

**THE EFFECT OF ADVERTISING TO THE GROWTH OF A
COMPANY**

A CASE STUDY OF TORORO CEMENT LIMITED

BY

KITUTTE PATRICK

18/U/BBM/1207/K/DAY

**A RESEARCH REPORT SUBMITTED TO FACULTY OF BUSINESS
MANAGEMENT IN PARTIAL FULFILLMENT OF THE
REQUIREMENT OF AWARD OF BACHELOR'S IN
MARKETING OF MUTEESA I ROYAL
UNIVERSITY**

December, 2020

DECLARATION

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

Signature.....

KITUTTE PATRICK

18/U/BBM/1207/K/DAY

Date.....

APPROVAL

This research report has been submitted for examination with my approval as the University supervisor.

Signature Date...../...../.....

SUPERVISOR’S NAME: MR. SUUNA PATRICK

DEDICATION

This research report is dedicated to my beloved parents, my brother and my sisters for their guidance, moral and financial support they have wholeheartedly rendered to me towards the success of this research project and my Education.

ACKNOWLEDGEMENT

I wish to thank the Almighty God for keeping me alive and providing me with wisdom, capacity and courage to go through the four year course successfully.

I appreciate and also humbled to give my special thanks to my supervisor Mr. Suuna Patrick. Thank you for your guidance, advice and time you accorded to me during the completion of this report.

TABLE OF CONTENTS

DECLARATION	i
APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
CHAPTER ONE	1
1.0 Introduction.....	1
1.1 Background of the study.....	1
1.2 Ethics of advertising	2
1.3 Definition of Key terms	3
1.4 Problem statement.....	4
1.5 Purpose of the study.....	4
1.6 Objective of the study.....	4
1.7 Research questions.....	5
1.8 Geophysical scope.....	5
1.9 Time scope.....	5
1.10 Conceptual frameworks.....	5
CHAPTER TWO	7
LITERATURE REVIEW	7
2.0 Introduction.....	7
2.1 Forms of advertising	7
2.2 Relationship between advertising and company growth.....	8
2.3 Other factors that can lead to the growth of Tororo cement limited.....	9
2.3.2 Product expansion strategy.....	9
2.3.3 Diversification strategy	10
2.3.4 Acquisition strategy.....	10
2.3.5 Scalable management model.....	10

CHAPTER THREE	13
METHODOLOGY	13
3.0 Introduction.....	13
3.1 Research design.	13
3.2 Study population	13
3.3 Sampling	13
3.3.1 Sampling size	13
3.3.2 Sampling method.....	13
3.3 Data Collection.	14
3.3.1 Data sources	14
3.3.2 Data collection method.....	14
3.5 Data processing analysis	15
3.5.1 Data presentation	15
3.6 Limitation of the study.....	15
3.7 Conclusion	15
CHAPTER FOUR.....	17
DATA PRESENTATION AND INTERPRETATION OF RESULTS.....	17
4.0 Introduction.....	17
Table 1 Gender.....	17
Table 2 Age of respondent.....	17
Table 3 Level of education	18
Table 4 Number of years worked with Tororo cement.....	18
Table 5 Tororo cement advertises all its products	19
Table 6 Adverts of the Tororo cement meet the intended audience	19
Table 7 Tororo cement uses radio advertisement more than the print media	20
Table 8 Advertising helps in increasing the number of customers in Tororo cement	20
Table 9 Tororo cement make awareness of its products through use of bill boards.....	21

Table 10 The number of customers in the industry increased due to sponsoring events.....	21
Table 11 Advertising shows different kinds of products available for customers.....	22
Table 12 Social media platforms are preferred by Tororo cement when advertising its products.....	22
CHAPTER FIVE	23
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS	23
5.0 Introduction.....	23
5.1 Summary of Findings.....	23
5.2 Conclusion	23
5.3 Recommendations.....	24
REFERENCES	25
APPENDICES	28
RESEARCH QUESTIONNAIRE	28
BUDGET	32
WORK PLAN.....	33

CHAPTER ONE

1.0 Introduction

The growth of the company is has been due to various factors which includes, improved technology, availability of skilled man power, adequate capital to facilitate the expansion of capital, presence of well-developed transport route from production center to market center among others. But for me my concern is on the effects of advertising to the growth of a company.

1.1 Background of the study.

In addition advertising in ancient times the most common form of advertising was by word of mouth, however, commercial messages and political campaign displays have been found the ruin of Pompeii .Egyptian used papyrus to create sales messages and wall posters, While lost -found advertising on papyrus was common in Greece and Rome. Wall painting or rock painting is another manifestation of ancient media advertising media.

Advertising form of which is a present to day in many parts of Asia, Africa and South America for instance, the traditional of wall paintings can be traced back to Indian Rock -art paintings that goes back 4000 BCE.

As painting developed in the 15th and 16th century, Advertising expanded to include handbills. In the 17th century advertisement started to appear in newspaper in England, as the economy expanded during the 19th century the need for advertising grew at the same pace.

