

**THE EFFECT OF OUT OF HOME ADVERTISING AND
ORGANISATIONAL PERFORMANCE IN
UGANDA**

CASE STUDY: SEKANOLYA SYSTEMS LIMITED



Submitted by;

JJUUKO ANDREW

(2012-B021-10082)

MAY, 2015

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**A Dissertation submitted to the Faculty of Business Administration and Management in
partial fulfillment of the course that is part of the requirements for the award of
the Degree of Bachelor of Business Administration and Management at
Uganda Martyrs University, Nkozi.**

MAY, 2015

DEDICATION

I dedicate this work to my beloved parents Mr & Mrs Luwangula and my entire family who have been a great inspiration and have done a lot to ensure that I get whatever I needed in my academic journey.

ACKNOWLEDGEMENT

This work is dedicated to all those special category of people who assisted in putting together this work. The completion of this work is not due to sole effort of the author but belongs to all those who have encouraged and supported me. I would like to thank the following:

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ABSTRACT

Outdoor advertising is an important aspect in ensuring that businesses remain in operation. The study sought to establish the effect of outdoor advertising on organizational performance in Uganda. In particular the study sought to establish how mobile branding, poster advertising and tradeshows affect the performance of business organizations. The study applied a descriptive survey design. The target population was 40 respondents employed by Sekanolya systems limited. The study applied the purposive sampling technique. Data collected was mainly quantitative and qualitative in nature and was appropriately analyzed using frequency analysis. SPSS tools enabled me describe the data. The results were presented in form of tables. The study concluded that mobile branding, poster advertising and tradeshows had an impact on business performance. The study recommends that business organizations should hire or consult advertising experts to find out the best advertising practices that suit the organization.

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

This research is intended to assess the effect that out of home advertising has on business organization performance. In this chapter the researcher will address a number of issues which include a background of the study, statement of the problem, objectives of the study, major objective, specific objectives, research questions, scope of the study, significance of the study, justification, definition of key terms and conceptual framework.

1.1 Background of the study

According to Palmer (2000), advertising is mass, paid communication which is used to transmit information, develop attitudes and induce some form of response on the part of the audience. It seeks to bring out a response by providing information to potential customers, by trying to modify their desires and by supplying reasons why they should prefer that particular company's product. He adds that advertising is a highly visible component of marketing but it is only one element of the promotion mix. It involves target audience, setting objectives, budgeting decisions, message and media decisions and evaluating advertising effectiveness. Outdoor advertising is primarily used along roadways in areas zoned for commercial and industrial uses. It is highly visible and relatively inexpensive. It provides a 24 hour a day message and can be located to reach specific target markets.

According to Woloszyk, Kimbrell & Farese (2003), outdoor advertising is any type of promotional display placed outside. It has various types of promotional displays from highway billboards to transit posters and arena placement, all geared towards sending a message to the public.

Kotler& Armstrong (2004) defined advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. There are many advertising mediums through which a specific communication can get to a specific audience in a specific period of time. Some of these include newspapers, television, direct mail, radio, magazines, outdoor and internet among others. They add that a media planner must therefore choose the best media type and the best media vehicle.

According to Etzel et al (2007), advertising is divided into informative advertising with an aim to inform potential customers about the product, persuasive advertising to persuade customers to purchase the product and reminder advertising to keep customers thinking about the product.

Out of home advertising is also known as outdoor advertising. It can be defined as any form of advertising done outdoors that shows your business products and services. Types of out of home advertising can include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles and signage posted on the exterior of your own brick and mortar location. The common means of outdoor advertisement in Uganda are billboard advertising, wall branding, ornament branding and mobile branding.

Sekanolya systems are a limited liability company established in 1993 with its fully registered headquarters in Uganda located on Conrad plaza Entebbe road. The company provides technical security solutions ranging from surveillance cameras, alarms, razor wire, electric fencing, automated gates, fire alarm systems, time and attendance system

1.2 Statement of the problem

Companies are using outdoor advertising as part of their marketing strategies in order to inform and persuade customers of their products and services in a competitive world. Marketing problems often have far reaching effects on any company and if neglected can cause a great threat to the continued existence of the company, especially in the area of advertising as an aspect of corporate communication (Woloszyk, Kimbrell & Farese, 2003). Companies are still faced with hindrances of poor advertising techniques, reduced sales and performance. The researcher is prompted to investigate the impact of outdoor advertising on performance of business organisations.

According to Tom Magumba (2008) it is not business as usual for outdoor advertisers after the National Roads Authority suspended the erection of billboards on national roads. Major outdoor advertising firms often target strategic sites along highways to leverage their business and that of their clients.

However, a media announcement from the National Roads Authority (UNRA) suspending erection of billboard and signboards on strategic places along highways seems to have caught outdoor advertisers on a wrong footing. This has posed a challenge of reaching the targeted audience by the advertising companies and business being advertised for.

1.3 Objectives of the study

1.3.1 Major objective

The purpose of this study is to investigate the impact of outdoor advertising on the performance of business organisation in Uganda.

1.3.2 Specific objectives

1. To show the effect of mobile branding advertising on the performance of business organisation in Uganda.
2. To find out how poster advertising influences the performance of business organisation in Uganda.
3. To examine the influence of trade shows on the performance of business organisation in Uganda.

1.4 Research questions

1. How does mobile branding advertising impact on the performance of the business organisation in Uganda?
2. How does poster advertising have an impact on the performance of the business organisation in Uganda?
3. What is the effect of trade show advertising on the performance of the business organisation in Uganda?

1.5 Scope of the study

This research will focus on finding out the impact of out of home advertising on the performance of the business organisation in Uganda.

The research shall focus on the time period between 2009 and the present year 2015. This is because many business organisations have adapted various forms of out of home advertising during the last six years and will therefore provide a good analysis of the effect of out of home advertising and performance of business organisation.

1.6 Significance of the study

This research will increase the researchers' knowledge on out of home advertising especially on the impact it has on mobile branding, posters and billboard advertising

Business organisation in Uganda will use results from this research as basis for improving and using out of home advertising appropriately without retarding their performance.

The study will also contribute to the already existing literature and knowledge about out of home advertising and will also help other researchers who may wish to carry out more research on out of home advertising and the performance of business organisation in Uganda.

1.7 Justification

At the end of the study the researcher will be able to explain the importance of out of home advertising. It is therefore expected that at the end of the study the researcher will have acquired and gained a wide experience in out of home advertising and how it affects the organisation performance.

This study will enable business organisation to learn more on how effectively to do out of home advertising for purpose of improving their performance.

1.8 Definition of terms

Trade show a large gathering in which different organizations show their products to potential customers

A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye catching and informative.

Placard is a poster or sign for public display either fixed to a wall or hung somewhere where the public can see it.

Advertising agency – an organization that specializes in providing services media selection, creative work, production and campaign planning to clients.

Advertising- any form of non-personal communication of ideas or products in the prime media that is television, the press, posters, cinema and radio, the internet and direct marketing.

Advertising message- the use of words, symbols and illustrations to communicate to a target audience using prime media. Ad-vans - poster panels fixed on to mobile vehicles

Billboards - large structures located in public places which display advertisements to passing pedestrians and motorists.

