

**PROMOTION METHODS AND MARKET SHARE OF TELECOM COMPANIES IN
UGANDA A CASE STUDY OF ORANGE TELECOM**

A RESEARCH DISSERTATION SUBMITTED TO THE

FACULTY OF BUSINESS ADMINISTRATION & MANAGEMENT

**IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF A
BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT**

OF

UGANDA MARTYRS UNIVERSITY

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2011-BO22-20053

JUNE, 2014

DEDICATION

I Robert Mwebesa dedicate this work to my Mother Mrs. Rest Aliganyira for her tireless efforts to enabling me complete this course despite all the hardships that prevailed and not forgetting my Brothers and my Sister for their endless support both morally and financially in addition to their love and care.

ACKNOWLEDGEMENT

In the first place I thank the almighty God the provider of knowledge and wisdom for his blessings and taking me through my studies and enabling me to do research work successfully, without his Grace I would not have made it.

I extend my deep appreciation to my supervisor Mr. Moses Kibrai for the guidance and support provided to me during the study that made it possible for me to successfully complete this report.

I am greatly indebted to Staff of Uganda Martyrs University, for their cooperation and assistance given to me during the course.

Special thanks go to my Uncle, My parents, Brothers and Sisters, peace for their love sacrifice and support. May God bless you abundantly.

I wish to express my sincere gratitude to all those tremendous contribution to my study; Peace, Edward, Robert, all the BAM III class of 2011 and my group members for your advice, guidance and support.

MAY THE ALMIGHTY GOD BLESS YOU ABANDANTLY

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Abstract

The study examines the relationship between promotion methods and market share of Telecom companies a case study of orange Uganda. The study was guided by the following objectives; to find out the relationship between advertising and Market share of Orange Telecom Uganda, to find out the relationship between sale promotion and market share of the Orange Telecom Uganda and to determine the role of personal selling and market share of Orange Telecom Uganda.

The researcher used a case study and cross section study design. Data was collected using questionnaires and interview guide. Data collected was from primary and secondary sources, with sample size of 48 respondents.

It was found out that Orange Telecom Uganda uses advertising, sales promotion and personal selling in order to increase Market share. It was also found out that there was a significant relationship between promotion methods and market share. The Pearson correlation (r) was 0.364.

The study Concluded that promotion methods lead to increase in the market share of the Orange Telecom Company. There is a significant relationship between promotion methods and Market signified by the results from Pearson correlation analysis which were 0.3654. The promotion methods such as Advertising, Sales Promotion, and personal selling result into an increase in the market share. To increase the market share of Orange Telecom Company there is need to apply other methods of promotion.

The researcher recommended that moving vans should be introduced so that they can reach distant places. The orange telecom Uganda should look at the competitive advantage of their competitors and use them to strengthen their market. Orange Telecom Uganda Should Continue to carry Market Research. Carry out regular Advertisement in both rural and urban areas.

CHAPTER ONE

GENERAL INTRODUCTION

1.1 Introduction

The study focuses on the promotion methods and the Market share of Orange Telecom Uganda. The dimensions of promotion methods under the study include advertising, sales promotion and personal selling and the dimensions of market share include the level of sales, number of distribution centers. Perreault (2002) says promotion deals with sharing information between the seller and the potential buyer through various media such as television, radio, internet and other media. Perreault further says the main promotion job is to tell the target customers that the right product is available at the right place and at the right time in such a way to increase market share. Brassington and Pettit (2006) explains that promotion methods involve communicating with various target audiences and the use of various promotional mix such as advertising, sales promotion and personal selling. The study is aimed at finding out how promotional methods influence the market share of a given product. The study is different from the earlier studies done such Wamoni (2011) his research focused on promotion activities and how they influence the sales volume and used a case study of MTN

1.2 Back ground to the study

Bennett (2010) says the market share matrix gives planners a simple methodology for allocating corporate resources toward their products or service offering. The first objective of corporate strategy is the protection of cash generators. Only the largest two or three competitors in any product segment can reasonably expect to avoid a cash trap. However they are several times that number of active competitors' market growth or attractiveness is correlated against the company's product strength or market share.

According to Perreault (2002), many firms seek to gain market share (percentage) of the market through sharing information between sellers and the potential buyers in various media such as television, radio internet and other media. If the company has a large market share, it may have better economies of scale than its competitors. In addition it is easier to measure a firm's market share to determine if profits are maximized. A company with a long strategic view may decide to increase market share in a sensitive objective when the overall market is growing. The large future volume in sales will justify satisfying some profit in the short run, and the objective aimed at increasing market share have some limitations as straight sales objectives. A larger market share if gained at the expense of low price may lead to a profitless project.

Jobber (2006) evaluates a company's performance in comparisons to that of its competitors. Sales may show a healthy increase in revenues but this may due to market growth rather than improved performance over competitors. An accompanying decline in market share would sound warning bells regarding relative performance. This would stimulate further investigation to root out causes. It should be recognized that a market share decline is not always a symptom of poor performance. This is why out comes should be compared to the marketing objectives.

Brassington (2006) an organization marketing objectives relate to either maintaining or increasing market share. The implication for this pricing need to be carefully considered and maintenance of market share in a highly competitive market may mean that prices cannot be increased for the next trading period they have to be reduced to face competitors who are under cut. Increasing market share may mean aggressively lower the price to attract switchers from competing products. Alternatively high prices might help to establish high quality position that appeals to more discerning customers. Brassington (2006) further says, that seeking Volume

sales may well be related to market share objectives but raises more on operation focus on capacity.

The percentage of an industry or markets total sales that is earned by a particular company over a specified period of time. Market share is calculated by taking the company's sales over a period and dividing it by the total sales of the industry over the same period. This is used to give a general ideal of the size of a company to its market and its competitors. Market share can allow a company to achieve a greater scale in its operations and improve profitability. Companies are always looking to expand their share of the market in addition to trying to grow in size of the total market by appealing to larger demographics, lowering prices or through Advertising (Investopedia, 2014)

Johansson (2006) explains that market share is when – fine turning of the marketing efforts is necessary and sophisticated market research, new product introductions to develop new niches and value based pricing are used to appeal to fickle and difficult to satisfy customer. Market share involve prediction of competitive moves. This requires not only knowing who actual and potential competitors might be in a given country but assessing competitor's strength and weakness.

Morgan et al. (2013) say customer satisfaction is generally not predictive of the firm's future market share but market share is a strong predictor of the firm future customer satisfaction. In follow up analysis the authors find that of its nearest and rival and customer switching costs are low.

1.3 Statement of the problem

According to Williams (2002) Promotion is communicating information between the seller and the potential buyer in various channels or media such as television radio internet and other media. The main promotion job is to tell target customers that the right product is available at the right place and at the right time in such a way to increase market share.

Telecom Companies use various methods of promotion such as advertising, sales promotion, publicity, personal selling and others in order to expand the market share however, much as Telecom companies use various promotion methods there are still few distribution centers, turnovers and few customers and percentage market share is stagnant(Akello,2013),and according to her research, among the Telecom Companies offering Mobile, fixed data text and voice services MTN has about 44%, Airtel 23%, Warid 17%,UTL11% and orange 5% (The Independent, 2014) Therefore, the researcher would like to find the cause of low market share despite of the promotion methods being used.

1.4 General objective

To examine the relationship between promotion methods and market share of orange telecom company.