In the United States, classified ads became popular filling page of newspapers with small print messages promoting all kind of goods. The success of this advertising format led to the growth of mail -order advertising such as the sears catalogs, at one time referred to as the Farmer's Bible .In 1843, Volney Palmer established the first advertising agency in Philadelphia. At first, the agencies were just brokers for ad space in newspaper but by 20th century, advertising agency to take over responsibility for the content as well.

In 1960s saw advertising transform into a modern, more specific approach in creativity was allowed to shine, producing in expected messages that made advertisements more tempting to consumer's eyes. The Volkswagen advertising campaign featuring such headline as "Think small" and "Lemon" ushered in the era of modern advertising by promoting "position" or

unique selling proposition designed to associate each brand with specific ideas in reader or viewer's mind

The late 1990's saw the introduction of cable television. Pioneering the consumer tunes in "For" the advertisement, rather than it being a byproduct or after thought-out. As a cable (and later satellite) television became increasingly prevalent, "specialty" channel began to emerge and eventually entire channels, such as QVS, Home shopping network and shop TV were devoted to advertising merchandise. Marketing through the internet opened new frontiers for advertisers and led to the "dot-com" boom of the 1990's. Entire corporation operated solely on advertising revenue, offering everything from coupons to free internet access. At the turn of 20th century, the search engine Google, revolutionized online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than in update, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

On the other side of Tororo cement limited, after an extensive feasibility of carbonate limestone was carried out by building research center in UK, Russia and Japan. It was decided that a cement factory should be built in Tororo area to utilize the carbonate limestone as a raw material. The study outlined the steps to be taken to process the raw material that normal Portland cement could be produced.

In December 1952, Uganda cement industry (UCI) limited was incorporated. Later it was taken over by the Uganda development corporation (UDC) in 1995. The ownership of Tororo cement changed hand at the end of 1995 to present ownership under the government privatization scheme.

1.2 Ethics of advertising

Focus on the truth, ethics of advertising focuses on the truth. The federal trade commission enforces truth-in advertising Law, which indicates that advertisements must be truthful and not misleading and cannot be unfair. This applies to any advertisement regardless of where it appears, be it on television, radio, print, online, billboard or other locations. When dealing with advertisements for food, drug, alcohol and tobacco. In addition to children's product, the federal trade commission pays a special attention and monitor industry best practices.

Provide substantiated evidence, Ethical ensure that any claim are sustained by specific evidence when possible. When dealing with health products over-the counter medication and

dietary supplements, it's especially important to provide solid backing for any claims or testimonials. Americans spend billions of dollars in this area each year so far so it's imperative to meet ethical guide lines when advertising these kinds of products or services.

Disclose all afflictions; while advertising law applies online as well, new technology is developed. Federal trade commission regulates an disclosure be made in online ads as a closure regulates any disclosure be made in online ads as close to claim as possible For example, if an online ad makes a claim that can be misleading or deceptive, then certain qualifying information must be disclosed otherwise, the ads is no longer considered truthful. The federal trade commission insists that any affiliation with in the ads or promotion must be clear and conspicuous. If a blogger, For example, is writing about health products which he or she is being paid by the company to promote, he or she must then disclose her affliction with the company and let his or her audience know that he or she is being paid to write that post.

Avoid cost penalties. If organization is producing ads which do not follow the truth -in- advertising law, the federal will prosecute them resulting in large fines and poor publicity for the company in question. An advertising agency based in Minneapolis, Minnesota, was required to pay fines of \$ 2million for issuing advertisements for weight -loss-supplements with no substantiated evidence that they actually worked. The radio ads featured testimonials from customers who were fake, this was also not the first time the agency was not hot water producing unfaithful.

1.3 Definition of Key terms

The term advertising is derived from the Latin word "advertise" which means "to turn " the attention. Every piece of advertising attempts to turn the attention of the reader or the viewers or listeners towards a product or a service. The most widely accepted definition of advertising is the one which is given by the American marketing associations according to which advertising is "any paid form of non -profession presentation and promotion of goods, services and ideas by defined sponsors " (Jami and Batra 2008)"

Growth is something for which most companies, large or small size strives. Small firm wants to grow bigger. Indeed, companies have to grow, observed Philip B Crosby, author of the externally successful organization, "If for no other reason than to accommodate the increased expenses that develop over the years. Inflation also raises the cost of everything, and

retaliatory price increases are not ways possible. Salaries rises employees again seniority. The costs of benefits rises because of their very-structure and it's difficult to take any back, particularly if the enterprise in profitable. Therefore cost eliminations and profit improvement must be conducted on continuing basis and the revenue of organizations must continue to increase in order to broaden the base".

Most firm, of course desire growth in order to prosper, not just to survive. Organization growth, however, means different things to different organizations. Indeed there are many parameters a company can select to measure it's growth. The most meaningful yardstick is the one that shows progress with respect to an organization's stated goal.