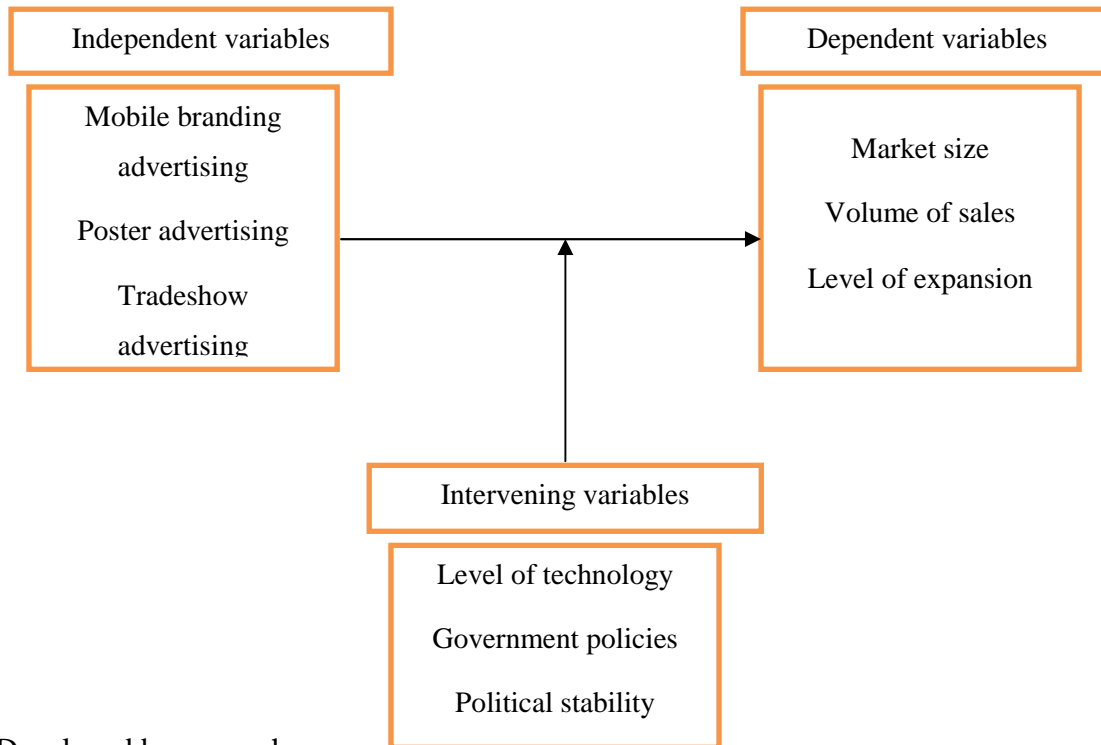
Outdoor advertising - any type of promotional display placed outside.

Target audience - the group of people at which an advertisement or message is aimed..

Transit advertising - the use of public transportation facilities to bring advertising messages to people.

1.9 Conceptual framework

Representation of the relationship between out of home advertising and performance of business organization.



Developed by researcher.

The conceptual framework above explains the relationship between the independent and dependent variables and how they are affected by the intervening variables. The independent variables of mobile advertising, poster advertising and tradeshow advertising when managed well will lead to an increased market size, sales volume and a higher expansion level however the intervening variables such as level of technology, government policy and political stability when not well handled will depress the market size, sales volume and level of expansion. Government policies in Uganda have enabled business growth for instance according to Vera Kintuoling (2014) A fiscal and monetary policy stance focused on containing inflationary pressures has provided an enabling environment for economic growth by ensuring debt and exchange rate stability.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter concentrates on the review about how outdoor advertising affects the performance of business organization in Uganda. This chapter covers the literature review and is based on the major themes of the study which are; to establish the contribution of mobile branding advertising, poster advertising and trade shows on the performance of business organisations.

2.1 Understanding the Concept of Outdoor Advertising

Outdoor Advertising is any advertising done outdoors that publicizes the business's products or services. These include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of your own brick-and-mortar location (encyclopedia 2014)

Advertising can be defined as any personal paid form of non- personal communication which is directed to the consumers or target audiences through various media in order to present and promote a product, services and idea. Good advertising requires competent personnel including a number of specialists to enable it thrive in the ever dynamic and competitive business environment (Bell & Loane, 2010). It is therefore imperative that key personnel in departments that are directly involved in advertising to be carefully selected and positioned to ensure continuous success.

According to Keller, (2005), the urge to advertise seems to be a part of human nature evidenced since ancient times. One of the earliest means of advertising was the use of signs. Early craftsmen used signs to advertise their wares and some traders like the Phoenicians

planted commercial messages on prominent rocks. Advertising is an act of telling people publicly about a product or service in order to persuade them to buy it.

Advertising can be defined as any paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to prevent and promote product, services and idea. This means that advertising is branch of commerce which used to create awareness for particular product and it must be paid for. Advertising informs, educates and persuade people to buy the advertised goods or services (Steinbock, 2005)

Bell *et al*, (2010), researched that in recognizing the role advertising can play a growing number of companies and establishments have to embark on a nationwide advertising campaign. Advertising campaigns obviously informed by depressed consumer demand, thrive by persuading the consumer on the need for consumptions. After television, outdoor advertising has become the second information media to convey information to the public. The oldest way of advertising is on the upward trend of development. Outdoor advertising blends architectural space factors such as environment, roads, natural landscape, which is the three visual representation of the space, and it has the function of regional.

2.2 Understanding the Business Performance

Business performance is a set of multi-dimensional measures for the planning and management of a business”. Traditionally, businesses used financial measures as the sole basis for determining the level of their business' performance, but increasing competition has motivated them to develop a variety of metrics in order to determine the status of additional important areas of business that could not be reported by financial indicators (Kaplan & Norton, 2006).

Business performance is a set of management and analytic processes that enables the management of an organization's performance to achieve one or more pre-selected goals. Synonyms for "business performance management" include "corporate performance management (CPM)" and "enterprise performance management" (Bughin, 2011) several methods for measuring Business Process Performance exist, including the Balanced Scorecard the self-assessment, the traditional controlling approach, process performance measurement systems and workflow based monitoring and statistical process control.

Business performance enables an enterprise to plan, measure, and control, its performance and helps ensure that sales and marketing initiatives, operating practices, information technology resources, business decision, and people's activities are aligned with business strategies to achieve desired business results and create shareholder value (Wiklund, & Shepherd, 2005).

Performance measurement system enables informed decisions to be made and actions to be taken because it quantifies the efficiency and effectiveness of past actions through the acquisition, collation, sorting, analysis, interpretation, and dissemination of appropriate data. Organizations measure their performance in order to check their position (as a means to establish position, compare position or benchmarking, monitor progress), communicate their position (as a means to communicate performance internally and with the regulator), confirm priorities (as a means to manage performance, cost and control, focus investment and actions), and compel progress (as a means of motivation and reward) (Rauch, & Frese, 2009)

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In business terms performance involves the actual sales in money value a company receives after necessary collections are made from different sales channels of the original total production put on the market. 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 (Schneckenberg, 2009)

Business Performance is an integrated frame work that enables organizations to plan and model strategies and ensure timely execution of initiatives while ensuring both front line, sales people and decisions-markers have visibility into performance (Michael, 2006). Further, business performance involves the consistent and satisfactory turnover of goods and services produced and put on the market by an organization or company. It is the sole economic goal of companies to have as much goods sold on the market. This facilitates the rate of goods turn over and consequently revenue and increased production.