1.5 Specific objectives

- i. To find out the relationship between advertisement and market share of Orange Telecom Company.
- ii. To examine the relationship between sales promotion and market share of Orange Telecom company.
- iii. To determine the role personal selling in market share of Orange Telecom Company.

1.6 Research Questions.

- i. What is the relationship between advertising and market share in Orange Telecom Company?
- ii. What is the relationship between sales promotion and market share of Orange Telecom Company?
- iii. What is the relationship between personal selling and market share of Orange Telecom Company?

1.7 Hypothesis

Promotion methods lead to increase in the market share

1.8 Scope of the study

This focus on the geographical scope, subject scope and the time scope.

1.8.1 Geographical scope

The study was limited to the Orange Headquarters in Kampala City Council Authority (KCCA).

This is because it easy to access in terms of time and affordable in terms transport costs.

1.8.2 Subject/ Content Scope

The study focused on the relationship between promotion methods and market share. The independent variable was promotion methods and dimensions were limited to sales promotion, advertising and personal selling and dependent variable was market share and limited to dimensions of turnover, number of customers and number of distribution centers.

1.8.3 Time Scope

The study was taken in a period of 2013 to 2014. The period is believed to be having the current information about the study

1.9 Significance of the study.

The study was to improve the work of managers of Orange Telecom to make decisions from an informed point of view regarding the promotion methods and the market share.

The study was of significance to other companies that offer products related to that of Orange Company to make adjustments where necessary.

The study was aimed at helping academics or the students to discover more about promotion methods and market share.

The study was to lay foundation for future researchers.

1.10 Justification of the study.

The study was intended to discover the reason for low/stagnant market share despite of the fact that Telecom Companies carry out promotions through advertising, sales promotion, personal selling, publicity etc.

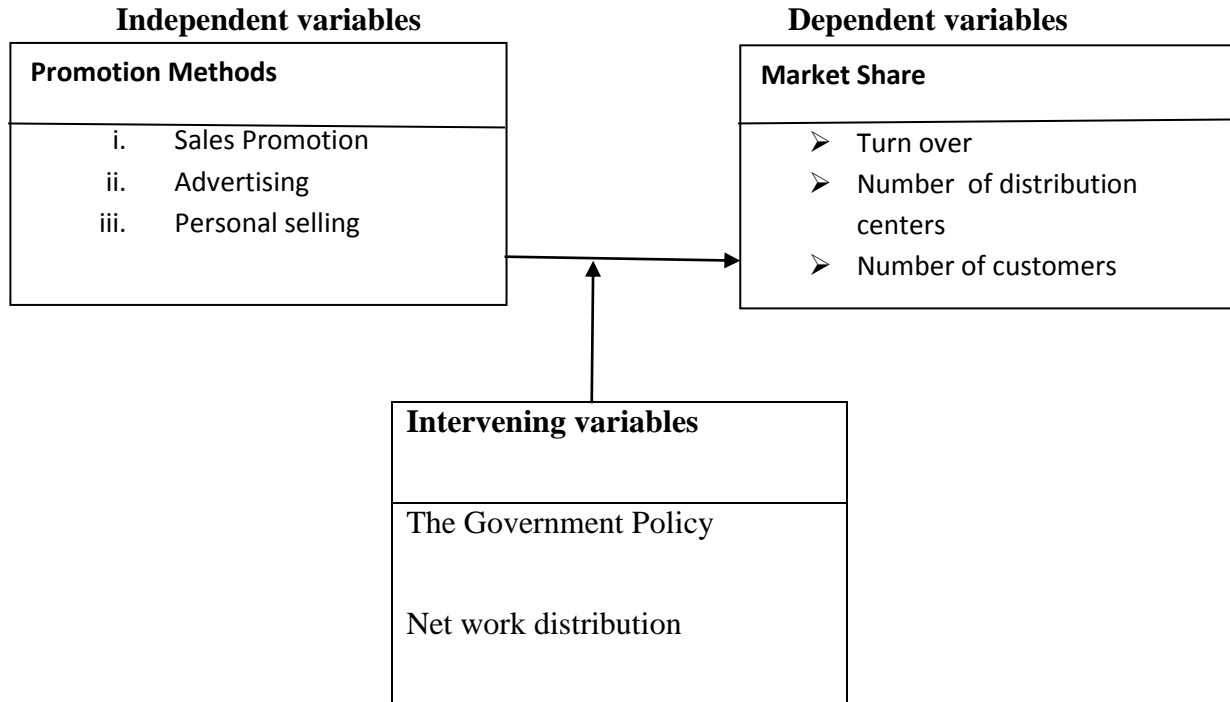
1.11 Conceptual Frame work

According to Kokemuller (2014) promotion is part of marketing that specifically involves communicating company or product information to targeted customers. advertising, Public relations and personal selling are three stable methods of promotion which help the company realize a large market share.

Blunt (2014) argues promotion is the coordination of marketing activities which include publicity, sales promotion, advertising, personal selling. It is a coordination of activities that will

perform to directly interact with the customers such that level of sales, number of distribution centers which signifies market share of a given product.

The figure1.1 below describes the conceptual frame work. It shows dimensions of promotion methods and market share and their relationship.



Source: (Kokemuller, 2014; Blunt, 2014)

1.12 Definitions of key Terms.

Promotion:

This is communicating information between the seller and the potential buyer or others in the channel to influence the attitudes and behavior.

Market share:

The percentage of total population that subscribe to the product.

Advertising:

Any paid form of non personal presentation of ideas, goods or services by an identified sponsor.

Sales promotion:

Those promotional activities other than advertising, publicity , personal selling that stimulate interest, trial or purchase by final customer.

Personal selling :

Direct spoken communication between the sellers and the potential buyers usually in person but sometimes over the telephone.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter, the researcher described the variables of promotion methods and market share; discussed the literature on the specific objectives and the dimension of the variables under study.

2.2 Definition of Concepts

According to Karel (2007) Promotion is the direct way of communicating to the public .It involves informing and communicating to the audience of certain characteristics of the brand. Promotion has not only short term goals but also long term goals. It involves sales promotion, advertising, personal selling, and publicity. Sales promotion refers to short term efforts to achieve more sales by making temporary changes, Advertizing is any paid non personal communication of ideas or products, Personal selling is face to face contact with the customers to connect usage we use marketing communication as an umbrella concept that includes all tools.

According to Williams (2002) promotion is communicating information between the seller and the potential buyer in various channels or media such as television Radio internet and others. The main promotion job is to tell target customers that the right product is available at the right place and at the right time in such a way to increase market share.

Stephen and Francis (2006) say promotional methods as the communication with various target audiences. It involves the use of various elements of promotion mix such as Advertising, Sales Promotion and personal selling. Defines Advertising as any paid non personal communication,

Sale promotion as practical short term incentive that make certain audience to behave in certain way and personal selling as covering face to face personality tailored messages.

Cook (2002) says that market share refer to percentage of the overall volume of business in a given market that is controlled by one company in relation to its competitors. For example if the total sales of a certain product in a market is 100,000/=, and the company in question sold 20,000/= worth of the product then the company had 20 percent share. Market share is meaningful in a relative sense that is when a company compares the market share it commands to percentage held by its largest competitors. The important factor in computing the relative market share is not held exact number associated with volume.