The ultimate goal of most companies is profit, so net profit, revenue and other financial data are often utilized as "bottom- line indications of growth. Other business owners, meanwhile, may use sales figures, number of employees, physical expansion or other Criteria to judge organization growth.

1.4 Problem statement

Tororo cement limited carries out frequent advertising of its product to boost its growth through giving out charitable fund and sponsoring sports and on addition it also advertises using Magazines, Radios, Newspapers and Televisions .Despite the above effort in advertising, the growth of Tororo cement limited has not reached the desired level .This is evidenced by the performance in the last 2years.

It is committed to the manufacturers and marketing of building materials namely; cement, construction steel, wire products and galvanized iron sheets.

1.5 Purpose of the study.

To find out the effect of advertising on the growth of Tororo cement limited in Tororo district

1.6 Objective of the study.

1. To find out the forms of advertising used by company
2. To find out the relationship between advertising and company growth
3. To find out the effect of other factors to the growth of Tororo cement limited.
4. To find out the challenges of advertising to the growth of Tororo cement limited.

1.7 Research questions.

1. What are the effects of advertising to the growth of Tororo cement limited.
2. What are the challenges of advertising affecting the growth of Tororo cement limited

1.8 Geographical scope.

The study was carried out in Tororo cement limited in the Eastern part of Uganda in Tororo district. It is about 230km from the capital city of Uganda (Kampala).In addition is 10km before the Uganda and Kenya border Town of Malaba.

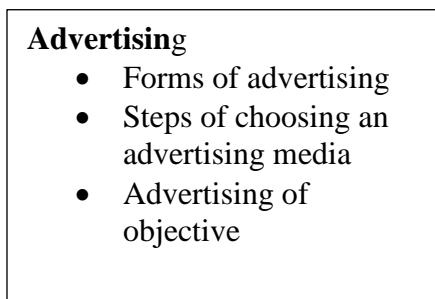
1.9 Time scope.

The research considered data information between 2016 -2017 because this is the time in which Tororo cement limited experienced a slight change in growth.

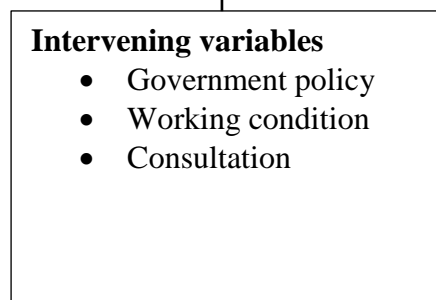
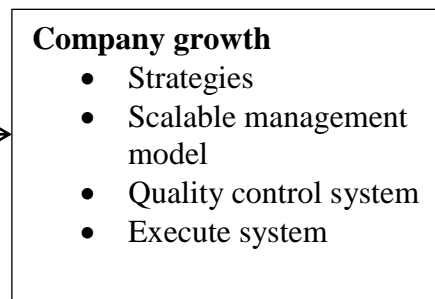
1.10 Conceptual frameworks.

This is a systematic and diagrammatic expression of independent variables (advertising) and dependent variables (Growth)

Independent variable



Dependent Variable



From the above conceptual framework .Advertising as independent variables involves (Forms of advertising, advertising media, step of choosing advertising media) and company growth

as dependent variable (strategies, scalable management model, quality control system) 1.11

Significance of study

The findings of the study were expected to benefit the following.

The findings of the study were used as references for future research work.

The results of the study are of surmountable information when drawing measures which would in turn lead to capture of substantial market share.

The study can be the source of reference on how to revive and adopt and also follow the adverts according to the dynamic markets.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter looks at advertising as the independent variable, growth as the dependent variable and the relationship between the two variables.

2.1 Forms of advertising

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

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

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

Advertising may be done through various media like visual, audio and print media. Visual media may include television, bill boards, posters, prices with company product name and brochures' .print media may include newspapers, brochures, stickers, magazines, business cards, new letters, and mobile vehicles. Audio media includes radios.

Other tools of advertising may include; infomercials, sponsoring events, taking part in trade shows, celebrity advertising ,email advertising , placing corporate logos and the side of boaster rockets and international space station, personal recommendations like; "bring a friend", " sell it" ,mobile phone adverts like multimedia messaging service picture ,video messages advergamer, 2D bar-code and social network Advertising (www.wikipedia.org/wiki_advertising)

2.2 Relationship between advertising and company growth.

The essence of advertising is to increase sales revenue which in time is used to expand the company hence leading to company growth (David et al 1988). Advertising combines with a host of other influences to determine what contribution advertising makes to the buyer's purchase goods and services.