2.3 Mobile Branding Advertising and performance of Business Organisations

Mobile Branding undoubtedly offers huge reach for advertising. Mobile branding advertising leads to Customer satisfaction which is justified by expression of a judgment that a product or service has provided or is providing a pleasurable level of consumption-related fulfillment. An extensive literature has verified the role of advertisement in determining post purchase attitudes and intentions and has demonstrated that satisfied customers engage in repurchase behavior. Moreover, several authors have shown that satisfaction affects the customer attitude toward the brand or firm (Bughin 2011).

An advertising message on a bus shelter makes a simple point which has not been lost on advertisers of products targeted at motorists stuck in traffic jams. Almost all bus shelters and benches contain some form of advertising, some of which is public service advertising and some of which is commercial. No matter if we have read those adverts a hundred times given the situation of sitting there waiting for a bus most of us will read the adverts and study the pictures over and over again (Andriole 2010). The sides of vehicles are often used to support advertisements of different products and services and have the ability to spread their message as the vehicle travels along local routes.

A recent survey by Bauer et al. (2005) identified entertainment value and information value as the strongest drivers of mobile advertising acceptance which has also enhanced the performance of business organizations. They argued that consumers develop a positive attitude towards mobile advertising only if mobile advertising messages are creatively designed and entertaining, or if they provide a high information value. .

Mobile advertising has great potential when executed correctly, and companies can enjoy the returns, including increased market penetration, higher margins, faster access to potential customers and less competition (Tsang, and Liang, 2004). Since there are fewer companies

capitalizing on mobile advertising than traditional marketing methods, companies that develop a way to leverage the abundance of mobile branding will be far more likely to capture the attention of their audience (Steinbock, 2005).

According to Woloszyk *et al* (2004) transit advertising is the use of public transportation facilities to bring advertising messages to people. It involves printed posters found inside business and commuter trains, exterior posters on the outside of taxis and buses and station posters located near or in subways and in rail road, bus and airline terminals. This format of outdoor advertising contributes 12% of the outdoor advertising revenue.

Dyer, & Gillian, (2008) pointed out that mobile branding advertising has advantages like it reaches a wide captive audience, it's free advertising that increases the company's exposure in its market and it is economical.

The most important benefits from a brand and buyer's perspective are immediacy closely followed by cost effectiveness, engagement and then reach. Mobile's ability to complement other media is seen as a much lower priority benefit, which is consistent with the fact that many companies in our survey do not have integrated mobile advertising with other media (Michael, 2006)

Long haul truckers often haul trailers with advertising panels on them. These usually belong to the company the trucker is hauling for and advertise their goods. Outdoor advertising that employs the transit format of advertising reaches countless millions every year. Whether they are the ones doing the moving or the advertising is doing the moving, they both come together getting the message. This is important and improves the business performance of an organization (Lilien, & Grewal, 2012)

According to Hartley (2004), transit advertising includes messages on the interior and exterior of buses, subway cars and taxis. As use of mass transit grows, transit advertising may become increasingly important. For example a delivery van rolls fully wrapped for Trix cereal or a school bus displaying adverts for a local toy store.

According to Michael, (2006), mobile advertising has earned significant attention in influencing business performance because of its unique attributes, such as personalization, that offer new opportunities to advertisers to place effective and efficient promotions on mobile environments. Personalization is used to offer individualized content to each consumer. Personalization has been studied based on the literature of relationship marketing and customer relationship management. There are many different definitions of personalization in the marketing field and it is relatively more suitable to mobile advertising than others. .

The ‘message’ conveyed by the image must be clearly and easily understandable to minimize misinterpretation. A picture is worth a thousand words; therefore, the image must be of good quality and must clearly transmit the desired message (Breva, 2008).

Given the brevity of the time frame in which outdoor advertising has to attract sufficient attention in order to convey its message, bright or primary colors have a greater impact when used against a light or neutral background. Color is a powerful factor in the impact of the advertisement, and the use of bright, contrasting colors increases its legibility and encourages the public to associate the product with the desired feelings and or emotions (Breva, 2008:69).

Level of technology has also influenced business performance in a number of ways. According to Davidbenady (2014) people are turning away from the traditional advertising domains of television, print to electronic devices. The rise of smartphones and applications

means marketers have to adapt to these new ways to communicate effectively with customers therefore sticking to traditional advertising methods will negatively impact market growth cause of the change in trends.

According to euro monitor international from the World Bank (2014) Political stability is an important indicator for business environments as it affects investors and consumers' confidence thus having a wider impact on the economy. A stable political setting favors business and market expansion where as a rise in political instability has hindered the growth potential of emerging markets this was evidenced in Egypt where the annual GDP growth slowed to 2.1% in 2013 compared to 5.1% in 2010.

2.4 Poster Advertising and Performance of Business Organisations

Poster advertising plays a vital role in marketing consumers' purchasing decision and promotion to particular. One of the roles of advertising is to inform consumers about the existence of a new product in the market that is, creation of awareness. Outdoor advertising design can not only play the important role in the establishment of the city style and image, (Sternkopf, 2005), beautification of visual environment, also can better promote the construction of spiritual civilization of the city. Therefore, from the perspective of modern communication outdoor advertising has very important significance whether on the development of the advertising industry, the city's image construction, and promoting the comprehensive strength of city.

Alonge, (2006) argued that poster advertising persuades customers to buy products and finished goods of the business organization thus increasing the sales of the business. Advertising helps in arousing the customer's interest and by so doing persuades them to buy the product. The researcher still argued that poster advertising creates high demand of business products. Advertising stimulates demand by constantly reminding potential

consumers about the availability of the product in the market. This increases on the quantity output of the organization and thus yielding high profits.

Organizational performance is always at an advantage because there is flexible location with poster advertising. One of the greatest advantages that posters have is the ability to appear almost anywhere. From the inside of a toilet stall's door to the boards of a construction site to a subway station or lamppost, posters can be placed strategically to reach the intended audience. For example, a fast food restaurant or snack food company may wish to advertise on public transit to reach hungry commuters who can't quite make it home without a snack. A movie based on the latest best-selling teen trilogy, will profit by being placed close to high schools. Put posters where the intended target tends to travel (Constantine, & Stephen)

Hartley (2004) also states that billboard/poster advertising is the most common form advertising because it often results in good reach and frequency and has been shown to increase purchase rates. The visibility of billboards and posters is good supplemental reinforcement for well-known products. Hartley (2004) agrees with Palmer (2000) and Ross (2001) that no opportunity exists for lengthy advertising copy and that a company can buy space in a desired geographical market however, in many areas environmental laws have limited the use of this medium.

New communications technologies can and do transform posters and billboards in significant ways. This means that new communications technologies affect the communicative roles played by people interacting with messages mediated by posters and billboards (Bogart, 2004)

Low costs are one of the key benefits of poster advertising. The creative process of a poster involves a copywriter, a graphic designer and a printer. The organization can hire a poster distributor or simply hang the posters yourself. It is a simple process that will not “cost an

arm and a leg”. However, you need to be mindful of local laws that may prevent posters from being displayed in certain areas (Dyer, Gillian, 2008)

According to Shelly Rodgers & Esther (2012) Business performance is also enhanced by the fact that poster advertising creates active Response. Whether they are standing at a bus stop or lining up at the local nightclub, people are likely to notice posters out of sheer boredom.

Consumer beliefs have been changed through poster advertising as analyzed by Smithe et al, (2004), they further argued that advertisement through posters such as signposts and image items like statues, is a very good instrument that can be used to change consumer mindset about a product or service. Hence, help to tap into their buying power and influence their thoughts. Through poster advertising, brand loyalty has been created in the today business organization.