Market share is the percentage of an industry or market's total sales that is earned by a particular company over a specified time period. Market share is calculated by taking the company's sales over the period and dividing it by total sales of the industry over the same period. This metric is used to give a general idea of the size of a company to its market and its competitors. (The Investopedia,2012)

Jobber (2006) evaluates a company's performance in comparisons to that of its competitors. Sales may show a healthy increase in revenues but this may due to market growth rather than improved performance over competitors. An accompanying decline in market share would sound warning bells regarding relative performance. This would stimulate further investigation to root out causes. It should be recognized that a market share decline is not always a symptom of poor performance. This why out comes should be compared to the marketing objectives.

Robert (2001) says it is widely recognized that one of the main determinants of business profits is market share. Under most circumstances enterprises that have a achieved a high share of

markets serve confidently more profitable than the smaller share rival. He further says the connection between market share and profitability has been recognized by corporate executives. The market of each business is simply its dollar sales in a given time period expressed as a percentage of total market volume and advantages among others of market share is brings about the market power and the economies of scale.

In this regard scholars have defined promotion in the similar way as communicating information from the seller to the buyer about the presence of goods and services and market share as percentage of sales a company has compared to the competitors

2.4 Advertising and market share

Advertising includes every paid form of non personal presentation and promotion ideas, goods or services by an identified sponsor through promotion media such as Television, communication cinema and outdoor advertising such as bill boards shelters (karel, 2007) Market share is a percentage of company's sales of a particular product or service in a given area. It can be calculated in terms of revenue or units sold .share of companies share is useful for investors. Since businesses with large market share usually lower the operating expenses. That means the percentage share of market is determined by different forms of advertising such as television, outdoor advertising and others.

Francis and Stephen (2006) define advertising as any form of non personal promotion transmitted through mass media. The sponsor should be clearly identified and the advertisement may relate to an organizational product or service and market share as percentage of the overall volume of business in a given market that is controlled by one company in relation to its

competitors (Cook 1995) when advertising activities take place the expectation of percentage volume of sales and market share should increase.

Taylor and Francis (2000) Advertising can promote market share by differentiating products, by establishing a brand loyalty among consumers and by raising the cost of entry. On the other hand advertising can be a source of valuation of information to consumers that lead to erosion in the market share of the individual sellers. This shows that differentiating products through advertising promotes market share.

According to Woodrow (1987) advertising promotes market share in leading firms by differentiating products and creating brand loyalty in consumers. This insulates firms from encroachment by other leaders and constitutes entry barrier to competition such firms therefore face less elastic and probably greater demand and behave more as monopolists than a market rival.

Daniel (1992) explains that the product of the market share and advertising efficiency and the degree to which these effects are moderated by characteristics of the brand the product to which it is extended and the market in which that product competes.

Duncan (1974) says advertising is a situation of perfect competition with homogeneous products and perfect information. It can be argued that however that advertising has the ability to change the position and shape of the firm's demand curve. In other words it can increase a firm's market by further separating its market. Stringer (1961) the nature of the relationship between advertising and market share, thus cannot be determined on the basis of a priori reasoning. This means application of various forms of advertising can promote market share.

Akambi (2011) says that advertising is to make known of the availability of a product or service to sell. He further says that advertisement is useful in creating awareness about the availability of the product or service to the potential customers. This means that if you want your product to be known you carry out an aggressive awareness of the product. This is true because if you do not advertise, the customers will not know about your product and this will result into lower sales and low returns, meaning that the market share will also be low.

Bass (2005) explains that to increase sales of the products through advertising firms must integrate their brand advertising strategy for capturing market share. According to him using different media of advertising like Radio, Television etc can help to expand market share of any company. the researcher agrees with Bass's argument of using different media for advertising to increase market share. This is because television, Radio and news papers among others can be used to reach a wide range of customers. Therefore, when that is done integrated brand advertising can be helpful to increase market share of any given company.

Paul (2014) says Advertising is a non personal form of promotion that is delivered through selected media outlets that, under most circumstances require a marketer to pay for message placement. Paul (2014) further says that advertising has long been viewed as a method of mass promotion in that single message can reach a large number of people, but this mass promotion approach presents problems since many exposed to advertising message may not be within the large markets target market and thus may be an inefficient use of promotion funds. Paul (2014) gave the other side of advertising (Paul, 2014) that advertising has a history of a one way form of marketing communication where the message receiver is not in position to immediately respond to the message or seek for more information. Also another characteristic that may change as

advertising evolves is the view of that advertising does not stimulate immediate demand for the product advertised. That is, customers cannot quickly purchase a product they see advertised.

Curtis (2013) says advertising is paid announcement for example persuasive message of selling a product. Advertisements are placed in the traditional media such as news papers, magazines, television, radio and outdoor signs, text messages and social media. He further says in advertising there is sometimes use of the advertising agencies which is a service business that helps client businesses sell goods and services by producing and placing advertisements.

Bibek and Subir (2003) argue that advertisement simultaneously plays the dual role in reducing doubt through awareness and enhancing perceived brand value. Bibek and Subir (2003) argument shows that when a product is known to the public it attracts a number of potential buyers as a result of being informed about the presence of goods or services. In line with this argument advertising creates awareness and reduces doubt about the product. This will result into increased purchase of products and demand resulting into an increase in market share.

Balyana (2013) expresses his argument from the Pharmaceutical point of view that advertising has a business stealing effect that misleads patients. Advertising heavily leads to unnecessary purchase of expensive drugs. Relating this to market share, advertising can easily influence people to buy goods and services if they never had intentions of buying them called impulse buying. The researcher concurs with Balyana (2013) that if aggressive advertising is done it may be more of stealing from the public especially if the advertisement is too influential that a customer cannot just leave without purchasing that particular product.

Friedmann (2006) discusses that consumer evaluations and intentions to purchase toward non monetary promotions will be heightened if the promoted product is promoted normally and not

over priced. This means that can be done on monetary and nonmonetary terms. In case of monetary terms prices should be kept normal and not over pricing. The researcher disagrees with Friedmann (2006) because if it is promotion and the promotion is based on prices, prices should not be but lower than the market price as this may attract a good number of customers to buy the product and in the end market share of a given product will rise.

Tafliger (1996) says advertising is the non personal communication of information usually paid for and usually persuasive in nature about the products or services or ideas by identified sponsors through various media. Tafliger (1996) further says that they are two ways of selling things that is personally and personally with intentions of increasing the market share and sale of the company.

Business dictionary (2014) say advertising is paid non personal, public communication about goods and services, ideas, organization, people and places through means such as direct mail telephone, print, radio, and television and internet. And integral parts of marketing advertisement are public Notices designed to inform and motivate and encourage people buy the product with the intentions of increasing market share and the profits.

Advertising is means of communicating with the users of a product or service. It goes ahead to say that advertisement messages paid for by those who send their intended to inform or influence, that Advertising is always present though people may not be aware of it. The economic times continues to say that it is done via television internet, radio and others and then people buy the sale increase leading also increase the market share (Economic times, 2014)

Conclusion , the advertising media such as the broadcast, print and outdoor help to create awareness of the product, and the use and has the ability to change the position and shape of the

demand curve as result of many people joining the product, resulting into the increase in the market share.

