about the availability of products or services and anything special about the product offered

The findings estimated that respondents with a mean of 4.03 agreed that competitive advertising informs potential customers about the availability of products or services and anything special about the product offered. However a standard deviation of 1.014 of respondents was in a variance with the statement which means that being informed may not result into increased sales because not all customers will be persuaded. This means that customers can be informed about the availability of products or service and anything special a product can do. This is in line with Alvarez and Casielles, (2005) who stressed that competitive advertising is used primarily to inform potential customer of the availability of products or services, when they are in season, where the business is located and anything special about the product offered. This can imply that organization can increase sales by informing customers about the products and services they offer.

The organization creates awareness and provides education about their products and services to their customers in order to boost their sales

Findings still indicated that respondents with a mean value of 3.90 agreed that the organization creates awareness and provides education about their products and services to their customers in order to boost their sales. This means that education of customers about products and services

offered helps organization to create awareness. However a standard deviation of 0.968 represented a variance with the statement which means that at times awareness may not be enough even though organization educates customers about products and services offered. This is in line with Adekoya, (2011) who stressed that competitive advertising is mainly aimed at creating awareness and providing education about their products and services. This can imply that education of customers creates awareness about products and services offered by a firm.

Using competitive advertising a firm segments and informs the uninformed customers about the existing products

The findings estimated that respondents with a mean value of 3.77 agreed that using competitive advertising a firm segments and informs the uninformed customers about the existing products. This means that through competitive advertising a firm can inform the uninformed customers and segment them. However a standard deviation of value 1.012 of respondents was in a variance with the statement which means that segmentation depends on the nature of products being advertised to a particular group of customers but not all categories of customers. This is in line with Christou and Vettas (2008) noted that competitive advertising is distributed randomly and informs consumers about a firm's products existence and price, resulting in segmentation of uninformed consumers who receive no ads, and therefore do not buy any of the products. This can imply that this form of advertising can help organization to segment customers.

The features, displays and prices are explained through information provided by advertising campaigns

Findings still indicated that respondents with a mean of 3.62 agreed that the features, displays and prices are explained through information provided by advertising campaigns. This means

that organization can be in position to explain to customers well about the product features, and prices at which they are sold via this form of advertising. However a standard deviation of value 1.084 of respondents was in a variance with the statement which means that customers may not fully understand the features though explained through the advert and so some customers prefer to use the product and see if they meet their expectations. This is in line with Adekoya, (2011) who noted that features, displays and most especially price have a stronger and deeper impact on response than advertising does. This can imply that organization create awareness of their product features and price through this form of ad.

The organization informs potential buyers about the attributes of a product and channels their desire to prefer company products

The findings estimated that respondents with a mean value of 3.84 agreed that the organization informs potential buyers about the attributes of a product and channel their desire to prefer company products. This means that attributes of offered product if make known to potential customers which makes them chose company products over those of competitors. However a standard deviation of value 1.049 of respondents was in a variance with the statement organized documents can only be achieved when the attribute are properly meet. This is in line with Tellis, (2008) who stressed that the effect of competitive advertising is generally to inform potential buyers about the attributes of a product and channel their desire to prefer company products. This can imply that attribute of products are explained to customers through this form of advertisement.

4.2.3 Reminder advertising and sales volume

Table 4: Descriptive statistics on reminder advertising and sales volume

Details	N	Min	Max	Mean	Std. Deviation
Through reminder adverting the organization is able to reinforce previous promotional information like sales techniques are related with the hope of reminding past customers and gathering new ones	40	1	5	3.87	1.126
Reminder advertising influences consumer behavior by reminding customers about the benefit of products which effect sales and profits	40	1	5	4.01	.795
Reminding customers about products and services has led to brand loyalty, sales volume, profit market share hence increasing sales	40	1	5	3.52	1.122
The organization is able to remind customers about price changes from their different brands, purchase terms, ordering and payment which boost sales	40	1	5	3.98	.867
The businesses enhances the consumption between existing and new products by consumers through reminding them about where to find the products	40	1	5	3.91	1.129
The organization gives knowledge about the product and creates the idea in minds of prospective customers through reminder advertising	40	1	5	4.00	1.013
The loyalty of customers towards a product is improved when the organization reminds the customers about the availability of products	40	1	5	3.96	.978
The information about new products and services helps customers to evaluate the quality of products offered	40	1	5	4.01	.878
Valid N (listwise)	40				