The issue argued by Andriole, (2010), on the poster advertisements on the performance of Business Organisations that the demand of the consumers can be maintained by constantly arousing their interest on a particular product and this will ultimately create brand loyalty. In his research, concluded that poster advertising creates large market segment which leads to the development of larger market in the business organization thus yielding high performance.

The development of advertising as the major factor has contributed to the increase in sales volume of any product in Nigeria. Therefore, increasing a corporate image of a business. To be sincere, hardly will any product survive in a competitive market without any means of advertisement. It is worth noting that Attention Grabbing is one of the benefits that an organization gets when it uses poster advertising. The combination of size, color, and illumination attracts attention. Advancements in billboard technology including vinyl and

computerized painting, 3-dimensional effects, backlighting, digital & LED technology, computerized lighting and more boost billboards' ability to capture viewers' attention.

The size of advertising posters makes them an extra special form of advertising as it is scarcely possible to ignore them. However, the amount of time someone spends looking at a poster depends on its design. Alongside their oversized dimensions advertising posters also provide the opportunity to target a particular audience by using geographical and socio-demographic characteristics. Therefore advertising can be targeted nationally, regionally, locally or in areas with a high purchasing power index. Compared with an internet banner advertisement the waste coverage of advertising posters is much lower. (Kenneth E 2014)

Poster advertising offers an effective and inexpensive way to get a message out. An interesting poster located where the intended target group will pass can convert a passerby into a sale. If the business advertised is close by, that sale could be almost immediate, such as a customer inquiring about a financial service after seeing a sign while waiting in line. Posters are good investment for small and medium-sized businesses looking to both increase brand recognition and convey an effective call to action (Dyer, & Gillian, 2008).

Poster advertising adds value to brand by influencing perceptions. Effective poster advertising cause brands to be viewed as more elegant, more stylish, more prestigious and of high quality. Poster advertising spending influences consumers to perceive advertised brands as higher in quality. Effective poster advertising, then, by influencing perceived quality and other perception, can lead to increased market share and greater profitability which are measures of organization performance. By adding value, poster advertising can generate for brand more sales volume, revenue and profit and reduce the risk of unpredictable future cash flows. By making a brand more valuable, poster advertising generates incremental discounted

cash flows. One of poster advertising practitioner claim, Poster advertising builds brand .Brands build business. (Terence and Ship, 2010)

In the study of (Denning, 2006), an assertion was made that effective advertising increases the consumer's interest in mature brands and thus the likelihood of purchasing brands that otherwise might not have been chosen just as they maintained that advertising has demonstrated having influence over brand switching tendency of consumers who have not recently purchased a brand. Introducing a new product at a poster advertisement gives a good advantage for a company because of additional advertising and showing the new product to potential customers. As a result, the company gets more publicity and makes poster advertisement visitors talk about the brand-new invention. (Sternkopf 2005)

One of the most essential benefits of participating in poster advertisements is managing customer relationships. This relates to the retention of existing customers as well as to the generating sales from new customers, influencing their buying decision by researching their needs and building the image of a reliable partner. Poster advertisements are the platforms for establishing communication with customers, business partners and the press. What is more important is that the communication is face-to-face as this brings more advantage to companies, which need to use personal selling techniques in order to achieve the target. Poster advertisements provide an opportunity to analyze competitors, notice new trends and attract attention to a company's brand. (Sternkopf 2005)

Michael, (2006), believes that poster advertising effectiveness has to be captured by the additional sales of a product over and above those that would have happened in absence of any poster advertising or promotion. Although poster advertising managers have long believed that poster advertising's impact on sales can persist longer than the current period, the tendency to assume that poster advertising's effect on sales is short-term is yet prevalent.

They further argue that the longer uses of poster advertising are better than less and shorter uses of it irrespective of the nature of contribution of advertisement to sales. The inability of measures to differentiate the impact of advertisement between its short term and long term effects have resulted in wastage of poster advertising expenditure

Outdoor advertising is seen in the street and passers-by will often not or pay direct attention to them or stop to read its texts, but will instead see it while walking, driving or passing it on a bus, oftentimes while their attention is otherwise engaged. (Hepner, 2000)

According to Sánchez (2001) emphasizes that, due to the locations and context in which such materials are viewed, the message must be easily and quickly understood: “The power of outdoor media rests in its capacity to summarize the idea of an advertisement, a message, or a campaign and so creativity is fundamental”

The location of advertising is also a significant factor in both the probability and frequency of audience exposure. As Bhargava & Donthu have observed, “the traffic patterns in any city are not random; there are geographic limits to where people tend to travel for work and shopping” (Bhargava & Donthu)

Government policy is also a known factor affecting business performance in Uganda today. According to Businge Julius (2014) Kampala capital city authority which in charge of authorizing all outdoor advertisements in Kampala scrapped out a number of billboards and posters in Kampala citing that many were illegal there or not in the right places, many companies cried foul play because they had paid advertising money to then in charge body national outdoor advertising contractors association. Outdoor companies claimed they had running contracts with advertisers and thus removing the structures created a huge legal and financial implication hence affecting business performance.

Political stability is undoubtedly another factor than can affect performance of a business. Companies usually tend to limit the amount of investment in advertising strategies in politically volatile regions no matter the opportunities available for investment. These political situations thereby affect the expansion levels of the organization.

Level of technology has boosted the advertising sector in such a way that computers have enabled designing packages which make it easy for anyone to use. Advertising experts are finding their work a bit easier for they can develop great advertising posters that clearly give a great message. This positively impacts on the market size of the advertising company.

2.5 Trade Shows and Performance of Business Organisations

A trade fair (trade show, trade exhibition or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities.(Wikipedia 2014)

The Effectiveness of Trade Shows in Global Competition main advantage of trade shows is that they have the ability both to involve the visitors and to interact with them, (Kirchgeorg and Kastner, 2010).

Trade shows bring prospect customers to a seller and initiate money flow, which is an advantageous factor for organizers, authorities, trade venues, exhibitors, visitors and the economy in general. Benefits include introduction of a new product/new catalogue/new service to a mass audience, retention of customers and attracting new ones, finding reliable partners and distributors, recruiting new staff, benchmarking and observing new trends, promoting company image and enhancing general goodwill.(Lilien & Grewal, 2012).

Regarding trade exhibitions in the performance of the business, introducing a new product at a trade show gives a good advantage for a company because of additional advertising and showing the new product to potential customers. As a result, the company gets more publicity and makes trade show visitors talk about the brand-new invention.(Sternkopf, 2005).

Trade shows promotes customer relationships. This relates to the retention of existing customers as well as to the generating sales from new customers, influencing their buying decision by researching their needs and building the image of a reliable partner. Trade shows are the platforms for establishing communication with customers (Sternkopf, 2005).

Companies have a true chance to obtain a number of closing deals, new contracts and sales as well as establish beneficial contacts. Furthermore, marketing information collected in numbers and percentages may be useful for planning future business activities. Obtaining some of these benefits can be considered as a significant indicator of a successful participation in trade shows, (Sternkopf, 2005).

Bughin (2011) enumerated some of the marketing objectives that organizations could use to exhibit in trade shows as; selling more products, launching a new line, finding distributors or outlets in a new territory and finding agents in a bid to enhance performance of an organization. Others were attracting new market, repositioning ones company in the market, giving support to field agents, collecting feedback on a projected new range of products, re-establishing links with clients whom the organization did not see often and public relations to strengthen the organization's position in the market place

According to Sternkopf, (2005), Trade exhibition also has led to the developmental opportunities for disadvantaged producers, especially women and indigenous people and to protect children from exploitation in the production process. More to that awareness among

consumers of the negative effects on producers of international trade has been promoted thus exercising their purchasing power positively.