2.3 Sales promotion and market share

Sales promotion refers to the promotional activities other than advertising, publicity and personal selling that stimulate interest, trial, or purchase by final customers or others in the channel. Sales promotion may be aimed at consumers, at middle men or its firms own employees. Relative to other promotion methods sales promotion can usually be implemented quickly and get results sooner so that sales and market share results can be realized first compared to the other methods of promotion (William, 2002) market share is increased when promotion methods such as sale promotion is employed where many people come to buy the products. It is true that when sales promotion is put into place many customers will buy the products hence market share of a certain brand will be increased.

Karel (2007) describes sales promotion as short term efforts to achieve more sales by making temporary changes in prices to capture the market share. To connect to the daily usage we use marketing communication as an umbrella concept that includes all tools to determine market share in desired distribution intensity the past and the current intensity should be analyzed. Various methods can be used for this purpose. To measure the position in the distribution channel typically two criteria are used. One is none weighted, this percentage of shops in which the brand is a vailable.² Weighted distribution; this is the market share in the product group of the shops in which the brand is available or in other words the coverage of the market (Karel, 2007). It is true, that to measure the distribution of a given brand various criteria have to be used and this will help to know how sales promotion can impact on the market share of a given brand.

Francis and Brassington (2006) defines sales promotion as short term actions directly targeted towards stimulating sales they are of various types; (a) consumer promotions these are promotions by manufacturers aimed at final customers such as discount actions money-back actions and premium as action. (b) retail promotions, these are promotions of retail trade towards the consumer such as discount actions.(c) Trade promotions these are actions of the manufacturer aimed at the retail trade such as competitions for the highest sales or temporary providing bonus. This means that various techniques of sales promotion need to be employed in order to capture the market share. In my opinion the methods of sales promotion drive towards increase in the sales volume and the market share of the brand.

Sales promotion can lead to an increase in the market share for the manufacture. The promotion will likely increase your sales by taking away sales from your competitors. As a result market share will increase while your competitors share decreases (Woiski,2012). This means that once you employ promotion methods, they are high chances that the customers from the other competitors will switch to your products. This will in the end lead to the increase in the sales and market share of the company's products.

Sales promotion includes several communication activities that attempt to provide added value or incentives to consumers, wholesalers, retailers or other organizational customers to stimulate immediate sales. These efforts can stimulate product interest, trial or purchase. Examples of devices used in sales promotion include coupons, samples, premium, point-of-purchase (POP) displays, contests, rebates and sweepstakes (Economic Times, 2012).

Sales promotion includes incentive offering and interest creating activities which are generally short term marketing events other than personal selling, publicity and direct marketing. The

purpose of sales is to stimulate, motivate and influence the purchase and other desired behavioral responses of the firm's customers (Junkie, 2012) This means sales promotion is normally short lived and its main intention is to motivate, influence and stimulate the customer's buying behaviors. This will in the end lead to increase market share of share of any Company.

Maria (1999), Sales promotion is a marketing technique designed to create sales for product over a defined period of time. The results of sales promotion activities are measurable in terms of number of units sold, number of coupon redeemed, number of contest entrants or other quantifiable measures. This explains, that to determine extent to which sales promotion strategies and impact on market share it has to be viewed through the number of units sold, redeemed coupons and many other ways that increase in sales and increase in market share of a product.

Friedmann (2006) discusses that consumer evaluations and intentions to purchase toward non monetary promotions will be heightened if the promoted product is promoted normally and not over priced. This possibly means that it can be done on monetary and nonmonetary terms. In case of monetary terms prices should be kept normal and not over pricing. The researcher disagrees with Friedmann (2006) because if it is promotion and the promotion is based on prices, prices should not be but lower than the market price as this may attract a good number of customers to buy the product and in the end market share of a given product will rise.

Bezawada (2003) describes higher sales and margins for retailer promotional products known about their marketing effectiveness and price sensitivity. According to this author higher sales and margins depend on price sensitivity and price sensitivity is the degree to which the price of the product affects customers purchasing behavior. The researcher agrees with Bezawada (2003) that sales volume and profits margins are determined by price sensitivity. This is because if

prices are high, few customers are likely to buy and this means the profit margin will be low, which will in turn result into low market share of any given product.

Paul (2014) describes sales promotion as promotion methods using special short-term techniques to persuade members of a target market to respond or undertake certain activity. It is used as a reward to marketer's offer something of value to those responding generally in form of lower cost ownership for a purchased product. Paul (2014) continues to say that sales promotions are often confused with advertising but normally promotion activities are short lived.

Sales promotion involves the stimulation or sales achieved through discounts, exhibitions or trade shows, games, giveaways, point of sale displays and merchandising special offers and similar activities (Business dictionary, 2014).

Curtis (2013) explained that sales promotion is any initiative under taken by the organization to promote an increase in sales usage or trial of a product or service. It includes free gifts free gifts, discounted prices, joint promotions, free samples vouchers and coupons, competitions and prize draws, cause related and fair trade, and Finance deals

Ikena (2013) carried out a study on sales promotion and sales volume and discovered that a significant sales promotion is a catalyst in influencing consumer buying behavior and will basically depend on gender and the age. He expresses that low levels of sales promotion will bring a negative impact on the sales volume of any company and sales promotion should be done by putting in mind of the age and gender of the potential customers. In addition to his expression once sale promotion is done to the intended target groups it will obviously influence the buying behavior of customers resulting into an increase in the market share.

2.5 Personal selling and market share

Williams (2000) says personal selling involves direct spoken communication between sellers and potential customers. Face to face selling provides immediate feedback which helps sales people to adapt. Although some personal selling is included in the most marketing mixes it can be expensive, so it is often desirable to combine personal selling with mass selling and sales promotion.

Personal selling entails straight forward sales based on interaction between two or more parties. One of these parties is trying to demonstrate the value and benefit of goods and service they are trying to sell (Dixon and Toman, 2012).

Paul and Peter (1983) say personal selling is a process of communicating with the potential buyer(s) face to face with a purpose of selling a product or service. The main thing that sets personal selling from other methods of selling is that the sales person conducts business with a customer in person. Entrepreneurs normally promote their products through personal selling to increase sales and number of customers thereby increasing market share.

Personal selling is the oral presentation made by individual's sales person face to face interaction with one or more prospective purchasers for the purpose of making presentation, answering questions and procuring orders. Sales of face to face verbal communication consist of sales force with one or more prospective buyers with the aim of influencing the sales and market share (Kotler, 2009)

Personal selling is where businesses use people (sales people) to sell the product after meeting face to face with the customers. The sellers promote the product through their attitude

appearance and specialized products. A good example is found in departmental stores on the perfume and cosmetic counters (Riley, 2012)

According to Meserean (2010) the presentation of persuasive message by a seller to a potential customer or group of customers is generally in face to face meeting. Personal sales can also take place through personal correspondences for example telephone, emails and others.(Meserean, 2010) correspondences such as emails and phone calls reach a very large group of people which result into the increase in demand and the number of customers.

Delivery of a special designed message to a product by a seller usually is a form of face to face communication, personal correspondence or telephone conversation unlike in advertising personal sales can be more specifically targeted to individual prospects and easily altered if the desired behavior does not occur. Personal selling is more expensive than other methods.

Bass (1997) personal selling is both emotionally and intellectually appealing as well as considerate to customers' needs. Sales persons will be more effective if they are clear about how the customers will benefit from the product. This means that sales people have to explain in detail the importance of using certain products such that customers can understand and buy them. The researcher agrees with Bass (1997) because customers buy after a thorough understanding of the product and convincing capacity of the seller. This means that personal selling will increase on the number of customers leading to an increase in the market share.