Source: Primary data (2017)

Through reminder advertising the organization is able to reinforce previous promotional information like sales techniques are related with the hope of reminding past customers and gathering new ones

The field data collected indicated that respondents with a mean of 3.87 agreed that through reminder advertising the organization is able to reinforce previous promotional information like sales techniques are related with the hope of reminding past customers and gathering new ones. This means that past customers are reminded and new customers are got through reminding them about the availability of products and service. However a standard deviation of 1.126 were in a variance with the statement which can mean that old customers may be reminded but still do not respond due to change in tastes and preferences. This is in line with Ailawadi and Neslin, (1998) who noted that through reminder advertising organization is able to reinforce previous promotional information like sales techniques are related with the hope of reminding past customers and gathering new ones. This means that organization can remind old customers and attract new ones due to this form of advertising.

Reminder advertising influences consumer behavior by reminding customers about the benefit of products which effect sales and profits

Findings further revealed that respondents with a mean value of 4.01 agreed that reminder advertising influences consumer behavior by reminding customers about the benefit of products which effect sales and profits. This means that customers are reminded about the benefits of a product which helps to change their behavior towards advertised products. However a standard deviation of value 0.759 of respondents was in a variance with the statement which means that organization should try to be innovative and come up with new products if they are to change to behavior of consumers. This is in line with Adekoya, (2011) who stressed that reminder

advertising influences consumer buying behavior and has a significant effect on sales and profits. This can imply that customer behavior can be influenced by being reminded about the products and services of a company.

Reminding customers about products and services has led to brand loyalty, sales volume, profit market share hence increasing sales

The findings determined that respondents with a mean of 3.52 agreed that reminding customers about products and services has led to brand loyalty, sales volume, profit market share hence increasing sales. This means that brand loyalty, sales volume and profits can be improved when customers are reminded about company products. However a standard deviation of 1.122 existed was in a variance with the statement which means that though customers are reminded, but if the quality of company products do not meet customer expectations, still brand loyalty, sales volume and market share may not increase. This is supported by Johnson et al., (2006) who noted that proper product communication to the final consumers could give a firm an edge in terms of loyalty to brands; sales volume, profit and high market share hence customers have to be reminded about products and services. This can mean that organization can improve sales and increase on sales volume by reminding customers.

The organization is able to remind customers about price changes from their different brands, purchase terms, ordering and payment which boost sales

The field data collected indicated that respondents with a mean of 3.98 agreed that the organization is able to remind customers about price changes from their different brands, purchase terms, ordering and payment which boost sales. This means that organization uses this form of advertisement to inform customers about prices of different products. However a

standard deviation of 0.867 was determined in relation to a variance with the statement which means that though prices are communicated through this form of advertising, customers may still not respond. This is line with Kendall, (2004) who noted that reminder advertising reminds customers about the availability of products and services that facilitates the seller and helps customer make quick decision, informs customer of the presence of a product, price changes from their different brands, purchase terms, ordering and payment which boost sales. This can probably mean that organization uses this form of advertising to make customers aware about price changes.

The businesses enhances the consumption between existing and new products by consumers through reminding them about where to find the products

The findings indicated that respondents with a mean of 3.91 agreed that the business enhances the consumption between existing and new products by consumers through reminding them about where to find the products. This means that reminding customers about where to find company products enhances product consumption of company products. However a standard deviation of 1.129 represents a variance with the statement which means that consumption may not still be enhanced even if even customers are reminded if products do not meet customer expectations. This is supported by Kotler and Armstrong, (2002) who stressed that advertisement is used to enhance the consumption of the consumers. This can possibly mean that organization can benefit from increased consumption after reminding customers.