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

The significance of advertising is to let customers know that an established brand is still around and it has certain characteristics, uses and benefits. (Pride et al 1989). Effective advertising can increase sales of advertiser products, and by so doing increase their profits. Advertising provides consumers and other prospects with information about different products that are available to them. This enables consumers to compare and choose between the products and encourages competition. Competition encourages companies to be more price and quality conscious so as to retain customers and clients (Cambridge international college training manual, 2000). Penchman 1992 found out that advertising has a greater potential of building awareness of people hence obtaining a high preference in the market share because a big percentage of the population has one or more of the mass medium such as radios and television. This fact introduces the advertised company to many people. If the advertising is satisfying it will lead to increase in volume of sales. Pride F et al (1989) observes that advertising often stimulates demand thus stimulating sales. For advertising to have a direct relationship with sales revenue, the entire market mix must be viewed by the customer as the right one. (Engel et al 1991, Mc Cathy and perveault, 1988)

Gordon (1993) states that companies advertise in order to compete in a new and aggressive way with in the marker, to increase their market share through increased customer , utilize the low cost way of teaching customers to create marketing approaches. customer , utilize the low cost way of teaching customers to create marketing approaches.

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

Jefikins (1990) has stated that in a competitive society there is not only competition between

rival advertisers but choice between their rival products and services. Also people forget very easily and therefore the biggest advertiser in the world will get bankrupt very easily if he stopped advertising.

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

2.3 Other factors that can lead to the growth of Tororo cement limited.

One growth strategy in the business is market penetration as company uses a market penetration strategy when it decides to market existing product within the same market it has been using. The only way to grow using existing product and markets is increase market share according to small business expert .Market share is the percent of unit and dollar sales a company hold within certain market vs. all other competition. 2.3.1 One way to increase market is by lowering price. For example in markets where is little differentiation among product a lower price may help a company to increase its, share of market expansion or development.

A market expansion growth strategy, often called market development, entail selling current products in new market .There is several reasons why companies may consider a market expansion strategy .First ,the competition may be such that these is no room for growth within the current market. If a business does not find new markets for its product, it cannot increase sales and profits.

A small company may also use a market expansion strategy if it finds new uses for its product. For example, a small soap distributor that sells to retail store may discover that factory work also uses its products.

2.3.2 Product expansion strategy

A small company may also expand its product and new features to increase its sales and profits .when small companies employ product strategy known as product development, they continue selling within the existing market.

A product expansion strategy often works well technology start to change. A small company may also be forced to add new products as older ones become out moded.

2.3.3 Diversification strategy

Growth strategies in company also include diversification where a small company will sell new product to new markets. This type of strategy can be very risky. A small company will need to plan carefully when using diversification growth strategy. Marketing research is essential because a company will need to determine if consumers in the new market will potentially like new product.

2.3.4 Acquisition strategy.

Growth strategy in company can also include any acquisition, a company purchase another company may use this type of strategy to expand it's product line and new markets. An acquisition growth strategy can be risky but not as risky diversification strategy.

One reason is that the products and markets are already established. A company must know exactly what it to achieve when using an acquisition strategy, mainly because of the significant investment required implementing.

2.3.5 Scalable management model.

As your company grows you must develop scalable management quality control systems .In beginning management quality control is easy perhaps your company begins only as a solo entrepreneurial or one among just few people . Everyone has a defined role and everyone knows everyone else's role in the company. Nonetheless, as the company grows duties become more segmented among new employee, a management structure must be put in place to ensure accountability against established bench mark as well as to make sure quality control of goods and services remain constant.

In this regard each position's duties and responsibilities should be defined in writings .An organizational chat should be constructed and maintained which clearly defines who is responsible for what, who reports to whom, on what subjects and how often . If properly segmented over time you will see the company's structure resemble a pyramid with the CEO on top and increasingly widening rows of person with specific roles there under. 2.3.6

Quality control system

As the company, it must make sure that quality of goods and services is maintained despite its increase in size. As such, the company must determine what elements should exist in the control system and then assign the responsibility of within management model .Foristance Jet

us that you run a call center that, in the early days, existed with only a handful of people . At the beginning it was easy to make sure that everyone used the same quality of customer for your inbound client .Yet as you grew it became less clear who is in charge of maintaining the level of customer service on phone, as a result a systematic problem has now developed within the company and not to all the sales team use the same script. Therefore, there is inconsistency in call back of inbound customer. And as a result your sales margin begins to reduce.

To combat this you must create quality control system are being performed on the daily basis and assign manager in the company to oversee the same .For every company quality control will differ. If you operate a call center those bench marks can be overall sales as measured against knowledge of the product, responsiveness among others. For example a company may need to make sure that the work being performed by assembled perfectly or within measured perfection, every time .But without quality control system unique to the company the quality of the product will flounder overtime. Once established, management team must be specifically assigned to oversee the execution of the system. The company needs to be able to point to one person or team, if you're large enough and say that they are responsible or accountable for the quality of the company's goods and services. This structure like the sales force, advertising and other segment of the business should grow at the rate as the rest of a company's business.

2.3.7 Execute the system

The company must execute perfection to each person in the management and quality control system, knowing their respective duties and responsibility, On addition the manager must ensure that the system and assignment are executed without deviation, Foristance Front-line quality control manager may have daily checklist of five quality control matter to be reviewed on Monday and Tuesday seven and on Wednesday three and other. They are responsible on each of those days for performing those task and recording that they have completed. The manager mentioned above has or her own checklist of matter to do which Include, checking with the subordinate manager on the daily basis to make sure that they performed their assigned tasks. It is a simple system but vital in making sure that are created are Executed 100 percent of the time. The person responsible for executing the front -line system reports to their manager that they have been completed. The manager then reports to their supervisor that all tasks have not been done as required if all work day to deal with

reporting underlying system. But it makes sure that all of that system is perfectly. 2.4 Challenges of advertising.