Schwepker (2003) says customer relationship can be achieved by having sales people in practice. Direct selling strategies are directed towards immediate sales transaction. In other words giving the ways in which customer relationships are created and the strategy that can be used to achieve immediate sales. The researcher agrees with Schwepker (2003) that direct interaction between

the seller and the buyer can go beyond business and be able to discuss more to do with cultural, political and social matters which builds a strong relationship between the sales person and the client and in end many customers can be more attracted towards buying particular product because of the relationship with the clients resulting into an increase in market share.

Jolson (1997), says sales people and managers have progressed from had to sell to soft to sell to no sell at all. Most of the old timers have vanished and today's sales persons are less than the old take. This means that progressing from personal selling to mass advertising through televisions, Radios, Newspapers and others has resulted into lower sales. The researcher conveys with the argument that companies have now resorted to mass advertising which does not directly create customer relationship with the seller and customers have no chances of asking questions about the product which is opposed to personal selling. This results into low sales and low market share to the companies that do not practice personal selling.

Tafliger (1996) says personal selling requires the seller and the buyer to get together. He said they are advantages and disadvantages to this the first one is on time, the seller has time to discuss in detail everything with the buyer about the product and the buyer has time to ask questions get answers examine for or against purchase. Secondly the seller can see how the sales message is getting across. The seller is describing how good the personal selling is and the researcher strongly agrees with him that really the seller has time for and see well how the information is being passed on and at the end of the a number of people will have been persuaded thus leading to the increase in the market share.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter includes research design, Area of study, study population, sample size, Sampling techniques, Data collection methods, Data collection instruments, Data collection procedure, Data Analysis measurement and presentation of variables

3.1 Research Design

The study used a case study design which case study shows a single entity to be examined in depth in order to gain an insight into the larger cases (Yuko and Onen 2009). Amin (2005) defines a research design as a plan which the research study follows. The researcher employed both quantitative and qualitative approaches so as to clearly get the objectives under study. The study is a short term study-cross sectional/snap short. Data is collected and analyzed once. The results are used to attain a degree.

3.2 Area of study

The study was conducted from Orange Head quarters in Kampala Capital City because it is easy to access in terms of distance and the respondents.

3.3 Study population

It refers to the total number of subjects or total environment of interest to the researcher (Yuko and Onen 2009). The population was comprised of 50 (fifty) respondents who are staff members of Orange Telecom Company, from Marketing Department (Orange Human Resource Hand Book,

2013). The researcher chose to get information from the staff members because they are believed to be having relevant information about promotion methods and market share of orange telecom.

3.4 Sampling Procedure

This comprises of the sample size and the sampling techniques that is used in the study.

3.4.1 Sample size

This refers to the number of elements to be chosen from the target population so as to constitute to the required sample. (Masembe, 2009).The sample was comprised of 48 respondents selected from the population of 50. The sample was chosen following table provided by Krejice and Morgan, (1970) which shows the total population and their respective sample sizes, and was be chosen purposively , where 10 respondents was from the managers and the 38 respondents from the staff.

3.4.2 Sampling techniques

This refers to the technique or the procedure adapted in selecting the sample from inferences about the population are to be drawn (Masembe, 2009) the researcher used Stratified sampling technique because it ensures that subgroups are proportionally represented and account for differences in subgroup characteristics. This helped to collect information from the Managers and other staff at different levels of the Orange Telecom Company.

3.5 Data collection methods and instruments

This section aims at describing the methods and techniques that the researcher used to collect data for the proposed study (Odiya, 2009). The researcher used various methods such as questionnaire surveys and interviews, in order to get primary data from the respondents.

3.5.1 Questionnaires;

This is a collection of items to which a respondent is expected to react usually in writing (Onen and Yuko 2009). It is done by giving questionnaires to different respondents. Questionnaire is easy to administer, gives time the respondents to think of answers, collect a lot of information over a short time and more convenient to literate population. Open ended and close ended questionnaire were used.

3.5.2 Interviews;

This refers to person to person communication between two or more people with a specific purpose (Kumar, 2005). Interviews helped the researcher to obtain information that cannot be directly observed, obtain historical information and gain control over the line of questioning. The researcher used an interview Guide. This is a data collection instrument where information is provided to guide the interview process. The researcher had a list of questions that were asked during interview. The researcher used recording gargets to record information as it occurs, used note books and pens to record information during the interview process.

3.6 Data collection procedure

The researcher obtained an introductory letter from the University Administrator, requesting the respondents to help the researcher as the information needed is purely academic and ca not be used for any other purposes. The researcher designed questionnaires and interview guide to collect data.

3.7 Quality control methods

This include reliability and validity

3.7.1 Reliability

This refers to the ability of the instrument to collect the same data consistently under similar conditions (Burns, 1997) in (Odia, 2009). The researcher used a pre test to measure the reliability of the instruments that were used. The results of the pre-test showed that the respondents understood the instruments.

Table 3.1 Reliability of research instruments

Variable	Number of cases	Alpha Value
Promotion methods	10	0.825
Market share	7	0.725

Source: Field Research (2014)

Reliability was further ensured by performing the Cronbach's Alpha coefficient tests. Upon performing the test the results were 0.825 for the independent variables and 0.725 for the dependant variable. According to Amin (2005) and Mugenda and Mugenda (2003) asserts that results of 0.6 and above are considered reliable for both independent and dependent variables.

3.7.2 Validity

This is the ability of an instrument to collect justifiable and Truth full data. The researcher tested the instruments for the accurate interpretation and application under similar conditions. The researcher gave instruments to the respondents and the results from all different respondents showed the information is in line with the objectives.

3.8 Data Analysis and presentation

In this section the researcher described how data was processed, presented and interpreted and this is through sorting, coding and analyzing them appropriately (Odiya, 2009).

3.8.1 Quantitative techniques

Quantitative techniques were used to present data in numerical form. SPSS was used to analyze data. The data was presented in form of tables. Methods such as correlation co efficiency were used in determining the relations between the variables under the study. Mean and standard deviation techniques were used to assess and present data.

3.8.2 Qualitative techniques

Qualitative techniques were used to present data in text form. The information obtained from the respondents was tabulated and analyzed using the, opinions and perceptions, categorization and narrations.

3.9 Ethical consideration

The researcher cited all the sources used, acknowledging the work of other authors not taking as own. The researcher obtained authority to travel to the field from the administrators. The researcher was able to introduce himself to Top Management with all the intentions of research and was able to debrief the Top Management after data collection and thank them for their corporation.

The researcher ensured that confidentiality was observed and an agreement of confidentiality was made with the respondents. The data collected was purely academic and was not used otherwise; the research questionnaires did not expose their personal detail that means they were anonymous.

3.10 Limitations of the study

The sample size was not sufficient enough to bring out the intended results for research, since it only had a sample size of 48. This was mitigated by using multiple approaches which involved getting information from the all levels of management.

Time frame of the study was short term, the study required more time. However this was solved by use of multiple approaches to the study.

Financial constraints ; since there was nothing like funding from the University a lot of money was needed to finance research such as printing, Transport, stationary etc. this was mitigated by taking a Loan from the a fellow Student.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

In this chapter the findings of the study are analyzed and presented According to research objectives research questions and the study variables. The data was analyzed using SPSS and presented in tables using mean and standard deviation. The research study set out to detail three main objectives. First was to find out the relationship between Advertisement and market share, the second was to examine the relationship between sales promotion and market share. The third one was to determine the relation between personal selling and Market share. A sample of 48 questionnaires was given out and a total of 45 were returned.