Trade shows has promoted marketing through mainstream retailers rather than alternative outlets has become increasingly important for food and beverages. In Germany the number of retail outlets selling trade show products is reported, by FLO International, to have risen from 300 to 30,000 over the last five years (Collinson, *et al*, 2000). This has led to an increasing emphasis on quality assurance to comply with supermarket requirements, which means that, in practice, Trade show products have to be processed and packed in Europe rather than in the country of origin.

According to Oxfam Fair Trade, (2000), there is an increasing effort in professionalism of trade show activities. For example an increasing number of people employed by Business organizations bring with them experience from the sectors they are employed in. For example, in the Netherlands trade show shops are moving into more prime retail areas.

Advertisements through trade show has contributed to the expansion of Capacity development activities and becoming more systematic. Capacity development and trading activities are organizationally and legally separated in some significant operations. There is increasing emphasis by Business organizations on assessing the existing business capacity of prospective producer groups (Andriole, 2010).

The main purpose of trade show events is to showcase a wide variety of options for attendees and business to engage and interact with each other. With a well-designed trade show booth that draws attendees' attention, a few promotional items, a contest opportunity with giveaways and sales collateral, you have a well-rounded booth experience that leaves an impression with a prospective customer for months. These types of promotions serve dual

purposes: increasing engagement and capturing potential contact information as well which enhances organizational performance (Kotler & Keller, 2005).

Tradeshow advertising can lead to acquiring of new customer base. When it comes to trade show benefits, this is one of the biggest towards organizational performance. Major trade shows have massive followings and attendance. Each attendee of a trade show is a potential lead waiting to be captured. It is thus important to make sure to follow up with the candidates most likely to buy while the event is still fresh in their mind (Lilien, & Grewal, 2012)

Trade shows target audiences result in direct sales opportunities which can improve the revenue of organizations. Advertising through most conventions and trade shows have a specific market or niche they focus on. By exhibiting at popular trade shows within the industry, the odds are very high that organizations have exposure to an audience that is likely to have an interest in the products or services and are ready to buy them (Andriole 2010).

Political stability is known to have an effect on the performance of an organization. Government policy will always depend on the political culture of the moment. Policy crafted in a politically stable country will be different that formed in an unstable country. A stable political system can make business-friendly decisions that promote local businesses and attract foreign investors and promote the applicability of trade shows as an outdoor advertising strategy. Unstable systems present challenges that jeopardize the ability of government to maintain law and order. This has a negative effect on the business environment and organizational performance (Frank Williams 2015).

The level of technology in advertising is a broad concept that has come to refer to breakthroughs that allow for a better or automated solution so as to improve the performance of an organization. While the most obvious benefit to technology in organizations is increased productivity and performance which translates into a lower cost structure. Good

levels of technology, contributes to improved speed, the ease of sharing and storing information and a decrease in human error through automation add up to a reduction in costs and an increase in revenue of an organization (Bauer *et al*, 2005).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The research methodology was designed to find out accurate information about the study with an aim of attaining the objectives of the study. This chapter outlines the research design, area of the study, study population, sampling procedures, sample size, sampling techniques, data collection and instruments, quality control methods, data management and processing, data analysis, ethical considerations and finally limitations of the study.

3.1 Research design

The researcher used both quantitative and qualitative data collection methods. The researcher used quantitative design to interpret the codes that were be used in the questionnaires so as to bring out the degree of the relationship between the variables while the qualitative was used to enable data collection from face to face interaction through interviews these methods will also help the researcher to attain a higher degree of validity by bringing out both theoretical and numerical issues in the research findings.

3.2 Area of the Study

The research concentrated on Sekanolya systems limited. It was conducted at Sekanolya systems head office that is on Conrad plaza Entebbe road.

3.3 Study population

According to Mugenda & Mugenda 1999) Study population is the group of people that the researcher wishes to investigate. The researcher chose respondents from the

population of 40 at the head office. The respondents were given questionnaires and also conducted interviews on the effect of outdoor advertising on business performance.

3.4 Sampling procedure

Sampling refers to the statistical process of selecting and studying the characteristics of a relatively small number of items from a relatively large population of such items. According to Mugenda and Mugenda, (2003) a sample size of between 10% and 30% is a good representative of the target population.

A number of methods have been developed by researchers in establishing the total population to be sampled. Sampling has got its merits and demerits such as economical in nature, high suitability ratio towards the different surveys, takes less time while on the other side inadequacies of the samples, chances of bias.

3.4.1 Sample size

The sample size was determined by the formula by Amin, M, E 2005

$$N = \frac{\text{total population}}{1 + Ne^2}$$

$$1 + Ne^2$$

$$N = 40$$

$$1 + 40(0.010^2)$$

$$n = 39.84$$

where N is the total population.

n-is the sample size

e- represents the margin of error which is 0.01

The researcher used a sample size of 40 respondents who were randomly selected of which 5 were top management and 35 were employees. They were given questionnaires, interviewed and an observation was made by the researcher which was used to get information needed to investigate the effect of outdoor advertising on business performance of the organization.

3.4.2 Sampling techniques

The study used simple random sampling among the employees and top management because it ensures that specific groups are represented proportionally.

3.5 Data collection methods and instruments.

The researcher collected data using interview guide and questionnaires. Interviews were used when interacting with the top management of Sekanolya systems limited this was a face to face interaction. Questionnaires were used where some employees answered a few questions related to the subject matter. With these two methods combined a clear picture of the effects of out of home advertising on performance of business organization.

3.6 Quality Control Methods

3.6.1 Data validity

Data validity was ensured through subjecting tools such as questionnaire questions to experts to ensure that the right questions were asked for the research.

3.6.2 Data reliability

The researcher used the retest reliability that is using the same questionnaires to the same group of people to see if the answers to the questionnaires are similar.

3.7 Data Management and processing.

The researcher used two types of data for this study that is the primary and secondary. The primary source shall be obtained from the field using: questionnaires and interviews where the researcher interacted with the respondents by asking them questions. Then secondary was obtained from already existing information done by other researchers.

3.8 Data analysis

After collecting data, it was computed using SPSS. Data processing involved editing, summarizing and tabulation. Correlation analysis was used to compare relationship between variables, the findings were interpreted to give meaning to data obtained.

3.9 Ethical considerations

The identity of individuals from whom information was obtained in the course of the research was strictly kept confidential. No information revealing the identity of individuals was included in any other communication prepared in the course of the research without the concerned individuals consent.

The research was conducted freely that is at ones free will. The researcher obtained a letter from the university that he presented to Sekanolya systems limited to enable him collect data.

3.10 Limitations of the study

Although the data collection was completed there were a number of limitations which were faced by the researcher such as limited knowledge on outdoor advertising amongst some respondents.

Some respondents refused to answer the interviews making it difficult to weigh the views of respondents relating to the topic at hand.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.0 Introduction

In this chapter, the findings that were obtained from the questionnaire survey regarding the research on the effect of outdoor advertising on organizational performance are presented. The findings are analyzed and discussed relating to the research objectives, the literature review among other criteria. The researcher used frequency analysis while explaining the findings from the respondents.

4.1 Demographic characteristics

The first part of the questionnaire was intended to collect background and basic information about the respondents. It included a number of items such as gender, age, marital status, academic qualification.