Choosing the right talent, design agencies and service-based business sell the "hard work" of their talented professionals. The agencies make arbitrage on talent by charging markup on the time consumed by the designers. The designer's talent is what an agency accounts on! Also, it's never easy to justify profitable price, if the talent is poor.

The quality of the team members is what sets apart an agency from the other, which further makes retaining and acquiring talented professional-indispensable to an organization.

Retaining quality talent, it is essential to open your borders and not your limit, the applicants just to your geographical area. The upside is that you get access to the bigger pool of applicants. There could be a challenge, which comes with the chore of managing remote workers, but these challenges might be worth the trouble. Try compensated for what they bring to the table. If employees feel that they could produce unsatisfactory incremental raises in the remuneration can remind an employee of how much you value his or her labour. Listen to your employee's ideas. The result is that they end up with little process. The inability to effectively project can negatively impact on agency's process. And make them feel valued - brushing off their suggestions or not taking to pay fair rate, people who are talented know their worth and expect to be their grievances that can drastically reduce company's work output. Client servicing, Creativity agencies overlooked the type of processes they use while managing projects, though they don't want to think in terms of structure, Lead generation, the first step in lead generation is to turn to client who is fit for your agency. To confirm the same, you will have to start doing some research to find out who your target are interview the best client that you have already and make a rough sketch of their background and goals. Also try to know where they spend their time online and the process they go through prior to hiring an agency.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter looked at the Research design, population study, sampling design, data collection methods, data analysis and the limitations likely to be experienced during the study.

3.1 Research design.

The researcher employed a case study research design while undertaking the study. Yin, R.K (2013) defines case study as an empirical inquiry that investigates a contemporary phenomenon within its real-life nature. This design excels at bringing an understanding of a complex issue and adds strength to what is already known through previous research. Therefore, this design was relevant in assessing the effect of advertising to the growth of the company.

3.2 Study population

Tororo cement limited a Uganda company, is one of the largest manufacturers of construction materials in east Africa. The research will comprise employees of Tororo cement limited drawn from a population of 100 people because they were expected to provide relevant information to the problem under study.

3.3 Sampling

3.3.1 Sampling size

The sample size to be used was 40 respondents and was determined according to the Krejcie and Morgan (1970) where the sample size was determined basing on confidence level needed from the selected population under study.

3.3.2 Sampling method

The research used stratified random sampling to divide the employees into different departments under which they worked which included operational, supply, production and marketing departments. Simple random sampling method was used to select respondents from the selected departments in the industry, where by from the marketing department 20 employees were chosen, from management 5 respondents, from supply department 6

responds were chosen and finally 9 respondents were selected from the client.

3.3 Data Collection.

3.3.1 Data sources

Primary data

This data was obtained from the source. This was used where one required specific information which does not exist elsewhere or in another form or when the topic was being researched on for the first time. The researcher collected primary data through going to the field. Secondary data

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

3.3.2 Data collection method

i. Questionnaires

These are self-Administered questions that are both structured and semi structured formalized questions used in the survey to collect information which is later analyzed to provide results necessary for solving a given research problem. The research used self-administered questionnaires. These allowed respondents to choose from alternative that were provided by the researcher.

ii. Interview

The researcher conducted interviews using verbal interview with the respondents selected, face to face exchange of ideas, opinion attitudes and aspirations in regard to the study. This was used because it reveals some information which helps the researcher to get feedback there and then. The interviews were carried out in both Luganda and English. According to Vaupel and Ahlburg (2011) asserts interviews as being useful to obtain detailed information about something and they allow more questions to be asked. This helped the researcher to investigate the effect of advertising to company growth.

iii. Observation

This is a systematic viewing coupled with consideration of the seen phenomenon as they

occur in nature with regard to cause and effect mutual relationship. The researcher used this instrument to observe the attitudes of respondents towards the topic being researched on.

The quality of cement bags should be of a standard paper gauge, fauna in water springs within 5 kilometers arduous of the factory must be examined regularly to determine the level of factory pollution. All factory employees plus cement loaders must be checked for cancer periodically.

3.5 Data processing analysis

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

3.5.1 Data presentation

This was done using Excel computer package .This helped to summarize data into tables and also to find out the relationship between the two variables; that is advertising and company growth.

3.6 Limitation of the study

The researcher found difficulties in collecting data because some of the respondents were not cooperative and not willing to give out the information the researcher needed.

The researcher had tough time in collecting information about the company growth because the information was valued confidential and therefore they were not willing to disclose the information.