4.1 Findings on the Back ground Information

This section represents the background information of the respondents who participated in the research study. The information contained in this category includes sex, Gender, Level of education and number of years in the company of employees in Orange Telecom Company.

Table 4.1.1 Gender of the staff

Age	Frequency	Percentage
20-25	29	64
25-35	14	31
36 and above	2	5
Total	45	100.0

Source: Field Research (2014)

Table one above indicates the responses for age, where the highest percentage were those in the age bracket of 20-25 years with 64%, and respondents in the age bracket of 25-35 years with 31% the lowest percentage of the respondents were people in the age bracket of 36 and above with only 5% of the overall percentage. It therefore concluded that most of the respondents are in the lower age bracket in the orange telecom company, and this was due to the fact that the majorities in the marketing department were employees with lower age.

Table 4.1.2 Distribution of sex of the respondents

Sex	Frequency	Percentage
Male	15	34
Female	30	66
Total	45	100

Source: Field Research (2014)

Table 2 indicates the responses of sex or gender w, where 34% were male and 66% female. This indicates that the majority of the respondents were females Compared to their male counterparts. It was concluded that the majority of the respondents were females in the Marketing department of Orange Telecom Company since females are good at persuading and marketing the products.

Table4.1. 3 Levels of Education of the Respondents

Education level	Frequency	Percentage
Certificate	8	18
Diploma	15	33
Bachelor degree	21	47
Post graduate degree	1	2
Total	45	100.0

Source: Field Research (2014)

Table 3 indicates the level of Education for the respondents, where 18% were certificate holders, 33% were Diploma Holders, and 47% Bachelor degree holders, 2% were had post graduate degree. Therefore it was found out that the majority of the respondents had bachelors degree , followed by Diploma holders, followed by Certificate holders and the least number of the Post graduate degree holders.

Table4.1.4 Distribution of Respondents According to the number of years in the company

Years in the company	Frequency	Percentage
Less than one year	14	31
Between 1-2	15	33
Between 3-4	16	36
Total	45	100

Source: Field Research (2014)

Table 4.1.4 shows the number of years respondents have stayed in the company, whereby 31% have been in a Company for less one year, 33% have been in accompanly between year one and

Two years, 36% between 3-4 years. It was found out the majority of the employees have stayed between three to four years in the company.

4.2 Advertisizing

The table below shows the respondents responses about advertising indicating the degree of agreement be on the statements provided showing how advertising is done and how it done in the Orange Telecom Company in order to increase market share

Table 4.2.1 The summary of responses about Advertising

	Mean	Std. Deviation
Is done mainly through television and out door	3.69	1.240
Has the position to change the firms demand curve	3.69	.973
Useful for creating a awareness	4.07	1.074
Creates brand loyalty	3.67	1.022
Is persuasive in nature	3.67	1.331

Source: Field Research (2014)

Is done mainly through television and out door

Results presented in table 4.2.1 above revealed that respondents agreed that advertizing was mainly carried out on television and outdoor, this was represented by a mean level of 3.69. This is line with findings by Karel (2007), who stated that use of media such as Television, communication cinema and outdoor advertizing such as bill board's shelters forms of adverting available for institution as methods of creating awareness of goods and services. However, a significant standard deviation of 1.240 presents varied responses by the respondents this could

attributed to the fact there are methods which used especially to reach people in villages and for the illiterates who cannot read.

Has the ability to change the firms demand curve

Results presented in table 4.2.1 above indicate that respondents agreed that advertising can change the firms demand curve. This was presented by mean of 3.69. This is in line with the findings of Duncan (1974) that advertising has the ability to change the position and shape of the firms demand curve. This means that once the demand curve is changed positively will rise in market share however there was a significant deviation of 0.973 from the mean. This is some respondents said the change of the demand curve is not only attributed to the advertising but also offering discounts to customers as the main one.

Advertising is useful for creating awareness

Table 4.2.1 show that respondents strongly agreed that advertising is useful in creating awareness and this presented by the mean of 4.07. This in line with the findings of Akambi (2011) that advertisement is useful in creating awareness about the availability of the product or service to the potential customers. This means that the deviation from the mean was 1.074 this was attributed to employees who believe that advertising alone can create awareness.

Creates brand loyalty

According to the results in Table 4.2.1, the majority of the respondents agreed, that advertising creates brand loyalty with mean of 3.67. The similar findings were made by Woodrow (1987) that Advertising promotes market share in leading firms by differentiating products and creating brand loyalty in consumers. However there was a significant deviation of 1.002 from the mean.

Advertising is persuasive in nature

The results presented in table 4.2.1 above indicated that the majority agreed that advertising is persuasive in nature which is presented by the mean of 3.67. similar results were obtained by Tafliger (1996) who said advertising is the non personal communication of information usually paid for and usually persuasive in nature about the products or services or ideas by identified sponsors through various media. However, there was a significant deviation of 1.331 from the mean showing that some respondents did not agree with it.

4.3 Sales promotion

Table 4.3.1 describes in summary the results of analysis on the statements or questions presented to the respondents about Sales promotion. The results of the analysis have been reached using SPSS and the descriptive statistical methods of Mean and Standard deviation. Which show the degree of agreement and disagreement on sales promotion and market share.

Table 4.3.1 The summary of responses about sales promotion

	Mean	Std. Deviation
Targets all the classes of customers	3.38	1.173
Uses discounts to attract customers	4.40	5.994
Stimulates the consumer to try and develop interest in a particular Product or service.	3.47	1.100
Captures all the market	2.78	1.085
Covers rural and urban areas	2.82	1.134
Persuades the potential customers	3.16	1.313

Source: Field research (2014)

Targets all the classes of customers

Results of table 4.3.1 above indicate, that the respondents agreed that sales promotion targets all classes of customer. This is represented by mean of 3.38. However there was a significant variation of 1.173 from the mean, which is attributed to fact that some respondents disagree with it saying that it targets specific customers. From the interviews conducted with the respondents they said that Orange Telecom Company normally deals with elites because most of the sales come Data which is consumed some with computer knowledge which leaves others out especially those who are computer illiterate.

Uses discounts to attract customers

According to table 4.3.1 the results showed that the respondents strongly agreed that sales promotion use of discounts to attract customers and this presented by mean of 4.40. The findings are in line with the findings of Francis and Brassington (2006) who defines sales promotion as

short term actions directly targeted towards stimulating sales they are of various types (a) consumer promotions these are promotions by manufacturers aimed at final customers such as discount actions money-back actions and premium as action.

Stimulates the consumer to try and develop interest in a particular Product or service.

The results from table 4.3.1 indicate that the respondents agreed that sales promotion stimulates the consumer to try and develop interest in the product or service which is represented by the mean of 3.47. This is in line with William (2002) who said Sales promotion stimulate interest, trial, or purchase by final customers or others in the channel. However there was a deviation of 1.100, this was because some employees said the customers are not always stimulated by the sales promotion to buy.

Captures all the market

Form table 4.3.1, the analysis indicated that the respondents disagreed that sales promotion does not capture all the market and is presented by the mean of 2.78. However there was deviation of 1.085. This was attributed to the fact that Orange Telecom Company uses two languages that is English and Luganda meaning Customers who do not know those two languages are not captured.