The organization gives knowledge about the product and creates the idea in minds of prospective customers through reminder advertising

The findings determined that respondents with a mean of 4.00 agreed that the organization gives knowledge about the product and creates the idea in minds of prospective customers through

reminder advertising. This means that organization tries all the possibilities to make customers aware of what their products do. However a standard deviation of 1.013 determined a variance with the statement which means that not all get the knowledge about company products. This is supported by Onyambu (2009) who insisted that reminder advertising gives the knowledge about the product and creates the idea in minds of prospective consumers about it. This can mean that an organization has to use this advertising for to make customers knowledgeable about their products.

The loyalty of customers towards a product is improved when the organization reminds the customers about the availability of products

The findings noted that respondents agreed that the loyalty of customers towards a product is improved when the organization reminds the customers about the availability of products with a mean of 3.96. This means that for customers loyalty towards organization products improves after being reminded. However a standard deviation of 0.978 represented a variance with the statement which means that loyalty can be due to good product performance and quality but not as due to advertising. This was in agreement with Alvarez and Casielles, (2005) who stressed that long term impact on the loyalty of the customer increases through reminder advertisement. This can thus imply that organization can boost customer loyalty by reminding customers about the availability of their products on the market.

The information about new products and services helps customers to evaluate the quality of products offered

The findings determined that respondents with a mean of 4.01 agreed that the information about new products and services helps customers to evaluate the quality of products offered. This agreement means that customers can easily evaluate product quality as a result of reminder

advertising. However a standard deviation of 0.878 existed was in a variance with the statement which means that information provided may not be sufficient enough to make customers assured of the quality of products being offered. This is supported by Denning, (2005) who noted that reminder advertising also announces a new product, indicates new uses of existing products, reminds customer of an existing product, about the desirable qualities, stimulates or generates enquires and builds corporate image to mention a few. This can mean that organization informs customers prior to using the product about their quality.

4.6 Conclusion

The analysis of the primary data indicates that the independent variables through the predictor variables; product oriented advertising, competitive advertising and reminder advertising all have a positive effect on sales volume. This implies that minor variance still exist in relation to effect of advertising and sales volume. Further explanation and summary of findings are presented in the next chapter.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

The chapter presents summaries of the research findings, conclusions, recommendations and areas for further study. The summaries relate to the general objectives of the research study which aimed at investigating the effect of advertising on sales volume.

5.1 Summary of the findings

The results presented above shows that 23(57.5%) of respondents are females and 17(42.5%) were males. The field findings revealed that those that had attained degree accounted for 17(42.5%), diploma had 13(32.5%), and 10(25%) had certificates. The findings revealed that most respondents were females who attained degrees and have worked with organization for a period of 0-5 years

5.1.1 Product oriented advertising and sales volume

The findings revealed that creative strategies such as use of humor, a well-known celebrity and entertaining presentation attracts attention of customers to buy more. The study further noted that the use of product oriented advertising helps in identification of a product and differentiates them from others leading to increased sales. The findings still revealed that effectiveness of product oriented advertising influences perceived quality of products leading to increased market share, profitability and sales. The findings revealed that the organization uses advertising to create market for the newly developed products, the problems they have which has improved the company market share due to high quality.

5.1.2 Competitive advertising and sales volume

The findings revealed that organization uses competitive advertising to reach prospective customers and create awareness which changes their buying behavior. The findings further revealed that there is identification of competitors both direct and indirect and this has helped the organization come up with strategies like bench marking to counter attack them in order to increase sales. The study still revealed that carrying out an in depth competitive analysis has helped the organization to identify competitor's strengths and weaknesses develop competitive strategies that boost sales. The organization persuades and change attitudes of customers towards competitors' products through competitive advertising by informing potential customers about the availability of products or services and anything special about the product offered. The organization creates awareness and provides education about their products and services and segments customers to inform the uninformed ones about the existing products. The organization ensures that the features, displays and prices are explained through information provided by ad

5.1.3 Reminder advertising and sales volume

The findings revealed that organization is able to reinforce previous promotional information like sales techniques and reminding past customers and gathering new ones. The study noted that through reminder advertising customers buying behavior is influenced especially after being reminded about the benefit of products. Organization has achieved brand loyalty, sales volume, profit, market share and increased sales after reminding customers about price changes for their different brands, purchase terms, ordering and payment. The business has enhanced the consumption between existing and new products by consumers through reminding them about where to find the products. The study revealed that loyalty of customers towards a product has

improved when customers have knowledge about the availability of products. The study furthermore revealed that the information about new products and services has helped customers to evaluate the quality of products offered.