4.1.1 Gender of the respondents

Major consideration was given to the gender as shown in the table 4.1 below.

Table 4.1 gender of the respondents

		Frequency	Percent	Valid Percent
Valid	Female	17	42.5	42.5
	Male	23	57.5	57.5
	Total	40	100.0	100.0

Source: primary data 2015

As shown in the table 4.1 above, the majority who filled in questionnaires were males with (57.5%). This can be attributed to willingness to receive the questionnaires than the females who contributed 42.5% of the respondents.

4.1.2 Age of the respondents

Age was another major consideration given in relation to the respondents as it was responsible for the determining of the age composition of the staff of Sekanolya systems limited. The results are represented below in table 4.2

Table 4.2 Showing age of respondents

		Frequency	Percent	Valid Percent
Valid	below 20 years	1	2.5	2.5
	20-25 years	6	15.0	15.0
	26-30 years	15	37.5	37.5
	31-35 years	11	27.5	27.5
	36-40 years	5	12.5	12.5
	above 40 years	2	5.0	5.0
	Total	40	100.0	100.0

Source: primary data 2015

As indicated in the table above it was found out that the majority were in the age bracket of 26-30 years which was (37.5%). 27.5% belonged to the age of 31-35 years, 15.0% belonged to the age bracket of 26-30 years, 12.5% belonged to the age bracket of 36-40 years, 5.0% belonged to the age bracket of 40 and above. 2.5% belonged to 20 years – below.

The high percentage of the age bracket of 26-30 years was attributed to energy, productivity desire to work, make a living and organization’s policy to employ the young brains. Relating

to other age brackets the decrease in percentage could be attributed to some respondents not willing to answer the questionnaire.

4.1.3 Academic qualifications of the respondents.

Table 4.3 shows the academic qualifications of the respondents

		Frequency	Percent	Valid Percent
Valid	Diploma	2	5.0	5.0
	Degree	27	67.5	67.5
	Masters	11	27.5	27.5
	Total	40	100.0	100.0

Source: primary data 2015

As shown in the table above the majority of respondents were degree holders with (67.5%), 27.5% belonged to masters' holders and finally 5% belonged to diploma holders.

The high percentage of degree holders seen is attributed to a lot of degrees in the current labor market.

4.2 Mobile branding advertising and organizational performance

In an attempt to establish the relationship between mobile branding advertising and organizational performance respondents were asked a number of questions.

4.2.1 Mobile branding has led to customer satisfaction

Table 4.4 mobile branding has led to customer satisfaction

		Frequency	Percent	Valid Percent
Valid	disagree	7	17.5	17.5
	strongly disagree	4	10.0	10.0
	Not sure	14	35.0	35.0
	Agree	8	20.0	20.0
	strongly agree	7	17.5	17.5
	Total		40	100.0

Source: primary data 2015

The above table shows that majority of the respondents (62.5%) disagreed with the statement that mobile branding advertising has led to customer satisfaction. These findings disagreed with Bughin (2011) arguments mobile branding advertising leads to Customer satisfaction which is justified by expression of a judgment that a product or service has provided or is providing a pleasurable level of consumption-related fulfillment.

37.5% of the respondents agreed that mobile branding advertising has indeed led to customer satisfaction.

4.2.2 Mobile branding has led to growth of the brand name

Table 4.5 mobile branding has led to growth of the brand name

		Frequency	Percent	Valid Percent
Valid	disagree	2	5.0	5.0
	strongly disagree	1	2.5	2.5
	Not sure	3	7.5	7.5
	Agree	16	40.0	40.0
	strongly agree	18	45.0	45.0
	Total	40	100.0	100.0

Source: primary data 2015

The above table shows that the majority of the respondents (85%) agreed with the statement that mobile branding has led to growth of the brand name. These findings are in line with Dyer, & Gillian, (2008) who argues that mobile branding advertising has advantages like it reaches a wide captive audience, it's free advertising that increases the company's exposure in its market.

However 15% disagreed with statement that mobile branding has led to growth of the brand name.

4.2.3 Mobile branding advertising has encouraged awareness of the different products

Table 4.6 has encouraged awareness of the different products

		Frequency	Percent	Valid Percent
Valid	Not sure	4	10.0	10.0
	Agree	21	52.5	52.5
	strongly agree	15	37.5	37.5
	Total	40	100.0	100.0

Source: primary data 2015

The above table shows that (90%) were majority of the respondents who agreed to the statement that mobile branding has encouraged awareness of the different products. These findings are in line with (Lilien, & Grewal, 2012) Outdoor advertising that employs the transit format of advertising reaches countless millions every year. Whether they are the ones doing the moving or the advertising is doing the moving, they both come together getting the message.

However 10% disagreed with statement that mobile branding has encouraged awareness of the different product.

4.2.4 mobile branding has enabled the organization acquire new markets

Table 4.7 has enabled the organization acquire new markets

		Frequency	Percent	Valid Percent
Valid	Disagree	1	2.5	2.5
	Strongly disagree	1	2.5	2.5
	not sure	5	21.5	12.5
	Agree	24	60.0	60.0
	strongly agree	9	22.5	22.5
	Total	40	100.0	100.0

Source: primary data 2015

As represented in the table 4.7 (82.5%) were the majority of respondents who agreed with the statement that mobile branding advertising has enabled the organization acquire new markets. These findings concur with Tsang and Liang (2004) who argues that mobile branding enables penetration of new markets.

However 26.5 of the respondents disagreed with the statement that mobile branding advertising has enabled the organization acquire new markets.

4.2.5 Mobile branding advertising enables personalization

Table 4.8 mobile branding enables personalization

		Frequency	Percent	Valid Percent
Valid	strongly disagree	7	17.5	17.5
	Not sure	11	27.5	27.5
	Agree	12	30.0	30.0
	strongly agree	10	25.0	25.0
	Total	40	100.0	100.0

Source: primary data 2015

As represented in the table above, the majority of the respondents were (55%) agreed with the statement that mobile branding enables personalization that offers new opportunities to advertisers to place effective and efficient promotions on mobile environments. These findings concur with Michael(2006) mobile advertising has earned significant attention in influencing business performance because of its unique attributes, such as personalization, that offer new opportunities to advertisers to place effective and efficient promotions on mobile environments.

However 45% of the respondents disagreed with the statement that mobile branding enables personalization that offers new opportunities to advertisers to place effective and efficient promotions on mobile environments.

4.3 Poster advertising and organizational performance

In an attempt to establish the relationship between poster advertising and organizational performance respondents were asked a number of questions.

4.3.1 Poster advertising has created awareness of the products

Table 4.9 has created awareness of the products

		Frequency	Percent	Valid Percent
Valid	agree	19	47.5	47.5
	strongly agree	21	52.5	52.5
	Total	40	100.0	100.0

Source: primary data 2015

The table above represents that all respondents (100%) agreed to the statement that poster advertising has created awareness of the products.

These findings concur with Sternkopf (2005) who argues that one of the roles of advertising is to inform consumers about the existence of a new product in the market, that is, creation of awareness.

4.3.2 Persuades customers to buy products

Table 4.10 persuades customers to buy products

		Frequency	Percent	Valid Percent
Valid	disagree	1	2.5	2.5
	not sure	2	5.0	5.0
	agree	21	52.5	52.5
	strongly agree	16	40.0	40.0
	Total	40	100.0	100.0

Source: primary data 2015

The above table shows that the majority of the respondents (92.5%) agreed that poster advertising persuades customers to buy products and finished goods of our organization thus increasing the sales of the business.