3.7 Conclusion

A great deal of research into relationship between advertising and company growth indicated that it is a function with decreasing returns. That is with more and more input, one gets less and less output. This function rises slowly at first and then more rapidly before leveling off. Because most advertising campaigns must overcome a substantial inertia in the market. As the impact of repeated messages and resulting consumer learning which attracts a large group of consumers, and sales per unit increase rapidly?

As time passes, returns to advertising diminish because demand has, to a large extent been learning attracts a large group of customers and sales per unit increase rapidly satisfied and more advertising input is necessary to convert a prospect in to a consumer.

In general this response function has been found to exhibit decreasing returns as advertising expenditure is increased.

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION OF RESULTS

4.0 Introduction

This chapter presents findings to the research questions in chapter one. These findings were obtained from a primary source of data and are presented in the tables showing percentages

Table 1 Gender

Gender	Number of respondents	Percentage (%)
Male	22	55
Female	18	45
Total	40	100

Source; primary data

The results in table 1 above indicate that, male constitute 55% and female constitute 45% of the total population of the study, implying that researcher was gender sensitive since she managed to cover both types of gender at almost equals numbers.

Table 2 Age of respondent

Age in years	Number of respondents	Percentage (%)
Below 18yrs	-	-
18-30yrs	27	67.5
Above 30yrs	13	32.5
Total	40	100

Source; Primary Data

According to findings in table 2, it was revealed that 67.5% of the total respondents were between 18 to 30 years, 32.5% of the respondents were above 30 years. This implies that the organisation employs more of youth employees wince they are still energetic to perform duties as expected from them.

Table 3 Level of education

Level of education	Number of respondents	Percentage (%)
Certificate	9	22.5
Diploma	20	50
Degree	11	27.5
Total	40	100

Source; Primary Data

From the findings shown in table 3, results show that 50% of the total respondents were holding diplomas, 27.5% of the respondents were holding bachelor's degree and 22.5% of the respondents were holding certificate. This implies that Tororo cement employs educated employees which increase its production units and sales since everyone knows what to do.

Table 4 Number of years worked with Tororo cement

Years	Number of respondents	Percentage (%)
Less than 1 year	2	5
1-4 years	6	15
Above 4 years	32	80
Total	40	100

Source; Primary Data

Findings from table 4 show that 80% of the total respondents had served Tororo cement for a period of more than 4 years, 15% of the total respondents had served for a period between 1 to 4 years, and 5% of the respondents had stayed in organisation for a period less than one year which implies that most of the respondents had worked with Tororo cement for a long period which means that these employees are motivated to perform duties.

Table 5 Tororo cement advertises all its products

Variable	Number of respondents	Percentage (%)
Strongly agree	36	90
Agree	4	10
Not sure	-	-
Agree	-	-
Strongly disagree	-	-
Total	40	100

Source; Primary Data

The findings in table 5 show that 90% of the total respondents strongly agreed that Tororo cement advertises all its products, and 10% of the respondents agreed. This implies that Tororo cement carries out advertising on all its products.

Table 6 Adverts of the Tororo cement meet the intended audience

Variable	Number of respondents	Percentage (%)
Strongly agree	6	15
Agree	34	85
Not sure	-	-
Agree	-	-
Strongly disagree	-	-
Total	40	100

Source; Primary Data

The findings in table 6 show that 15% of the total respondents strongly agreed that Adverts of the Tororo cement meet the intended audience and 85% of the respondents agreed, this implies that Tororo cement produces quality adverts and uses known media channels.

Table 7 Tororo cement uses radio advertisement more than the print media

Variable	Number of respondents	Percentage (%)
Strongly agree	10	25
Agree	29	72.5
Not sure	1	2.5
Agree	-	-
Strongly disagree	-	-
Total	40	100

Source; Primary Data

Findings from table 7 show that 72.5% of the total respondents agreed that Tororo cement uses radio advertisement more than the print media, 25% of the total respondents strongly agreed, and 2.5% of the respondents were not sure. This implies that radio advertisement are cheaper in terms of costs and reach a wide audience.

Table 8 Advertising helps in increasing the number of customers in Tororo cement

Variable	Number of respondents	Percentage (%)
Strongly agree	24	60
Agree	16	40
Not sure	-	-
Agree	-	-
Strongly disagree	-	-
Total	40	100

Source; Primary Data

Findings from table 8 show that 60% of the total respondents strongly agreed that Advertising helps in increasing the number of customers in Tororo cement , 40% of the total respondents agreed. This implies that Tororo cement advertisements are persuasive in nature.

Table 9 Tororo cement make awareness of its products through use of bill boards.

Variable	Number of respondents	Percentage (%)
Strongly agree	23	57.5
Agree	17	42.5
Not sure	-	-
Agree	-	-
Strongly disagree	-	-
Total	40	100

Source; Primary Data

Findings from table 9 show that 57.5% of the total respondents strongly agreed that Tororo cement make awareness of its products through use of bill boards, 42.5% of the respondents agreed, this implies that bill boards cover a wider audience with little costs.

Table 10 The number of customers in the industry increased due to sponsoring events.