5.2 Study conclusions

The study concludes that creative strategies such as use of humor, a well-known celebrity and entertaining presentation attracts attention of customers to buy more. The study further concludes that the use of product oriented advertising helps in identification of a product and differentiates them from others leading to increased sales. The study still concludes that effectiveness of product oriented advertising influences perceived quality of products leading to increased market share, profitability and sales. The study concludes that the organization uses advertising to create market for the newly developed products, the problems they have which has improved the company market share due to high quality.

The study concludes that organization uses competitive advertising to reach prospective customers and create awareness which changes their buying behavior. The study further concludes that there is identification of competitors both direct and indirect and this has helped the organization come up with strategies like bench marking to counter attack them in order to increase sales. The study still concludes that carrying out an in depth competitive analysis has helped the organization to identify competitor's strengths and weaknesses develop competitive strategies that boost sales. The study concludes that organization persuades and change attitudes of customers towards competitors' products through competitive advertising by informing potential customers about the availability of products or services and anything special about the product offered. The study concludes that organization has created awareness and provides

education about their products and services and segments customers to inform the uninformed ones about the existing products.

The study concludes that organization is able to reinforce previous promotional information like sales techniques and reminding past customers and gathering new ones. The study concludes that through reminder advertising customers buying behavior is influenced especially after being reminded about the benefit of products. The study concludes that organization has achieved brand loyalty, sales volume, profit, market share and increased sales after reminding customers about price changes for their different brands, purchase terms, ordering and payment. The study concludes that business has enhanced the consumption between existing and new products by consumers through reminding them about where to find the products. The study concludes that loyalty of customers towards a product has improved when customers have knowledge about the availability of products. The study furthermore study concludes that the information about new products and services has helped customers to evaluate the quality of products offered.

5.3 Recommendations

The study recommends that organization should use more of well-known celebrities and entertaining presentation so as to attract attention of customers to buy more. This will help organization to boost sales since customers prefer watching their known celebrities in adverts.

The researcher recommends that the organization uses advertising to create market for the newly developed products. When products are new, they are not known and therefore management has to ensure that customers get knowledge about the new product or service that a firm has put on the market.

The study recommends that organization uses competitive advertising to reach prospective customers and create awareness. This will help to change the preposition of customers about the products or services offered by the firm and make a business make more sales.

The researcher recommends that organization should carry out an in-depth competitive analysis to help organization identify competitor's strengths and weaknesses. This helps organization to develop competitive strategies that shall help to boost organization sales.

The study recommends that organization should continue to remind customers in order to increase brand loyalty, sales volume, profit, market share and increased sales. This shall be possible when organization intensively reminds customers about the products or service offered.

The study recommends that business hold continue to enhance consumption existing and new products. This shall be attained through reminding them about products that are on the market and the price at which they go for.

5.4 Recommended areas for further research

The researcher recommends that study should be carried out on the effect of advertising forms on profitability of organizations.

Another study should focus on the relationship between advertising and performance of business organizations.

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APPENDICES

Appendix 1: Sample size determination using Krejcie 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
<i>Note: N is Population Size; S is Sample Size</i>					<i>Source: Krejcie & Morgan, 1970</i>				

Appendix 2: Questionnaire

Dear respondent,

I am a third year student at Uganda Martyrs University pursuing a Bachelor's degree in Business Administration and Management. As part of my academic requirement, I am carrying out research on a topic "*The effect of advertising on sales volume*". You have therefore been purposively identified as a resourceful person in providing the required information. The purpose of this research is purely academic and the information you give will be anonymously treated with confidentiality.