These findings are in line with Alonge (2006) he argued that Advertising helps in arousing the customer's interest and by so doing persuades them to buy the product. The researcher still argued that poster advertising creates high demand of business products.

However 7.5% of the respondents disagreed that poster advertising persuades customers to buy products and finished goods of our organization thus increasing the sales of the business.

4.3.3 Poster advertising creates reactive response

Table 4.11 creates reactive response

		Frequency	Percent	Valid Percent
Valid	disagree	4	10.0	10.0
	strongly disagree	5	12.5	12.5
	not sure	13	32.5	32.5
	agree	13	32.5	32.5
	strongly agree	5	12.5	12.5
	Total		40	100.0

Source: primary data 2015

The above table shows that (55%) were majority of respondents who disagreed with the statement that poster advertising creates active response. These findings disagreed with Shelly Rodgers & Esther (2012) Business performance is also enhanced by the fact that poster advertising creates active Response.

However 45% were the respondents who agreed with the statement that poster advertising creates active response.

4.3.4 Poster advertising easily changes consumer mindset about a product or service

Table 4.12 Changes consumer mindset about a product

		Frequency	Percent	Valid Percent
Valid	disagree	3	7.5	7.5
	strongly disagree	1	2.5	2.5
	not sure	13	32.5	32.5
	agree	17	42.5	42.5
	strongly agree	6	15.0	15.0
	Total	40	100.0	100.0

Source: primary data 2015

The table above shows that (57.5%) were the majority of respondents who agreed that poster advertising easily changes consumer mindset about a product. These findings were in line with Smithe et al, (2004) he argued that advertisement through posters such as signposts and image items like statues, is a very good instrument that can be used to change consumer mindset about a product or service.

However 42.5% of the respondents disagreed with the statement that poster advertising easily changes consumer mindset about a product.

4.3.5 Poster advertising offers an effective and inexpensive way to get a message out

Table 4.13 it offers an effective and inexpensive way to get a message out

		Frequency	Percent	Valid Percent
Valid	strongly disagree	4	10.0	10.0
	agree	18	45.0	45.0
	strongly agree	18	45.0	45.0
	Total	40	100.0	100.0

Source: primary data 2015

As shown in the table above, (90%) of respondents agreed to the statement that poster advertising offers an effective and inexpensive way to get a message out. These findings are in line with Dyer & Gillian (2008) who argued that an interesting poster located where the intended target group will pass can convert a passerby into a sale. If the business advertised is close by, that sale could be almost immediate. He further said posters are good investment for small and medium-sized businesses looking to both increase brand recognition and convey an effective call to action.

10% of respondents disagreed with the statement that poster advertising offers an effective and inexpensive way to get a message out.

4.3.6 Poster advertising helps tap into customers buying power and influence their thoughts leading to customer growth

Table 4.14 helps tap into customers buying power and influence their thoughts

		Frequency	Percent	Valid Percent
Valid	disagree	3	7.5	7.5
	strongly disagree	3	7.5	7.5
	not sure	9	22.5	22.5
	agree	15	37.5	37.5
	strongly agree	10	25.0	25.0
	Total	40	100.0	100.0

Source: primary data 2015

As shown in the table above, 37.5% were the respondents who disagreed with the statement that Poster advertising helps tap into customers buying power and influence their thoughts leading to customer growth.

However (62.5%) were the majority of respondents who agreed with the statement that Poster advertising helps tap into customers buying power and influence their thoughts leading to customer growth. These findings were in line with Smithe et al, (2004) arguments Consumer beliefs have been changed through poster advertising hence help to tap into their buying power and influence their thoughts.

4.4 Trade shows and organizational performance

In an attempt to establish the relationship between trade shows and organizational performance respondents were asked a number of questions.

4.4.1 Trade shows bring prospect customers to a seller and initiate money flow.

Table 4.15 Bring prospect customers to a seller and initiate money flow

		Frequency	Percent	Valid Percent
Valid	strongly disagree	2	5.0	5.0
	not sure	6	15.0	15.0
	agree	9	22.5	22.5
	strongly agree	23	57.5	57.5
	Total	40	100.0	100.0

Source: primary data 2015

As shown in the table above, 20% were the number of respondents who disagreed with the statement that trade shows bring prospect customers to a seller and initiate money flow.

However (80%) were the number of respondents who agreed with the statement that trade shows bring prospect customers to a seller and initiate money flow. These findings are in line with Lilien & Grewal (2012) whose research argues that trade shows bring prospect customers to a seller and initiate money flow, which is an advantageous factor for organizers, authorities, trade venues, exhibitors, visitors and the economy in general.

4.4.2 Trade shows enhances the promotion of the company image and general goodwill

Table 4.16 it enhances the promotion of the company image and general goodwill

		Frequency	Percent	Valid Percent
Valid	strongly disagree	1	2.5	2.5
	not sure	1	2.5	2.5
	agree	17	42.5	42.5
	strongly agree	21	52.5	52.5
	Total	40	100.0	100.0

Source: primary data 2015

The above table shows that the majority of respondents (95%) were in agreement with the statement that trade shows enhances the promotion of the company image and general goodwill.

These findings are in line with Lilien & Grewal (2012) arguments that trade shows benefits include introduction of a new product/new catalogue/new service to a mass audience, retention of customers and attracting new ones, finding reliable partners and distributors, recruiting new staff, benchmarking and observing new trends, promoting company image and enhancing general goodwill.

On the other hand 5% of the respondents were in disagreement with the statement that trade shows enhances the promotion of the company image and general goodwill

4.4.3 Trade shows reveal new products and services to potential customers

Table 4.17 trade shows reveal new products and services to potential customers

		Frequency	Percent	Valid Percent
Valid	Agree	8	20.0	20.0
	strongly agree	32	80.0	80.0
	Total	40	100.0	100.0

Source: primary data 2015

The majority of respondents (100%) agreed that trade shows reveal new products and services to potential customers. These findings concur with Sternkopf (2005) who explains that trade shows serve as an opportunity for organizations to reveal new products and services to potential customer.

4.4.4 Trade shows enable retention of existing customers as well as generating sales from new customers

Table 4.18 Enable retention of existing customers as well as generating sales from new customers

		Frequency	Percent	Valid Percent
Valid	strongly disagree	3	7.5	7.5
	not sure	8	20.0	20.0
	agree	16	40.0	40.0
	strongly agree	13	32.5	32.5
	Total	40	100.0	100.0

Source; primary data 2015

The table above shows that, 27.5% of the respondents were in disagreement with the statement trade shows enables retention of existing customers as well as generating sales from new customers.

However (72.5%) were the majority of respondents who were in agreement with the statement trade shows enables retention of existing customers as well as generating sales from new customers. These findings are in line with Sternkopf (2005) who argues that trade shows promote and build customer relationships. This is so because of the interaction held among both the parties.

4.4.5 Trade shows are the platforms for establishing communication with customers, business partners and the press

Table 4.19 platforms for establishing communication with customers, business partners and the press

		Frequency	Percent	Valid Percent
Valid	agree	12	30.0	30.0
	strongly agree	28	70.0	70.0
	Total	40	100.0	100.0

Source: primary data 2015

As shown in the table above, (100%) of the respondents agreed with the statement that trade shows are the platforms for establishing communication with customers, business partners and the press. These findings are in line with Kotler & Keller (2005) arguments that trade show promotions serve dual purposes increasing engagement and capturing potential contact information.