Variable	Number of respondents	Percentage (%)
Strongly agree	18	45
Agree	22	55
Not sure	-	-
Agree	-	-
Strongly disagree	-	-
Total	40	100

Source; Primary Data

Findings from table 10 show that 45% of the total respondents strongly agreed that the number of customers in the industry increased due to sponsoring events, 55% of the total respondents agreed. This implies that customers support organisations with good corporate social responsibility.

Table 11 Advertising shows different kinds of products available for customers.

Variable	Number of respondents	Percentage (%)
Strongly agree	40	100
Agree	-	-
Not sure	-	-
Agree	-	-
Strongly disagree	-	-
Total	40	100

Source; Primary Data

Findings from table 11 show that 100% of the total respondents strongly agreed that Advertising shows different kinds of products available for customers, this implies that advertising shows different kinds of products available for customers.

Table 12 Social media platforms are preferred by Tororo cement when advertising it products.

Variable	Number of respondents	Percentage (%)
Strongly agree	17	42.5
Agree	23	57.5
Not sure	-	-
Agree	-	-
Strongly disagree	-	-
Total	40	100

Source; Primary Data

Findings from table 11 show that 42.5% of the respondents strongly agreed that Social media platforms are preferred by Tororo cement when advertising it products, 57.5% of the respondents agreed. This implies that Social media platforms are preferred by Tororo cement when advertising it products because majority of population are using different social media platforms.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the summary of the findings which have been presented in chapter four comparing them with the research objectives of the study, conclusions are drawn and lastly recommendations are made in this chapter.

5.1 Summary of Findings

The findings on the relationship between advertising and sales performance showed the following; Advertising shows different kinds of products available for customers, Building awareness about Tororo cement can increase the number of customers, the number of customers in the industry can be increased by sponsoring events, advertising helps in increasing the number of customers in Tororo cement .

The responses on findings regarding the forms of advertising in Tororo cement showed that capital shoppers uses persuasive advertising when marketing its products, Tororo cement advertises all its products, Advertises of the Tororo cement meet the intended audience, Media used are accessible by the target market

The findings regarding level of sales performance in Tororo cement showed that increasing level of sales in Tororo cement is every ones responsibility and the level of sales in Tororo cement has not been increasing

5.2 Conclusion

It is therefore concluded that there is stronger relationship between advertising and sales performance of an organisation. From the finding of the study, it is evident that there are various forms of advertisements used by the organization. These have helped the organization to raise awareness about the existence of various types of products produced by the company. The relationship between advertising and sales is very strong. Where most of the respondents disagreed that the media used reach the intended audience

5.3 Recommendations

The researcher recommends that following;

- Companies should choose the most effective media for advertising. A media that is affordable by many people for example radios.
- Companies should use different common local languages used in the country so that every individual can get the messages from the adverts.
- E-marketing should also be used to reach most of the people who spend time on the internet and have no time to listen to radios or watch televisions.
- The industry should also use celebrities in the country to help them advertise their products for this can attract big crowds from which potential customers can be found.

REFERENCES

- Armstrong, M (2009) Human resource management practice, (7th edition) .London Kogan.
- Dunbar, D, (1968) The politics of the economics of advertising, journal of advertising research foundation.
- Wood, F (1994) Business accounting 1 London.
- Gilson , C and Beckam, H (1988); Advertising 2nd edition
- Jenkins, F (1990) ; Introduction to marketing , advertising and public relations(third edition) Macmillan education ltd.
- Kotler P and Armstrong,G (2000) ; principles of marketing (12th edition), prentice Hall of India.
- Kotler, P, (2010); marketing management prentice hall international inc.
- Lester ,J D(2002); writing research papers . a complete guide (7th edition).New York, NY, Harper Collins college.
- Internet - www.wikipedia.org/wiki/advertising.
- Sakaran , U (2000) Research methods for business (first edition) Vakratsas .i Ambler G (1999) ; sales performance management(3rd edition) Prentice hall international inc.Pride , F et all (1989) ; marketing concept and strategies (sixth edition) Boston Houghton mifflin company
- BYRNE, B. M. Structural equation modeling with AMOS: basic concepts, applications, and programming on sales, marketing and productivity . 2nd ed. New York: Routledge, 2010.
- CANNON, J. P.; PERREAULT JR, W. D. Buyer-seller relationships in business markets. JMR Journal of marketing research, Chicago, v. 36, n. 4, p. 439-460, Nov. 1999.
- CHURCHILL JR, G. A.; FORD, N. M.; WALKER JR, O. C. Measuring the job satisfaction of industrial salesmen. JMR Journal of Marketing Research, Chicago, v. 11, n. 3, p. 254-260, Aug. 1974.
- DILLMAN, D. A. et al. Response rate and measurement differences in mixed-mode surveys

using mail, telephone, interactive voice response (IVR) and the Internet. *Social Science Research*, San Diego, v. 38, n. 1, p. 1-18, Mar. 2009.

GARSON, G. D. *Structural equation modeling*. Asheboro, NC: Statistical Associates, 2012.