Covers rural and urban areas

Table 4.3.1 above indicates, that mean was 2.82, this means that the respondents disagreed with the statement that sales promotion covers rural and urban areas in the Orange company. However there is a significant deviation of 1.134 from the mean. In interview conducted the respondents revealed that sales promotion looks mainly at customer in the central region because they consider them being the biggest consumers of their and the majority in the rural areas are left out.

Persuades the potential customers

Table 4.3.1 above in response to the statement or the question the respondents agreed that promotion methods persuade the potential customers which are represented with the mean of 3.16. They said that they look for customers who can easily buy their products like the companies. and this is in line with Economic times (2013) who said that sales promotion is intended to stimulate product interest trial or purchase by use of coupons samples, premium etc However, there was a deviation of 1.313. This is because some of the respondents said it hard to know which one is a potential customer, that they consider every person to be their potential customer

4.4 Personal selling

Table 4.4 .1 indicates the extent to which the respondents agreed of disagreed with the statements made in line with personal selling. This is shown using mean and the slandered deviation as the methods used in descriptive statistics

Table 4.4 .1 The summary of responses about Personal Selling

	Mean	Std. Deviation
Involves direct spoken communication	3.60	1.321
Provides immediate feedback on products	3.56	1.139
Demonstrates the value and benefit goods and service	3.56	1.035
Specifically targets individuals	3.71	1.100
Involves face to face meeting	3.57	.998
Enables the sellers to address specific needs of customers	3.60	.915

Source Field Research, (2014)

Personal selling involves direct spoken communication

Table 4.4.1 the results of analysis indicate that the respondents agreed that personal selling involves direct spoken communication represented with the mean of 3.60. This in line with the findings of Williams (2000) who found out that personal selling involves direct spoken communication between sellers and potential customers. However, there was deviation from the mean of 1.321.

Provides immediate feedback on products

The results of the table of 4.4.1 show that the respondents were neutral on whether personal selling provides immediate feedback and are presented by the mean of 3.56. This was different from the findings of Williams (2000) were Personal selling involves direct spoken communication between sellers and potential customers. Face to face selling provides immediate feedback which helps sales people to adapt the selling culture. However, there was a deviation of 1.139 which and according to the respondents they said people no longer meet face to face but use other means like mobile phones without necessarily having to meet.

Demonstrates the value and benefit of goods and service

Table 4.4.1 results indicated that the respondents agreed that personal selling demonstrates the value and benefit of goods and service with a mean of 3.56. They said that it is very easy to show directly the value and the benefit the customer is likely to get from a particular product. This is consistent with Bass (1997) who said personal selling is both emotionally and intellectually appealing as well as considerate to customers' needs. However there was a deviation of 1.035, where the respondents said it is not always done since they target a very wide market.

Specifically targets individuals

The Responses in table 4.4.1 show that the respondents agreed that personal selling specifically targets individuals. This is represented by the mean of 3.71. This is in line with Kotler (2009) who said that Personal selling is the oral presentation made by individual's sales person face to face interaction with one or more prospective purchases for the purpose of making presentation, answering questions and procuring orders. However there was a deviation of 1.100. This because some respondents said personal selling even targets a mass of people.

Involves face to face meeting

From Table 4.4.1 the respondents agreed that personal selling involves face to face communication and is represented by the mean of 3.57. similar findings were reached by Riley (2012) Personal selling is where businesses use people (sales people) to sell the product after meeting face to face with the customers. The sellers promote the product through their attitude appearance and specialized products. A good example is found in departmental stores on the perfume and cosmetic counters. However there were some insignificant deviations of 0.998. This is insignificant.

Enables the sellers to address specific needs of customers

Table 4.4.1 indicates that the respondents agreed that personal selling enables the sellers to address specific needs of customers it is indicated by the mean of 3.60. This in line with the findings of Schwepker (2003) who says, direct selling strategies are directed towards immediate sales transactions In an interview with the respondents they said buyers do know what they need until they are told what to buy and not what to buy. However there was a significant deviation

from the mean because some respondents said that customers have their own preference and taste.

4.5. Market share

Table 4.5.1 shows summary of the responses from the respondents about the market share of Orange Telecom Company marked by the mean and the standard deviation .The responses show the level agreement and disagreement on the statement made about Market share in Orange Telecom Company.

Table 4.5.1 The summary of responses about Market share

	Mean	Std. Deviation
Old product grow faster in the old market	3.53	.944
Old product grow faster in the new market	3.67	1.000
New product grow faster in the old market	3.62	1.051
New product grow faster in the new market	3.24	1.151
The market is well segmented	3.64	.933
The sales turnover is high	3.33	1.206
The number of distribution centers have grown	3.84	.928
The number of customers have increased	3.87	.968

Source: Field Research (2014)

Old product grow faster in the old market

Table 4.5.1 indicates that the respondents agreed that old product grow faster in the market. This has been represented with the mean of 3.53. In an interview with the respondents, they said

customer buy products because they are already used to it. Meanwhile the results also show a deviation of 0.944 from the mean which is insignificant meaning a very small percentage of respondents disagreed with the statements.

Old product grow faster in the new market

Table 4.5.1 the respondents agreed that old product grow faster in the new market according to the results presented in the table with a mean of 3.67. According to the findings the respondents said that there is a section of people especially the youth who always want to be the first to buy any new thing in the market. On the other hand there has deviation of 1.000 from the mean; because some of the respondents said once customers are already aware of negative side of the product they will never buy the product.

New product grow faster in the old market

The results in the table 4.5.1 above table indicate that respondents in orange company agreed that new products grow faster in the old market; the mean to this result was 3.62. The respondents said orange company has established itself in a market any new product they bring will be consumed by the market. However there was a deviation of 1.151 which is significant and according to respondents it is attributed to low levels of advertisement.

New product grow faster in the new market

Table 4.5.1 results from the analysis indicated that the respondents agreed that new product grow faster in the old market with the mean of 3.24 the respondent explained, that some customers need to test new products immediately they are introduced to them. However there was significant deviation of 1.151 where the respondents said some customers only buy when the product has been in the market for long.

The market is well segmented

Illustration 4.5.1 the results show that the respondents agreed that the market is well segmented with the mean of 3.64. The respondents said they segment in terms of prices they offer to the clients and volume of the product like the data they sale. However there was a deviation of 0.933 which insignificant. This was a section of people who believed that the market is not segmented because the people who buy data are the same people who buy mobile and voice services.

The sale turnover is high

Table 4.5.1 above shows that respondents agreed that sales turnover is high and this seen with the mean of 3.33. The respondents said in an open interview that according to the financial statements there has always been improvement in terms of sales and the deviation of 1.206 who said that the financial statement can sometimes be manipulated. They went ahead to say that they can only appreciate the rise in profits if their needs are fully catered for.

The number of distribution centers has grown

From the table above the findings indicate that the respondents agreed that the number of distribution centers have grown, presented by the mean of 3.84. The respondents said they had outlets in Kampala at first but now they have even gone outside Kampala to places like Arua, Hoima, Jinja and others. The deviation from mean is insignificant and is 0.928

The numbers of customers have increased

Results from table 4.5.1 shows that the respondents agreed that the number of customers have increased shown by the mean of 3.87. This in line with the information published in the media from 609,000 in 2010 and 622,000 in 2011. (Source: New@utimatemediaconsult.com 2012). There was also insignificant deviation of 0.986.