4.4.6 Trade shows provide an opportunity to analyze competitors, notice new trends and attract attention to a company’s brand

Table 4.20 provide an opportunity to analyze competitors, notice new trends and attract attention to a company’s brand

		Frequency	Percent	Valid Percent
Valid	strongly disagree	2	5.0	5.0
	not sure	2	5.0	5.0
	agree	11	27.5	27.5
	strongly agree	25	62.5	62.5
	Total	40	100.0	100.0

Source: primary data 2015

The above table shows that the majority of the respondents (90%) agreed that trade shows provide an opportunity to analyze competitors, notice new trends and attract attention to a company’s brand. These findings are in line with Lilien & Grewal, 2012 who emphasizes that tradeshows offer the chance to notice new trends, find out what customers want hence growth of the organizations brand name leading to generating of more revenue to the organization.

However 10% disagreed with the statement that trade shows provide an opportunity to analyze competitors, notice new trends and attract attention to a company’s brand.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter discusses the findings of the research from the information obtained, the conclusions about the views obtained and recommendations basing on the topic of the effect of outdoor advertising on organizational performance. Issues for further research are mentioned and the overall conclusion of the research.

5.1 Summary of Findings

The findings of researcher showed outdoor advertising as a key player used to meet organizational needs and objectives.

5.1.1 Relationship between mobile branding advertising and organizational performance

The researcher found out that mobile branding advertising had an influence on the organizational performance. The respondents recognized aspects such as mobile branding has led to growth of the brand name, this was evidenced by the 85% of respondents who agreed. The majority of respondents 82.5% again agreed that mobile branding has enabled the organization acquire new markets. In addition 90% of the respondents agreed that mobile branding has encouraged awareness of the different products. These high ratings indicate the importance of mobile branding on organizational performance.

5.1.2 Relationship between poster advertising and organizational performance

The researcher found out that poster advertising has an effect on organizational performance. 100% respondents agreed that poster advertising has created awareness of the

products. Again 90% of the respondents agreed that poster advertising offers an effective and inexpensive way to get the message out. In addition 62.5% of respondents agreed that poster advertising helps to tap into customer buying power and influence their thoughts leading to customer growth.

5.1.3 Relationship between tradeshows and organizational performance

The researcher found out that tradeshows have an effect on organization performance. All respondents 100% agreed that tradeshows reveal new products and services to potential customers. In addition 95% of respondents agreed that tradeshows enhances the promotion of company image and general goodwill.

5.2 Conclusions

Mobile branding advertising was found to be influential on organizational performance with aspects like enabling growth of brand name, enabling the organization acquire new markets and awareness of the different products.

The researcher found that poster advertising had a significant effect on organizational performance. This was observed through aspects such as created awareness of the product and offers an effective and inexpensive way to get a message out.

The researcher found out that tradeshows had an effect on organizational performance. This was observed through aspects such as are platforms for establishing communication with customers, reveal new products and services to potential customers and enhances the promotion of company image and general goodwill.

5.4 Recommendations

The findings of the study showed that some areas needed improvement for better organizational performance. The following recommendations were hereby suggested.

5.4.1 The role of mobile branding on organizational performance

There is need for customer involvement in designing transit adverts this will enable easier understanding of the adverts by the consumers. This can be ensured by randomly asking customers the different features that can be involved in adverts to make the concept easily understood.

5.4.2 The role of poster advertising on organization performance

There is need for more creativity so that the posters can look more appealing to potential customers. This can be ensured through contacting advertising experts.

5.5 Suggestions for further research

This research was based upon the effect of outdoor advertising with emphasis on mobile branding, poster advertising and tradeshow. However, outdoor advertising is a wide and complex topic. It encompasses many more aspects such as location, creativity therefore there should be further research to enable a deeper understanding of the topic fully.

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Appendix 1: Questionnaire

Introduction

I am Jjuuko Andrew a student of Uganda Martyrs University pursuing a degree in Business Administration and Management. I am conducting a research on the topic “**the impact of outdoor advertising on the performance of business organisation in Uganda**”. Kindly fill this questionnaire, it will be of great importance for the progress of this research, and the information you provide will be used for academic purposes only. The highest level of confidentiality and anonymity will be used to protect the information you give

SECTION A: Demographic Characteristics

Tick / fill in the most appropriate answer.

1. Gender:

a) Female b) Male

2. Age

a) Below 20 years b) 20 – 25 years c) 26 – 30 years
d) 31 – 35years e) 36 – 40 Years f) Above 40 years.

3. Marital status

a) Single b) Engaged b) Married c) Divorced
e) Widowed

4. Academic Qualification

a) Diploma b) Degree c) Masters d) PhD

Please indicate the extent to which you agree or disagree to the following statements' by ticking the appropriate space provided. The following abbreviations are used.

Strongly Agree	Agree	Not Sure	Strongly Disagree	Disagree
5	4	3	2	1

SECTION B: Mobile Branding Advertising and performance of Business Organisations

To what extent do you agree with the following questions with regards to the contribution of Mobile Branding Advertising on performance of your organization?

Mobile Branding Advertising		5	4	3	2	1
A	Mobile branding advertising has led to Customer satisfaction					
B	Mobile branding has led to growth of the brand name					
C	Has encouraged awareness of the different products					
D	Has enabled the organization acquire new markets					
E	It enables personalization that offer new opportunities to advertisers to place effective and efficient promotions on mobile environments					

Any comments

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SECTION B: Poster Advertising and Performance of Business Organisations

Poster Advertising		5	4	3	2	1
A	Poster Advertising has created awareness of the products					
B	It persuades customers to buy products and finished goods of our organization thus increasing the sales of the business					
C	Poster advertising creates active Response.					
D	It easily changes consumer mindset about a product or service.					
E	Poster advertising offers an effective and inexpensive way to get a message out					
F	It helps to tap into customers buying power and influence their thoughts leading to customer growth					

Any comments

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SECTION D: Trade Shows and Performance of Business Organisations

Trade Shows and Performance of Business Organisations		5	4	3	2	1
A	Trade shows bring prospect customers to a seller and initiate money flow					
B	It enhances the promotion of company image and general goodwill					
C	Trade shows reveal new products and services to potential customers.					
D	They enable retention of existing customers as well as to the generating sales from new customers,					
E	Trade shows are the platforms for establishing communication with customers, business partners and the press					
F	Trade shows provide an opportunity to analyze competitors, notice new trends and attract attention to a company's brand					

Any comments

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Appendix 2: Interview Guide

I am a student of UMU and currently collecting data for compilation for my dissertation as a partial requirement for the award of Bachelor's Degree in Business Administration and Management of Uganda Martyrs University. I am here to conduct an interview for a maximum of 15 minutes. The interview I am conducting relates. **“The impact of outdoor advertising on the performance of business organisation in Uganda”**. You have been selected to share with us your experience and make this study successful. The Interview I am conducting is basically aimed at obtaining qualitative information to compliment the quantitative information which I am also collecting from the questionnaires Information given will be treated with utmost confidentiality.

1. Which types of outdoor advertising do you embrace in your organization?
2. In your view, how has mobile branding advertising enhanced the performance of your organization?
3. How is poster advertising embraced in your organization?
4. To what extent does poster advertising influences the performance of your organisation?
5. How do you conduct trade shows in your organization?
6. To what extent are trade shows beneficial to your organisation?
7. What recommendations can you give with regards to this topic under investigation?

THANKS FOR YOUR TIME