SECTION A: Background Information

1. Sex: a) Male b) Female

2. Level of academic qualification

a) Certificate b) Diploma
c) Degree d) Masters and above e) other levels

3. Years worked in the organization

a) 0-5 years b) 6-10 years c) 10 years and above

Tick in the appropriate box basing on this scale.

scale	1	2	3	4	5
particulars	Strongly disagree (S.D)	Disagree (D)	Neutral (N)	Agree (A)	Strongly agree (S.A)

SECTION B: Product-Oriented advertising and sales volume

Statements	1(S.D)	2(D)	3(N)	4(A)	5(S.A)
Creative strategies such as use of humor, a well known celebrity or especially entertaining presentation about a product attracts attention of customers to buy more					
The use of product oriented advertising helps in identification of a product and differentiate it from others which creates an awareness of the product leading to increased sales					
Effectiveness of product oriented advertising influences perceived quality of products leading to increased market share and greater profitability					
Product oriented advertising campaigns are successful in increasing sales of products with unique attributes and creative messages					
This advertising creates awareness of products to maximize the number of customers who will be exposed to the advertising message in order to make more sales					
Advertising creates product differentiation giving room for product comparison in the market					
The organization uses advertising to create market for the newly developed products					
The market share of the company improves when products promoted are of high quality					
Product oriented advertising gives customers information about the existing problem with the product					

Do you think using product oriented advertising lead to improvement in sales volume? If yes, state them

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SECTION C: Competitive advertising and sales volume

Details	1(S.D)	2(D)	3(N)	4(A)	5(S.A)
The organization uses competitive advertising to reach prospective customers and influence their attributes awareness and buying behavior					
The identification of competitors both direct and indirect has helped the organization come up with strategies and bench marking to counter attack them in order to increase sales					
Carrying out an in depth competitive analysis to identify competitors strengths and weaknesses has helped the organization develop competitive strategies that boost sales					
Advertising through negative press towards competitors products has helped persuade and change attitudes of customers towards competitors products					
Competitive advertising informs potential customers about the availability of products re services and anything special about the product offered					
The organization creates awareness and provides education about their products and services to their customers in order to boost their sales					
Using competitive advertising a firm segments and informs the uninformed customers about the existing products					

The features, displays and prices are explained through information provided by advertising campaigns					
The organization informs potential buyers about the attributes of a product and channel their desire to prefer company products					

Do you think competitive advertising improve increases sales volume?

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SECTION D: Reminder advertising and sales volume

Details	1(S.D)	2(D)	3(N)	4(A)	5(S.A)
Through reminder adverting the organization is able to reinforce previous promotional information like sales techniques are related with the hope of reminding past customers and gathering new ones					
Reminder advertising influences consumer behavior by reminding customers about the benefit of products which effect sales and profits					
Reminding customers about products and services has led to brand loyalty, sales volume, profit market share hence increasing sales					
The organization is able to remind customers about price changes from their different brands, purchase terms, ordering and payment which boost sales					
The businesses enhances the consumption between existing and new products by consumers through reminding them about where to find the products					
The organization gives knowledge about the product and creates the idea in minds of prospective customers through reminder advertising					
The loyalty of customers towards a product is					

improved when the organization reminds the customers about the availability of products					
The information about new products and services helps customers to evaluate the quality of products offered					

Does Reminder advertising improve sales volume?

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Interview Guide

Dear respondent

The Interview I am conducting is basically aimed at obtaining qualitative information to compliment the quantitative information. Information given will be treated with utmost confidentiality.

1. Do you encourage use of product oriented advertising? If yes, why?
2. To what extent has use of product oriented advertising impact on sales volume?
3. How has competitive advertising affected your sales volume?
4. To what extent has the use of competitive advertising increased customer base?
5. Do customers purchase your products after being reminded?
6. To what extent has reminder advertising affected your sales volume?

THANKS FOR YOUR TIME