4.6 The relationship between promotion methods and market share

In order to find out the relationship between promotion methods and market share, correlation analysis was used by the researcher to show the responses of the respondents

The table 4.6.1 below shows the Pearson Correlation Analysis between promotion methods and market of the orange Telecom Uganda.

Correlations		
	1	2
1.PM2	1	.364*
2.MS2	.364*	1.

*. Correlation is significant at the 0.05 level (2-tailed).

Source; Field research (2014)

From the results in table 4.6.1 above, the results revealed that there is statistically significant correlation between promotion methods and market share with a positive relationship ($r = 0.364^*$, $P < 0.05$). This shows that there is a relationship between Promotion Methods and market share. Therefore Market share is significantly influenced by the promotion methods. This in line with the findings of Stephen and Francis (2006) who said that promotion methods involves communicating to the target audience using promotion mix elements such as advertising, sales promotion, personal selling and others which influences the market share of a product of service and William (2002) say market share is achieved by use of promotion approaches and using the right media showing a significant relationship between promotion methods and market share.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter presents summaries of the main findings of the study, conclusions, recommendations of the study, and suggestions for the further research based on the objectives of the study.

5.1 Summary of findings

The study aim, was finding out the role promotion methods in increasing market share of the orange telecom company.

5.1.2 Advertising and Market Share

The first objective was to find out the relationship between advertising and market share of orange telecom company. Data analysis and interpretation of interview and questionnaire responses from the Marketing Staff of Orange Telecom Company the finding indicate, that advertising is done mainly through television, has the ability to change the firms demand curve, creates brand loyalty, is persuasive in nature and that it useful in creating a awareness. The results from the Pearson correlation Analysis showed a positive relationship advertising and market share

5.1.3 Sales Promotion and Market Share.

The second objective was to find out the relationship between sales promotion and Market share of the Orange telecom Company. The analysis of data and interpretation of the interview and the questionnaire responses from the Marketing department revealed, that sales promotion targets all

the classes of customers, stimulates the consumer to try and develop interest in the product or service, persuades potential customers however the respondents said it does not capture the entire market because most of the promotion activities are in English and Luganda leaving rest who do not understand that type of language. They also said that sales promotion does not cover all the regions in Uganda in mainly cover the central region especially Kampala and Wakiso Districts. The results from the Pearson correlation Analysis showed a positive relationship between sales promotion and market share.

5.1.4 Personal selling in the Market share

The third objective was to determine the role of personal selling in the Market share of the Orange Telecom Company. Data analysis and interpretation of interview and questionnaire responses from the Staff in marketing of Orange Telecom Company the finding indicate, that personal selling involves direct spoken communication, provides immediate feedback on the products, demonstrates the value and the benefit of goods and services, specifically targets the individuals, involves face to face meeting and enables the sellers to address specific needs of customers. The results from the Pearson correlation Analysis showed a positive relationship between personal selling and market share

5.2 Conclusion

The study concluded that Advertising is done mainly through television; Advertising changes the firms Demand Curve, creates brand loyalty, is persuasive and creates awareness. The study also concluded that promotion methods targets all the classes of customers, enables the consumer to develop interest in the product and persuades potential Customers. It was concluded that personal selling involves direct spoken communication, provides immediate feedback, demonstrates the value and benefit of goods and services, involves face to face meeting and enables the seller to

meet specific people. Generally the study concluded that promotion methods lead to increase in the market share of the Orange Telecom Company. According to Pearson correlation analysis the results show a significant relationship between promotion methods and market share with 0.364. The promotion methods such as Advertising, Sales Promotion, and personal selling result into an increase in the market share.

5.3 Recommendations

From the findings discussed in chapter four, the following recommendations would help to increase the level of market share in Orange Telecom Company.

Mobile van should be introduced so that they can reach distant places where they can sell the products of the company.

They should look at the competitive advantage the other companies have with a wider market share so that they can employ them in a more competitive way.

They should continue to carry market research about the products and services they are selling and the new products they plan to bring into the market before they are actually launched through doing pre tests.

Carry regular advertisement in both rural and urban areas

Employ appropriate advertising media for example if they are focusing on the people in cities they can use televisions ,radios ,newspapers and other media and if they are targeting people in the rural areas they use media such the radio, church announcements these work better in rural areas.

They should produce a variety of products in the market such that the customers can have various options to choose from.

They should make alliances with different companies in selling the products.

5.4 Suggestions for further Research

Research can be made in determining the mechanism to be employed for the customers to switch to the new product very fast.

Research on the effective media to use, when communicating to the customers.

Research on the training staff to improve market share.

Research on maintaining the market share

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APPENDICES

APPENDIX (I)

QUESTIONNAIRE

Dear Respondent,

I am Robert Mwebesa a student of Uganda Martyrs University pursuing a Bachelor's degree in Business Administration and management. Am carrying out research on the Promotion Methods and Market Share of Telecom Companies in Uganda; A case study of Orange Telecom Company. In your position, you have useful information to contribute to the success of this study and your participation to this study will be of great importance to me and the company. You can contribute to this study by answering the questions provided to you in this instrument.

All information provided will be confidential and purely academic. Please do not indicate your Name anywhere on the questionnaire.

Thank you for your cooperation.

SECTION A

Bio data

Please tick or circle

1 .Age

20-25

26-35

36 and above

2. Sex

Male

Female

4. Level of Education

Certificate

Diploma

Bachelor

Postgraduate Diploma

Postgraduate Degree

others

5. Years in the Company

Less than one year

between years 1-2

between years 3-4

Please respond According to the scale from 1-5. Tick the number that best indicate your opinion using the scale below.

Scale	1	2	3	4	5
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

SECTION B: ADVERTISING

	Scale	1	2	3	4	5
1	Is done mainly through television and out door					
2	Has the position to change the firms demand curve					
3	Useful for creating a awareness					
4	Creates brand loyalty					
6	Is persuasive in nature					

Suggest ways in which Advertising can be done in order to increase market share

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SECTION C: SALES PROMOTION

	Scale	1	2	3	4	5
1	Targets all the classes of customers					
2	Uses discounts to attract customers					
3	Stimulates the consumer to try and develop interest in a particular Product or service.					
4	Captures all the market					
5	Covers rural and urban areas					
6	Persuades the potential customers					

Suggest the best way(s) how sales promotion can best be applied in order to increase market share

SECTION D: PERSONAL SELLING

	Scale	1	2	3	4	5
1	Involves direct spoken communication					
2	Provides immediate feedback on products					
3	Demonstrates the value and benefit goods and service					
4	Specifically targets individuals					
5	Involves face to face meeting					
6	Enables the sellers to address specific needs of customers					

How can personal selling be improved in order to capture more market.

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SECTION E: MARKET SHARE

	Scale	1	2	3	4	5
1	Old product grow faster in the old market					
2	Old product grow faster in the new market					
3	New product grow faster in the old market					
4	New product grow faster in the new market					
5	The market is well segmented					
6	The sales turnover is high					
7	The number of distribution centers have grown					
8	The number of customers have increased					

APPENDIX (II)

INTERVIEW GUIDE

1. Please advise the most appropriate promotional methods used by your company?
2. What are the key challenges associated with those approaches?
3. Describe your market share?
4. What strategies would you propose to increase your market share?

What challenges would you list as the major obstacles in the growth of your marker share?