HAIR, J. F. et al. *Análise multivariada de dados*. 6. ed. Porto Alegre: Bookman, 2009.

HITT, M. A. et al. Direct and moderating effects of human capital on strategy and performance in professional service firms: a resource-based perspective. *Academy of Management Journal*, Briarcliff Manor, v. 44, n. 1, p. 13-28, Apr. 2001.

HUANG M.; WANQ E. T. G. Marketing is from Mars, it is from Venus: aligning the worldviews for firm performance. *Decision Sciences*, Atlanta, v. 44, n. 1, p. 87-125, Feb.2013.

INGRAM, T. N. et al. *Gerenciamento de Vendas: análise e tomada de decisão*. São Paulo: Cengage Learning, 2008

JARAMILLO, F; MULKI, J. P. Sales effort: the intertwined roles of the leader, customers, and the salesperson. *Journal of Personal Selling and Sales Management*, New York, v. 28, n. 1, p. 37-51, Winter 2008.

KRISHNAN, B. C; NETEMEYER, R. G; BOLES, J. S. Self-efficacy, competitiveness, and effort as antecedents of salesperson performance. *The Journal of*

Personal Selling & Sales Management, New York, v. 22, n. 4, p. 285-295, Fall 2002. [

MALHOTRA, N. K. *Pesquisa de marketing: Uma orientação aplicada*. 3. ed. Porto Alegre: Bookman, 2001.

MATSUO, M.; KUSUMI, T. Salesperson's procedural knowledge, experience and performance: an empirical study in Japan. *European Journal of Marketing*, Bradford, v. 36, n. 7-8, p. 840-854, 2002.

MENGUC, B.; BARKER, T. Re-examining field sales unit performance: insights from the resource-based view and dynamic capabilities perspective. *European Journal of Marketing*, Bradford, v. 39, n. 7-8. p. 885-909. 2005.

RANCHHOD, A.; ZHOU, F. Comparing respondents of e-mail and mail surveys:

understanding the implications of technology. *Marketing Intelligence & Planning*, Bradford, v. 19, n. 4, p. 254-262, 2001.

RANGARAJAN, D.; JONES, E.; CHIN, W. Impact of sales force automation on technology-related stress, effort, and technology usage among salespeople. *Industrial Marketing Management*, New York, v. 34, n. 4, p. 345-354, May 2005.

RENTZ, J. O. et al. A measure of selling skill: scale development and validation. *Journal of Personal Selling & Sales Management*, New York, v. 22, n. 1, p. 12-21, Winter 2002.

SABNIS, G. et al. The sales lead black hole: on sales Reps' Follow-Up of marketing leads. *Journal of Marketing*, Chicago, v. 77, n. 1, p. 52-67, Jan. 2013.

VERBEKE, W; DIETZ, B.; VERWAAL, E. Drivers of sales performance: a contemporary meta-analysis: have salespeople become knowledge brokers? *Journal of the Academy of Marketing Science*, [S. 1.], v. 39, n. 3, p. 407-428, 2011.

APPENDICES

RESEARCH QUESTIONABLE

Dear Sir/Madam,

I am a student of Muteesa 1 Royal University carrying out a research on the effect of advertising on sales to company growth as part of the requirement for the fulfillment of the award of a diploma in accounting and finance, therefore humbly request you to spare some of your time and fill in this questionnaire. Please be assured that all information you give here will be strictly for academic purposes and will be treated with great confidentiality. Thank you for your time.

SECTION A

Respondent's background information.

In each section, tick in the box or fill in your response in the space provided as appropriate.

1. Age of respondent.

Above 60	59-50	49-40	39-30	29-20

2. Gender

Male	Female

3. Level of education

PHD	Master's Degree	Bachelor Degree	Diploma	A and O level	Primary level

4. Department

5. Number of years worked with Tororo cement .

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

SECTION B:

FORMS OF ADVERTISING IN TORORO CEMENT LIMITED

Tororo cement limited advertises its products.

Strongly agree	Agree	Not sure	Disagree	Strongly disagree

The organization uses the following forms of advertising.

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

Giving prizes with company product name					
Business cards					

Any other forms of advertising used by the organization

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

Adverts of Tororo cement limited meet the intended audience.

Strongly agree	Agree	Not sure	Disagree	Strongly agree

COMPANY GROWTH

The growth of Tororo cement limited has been increasing.

Strongly agree	Agree	Not sure	Disagree	Strongly agree

3. Increasing sales volume in Tororo cement limited is a challenge to all employees.

Strongly agree	Agree	Not sure	Disagree	Strongly agree

SECTION C:

RELATIONSHIP BETWEEN ADVERTING AND COMPANY GROWTH

1. Advertising helps in increasing the number of customer in Tororo cement.

Strongly agree	Agree	Not sure	Disagree	Strongly agree

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

Strongly agree	Agree	Not sure	Disagree	Strongly agree

3. Building awareness about Tororo cement limited can increase the number of customers.

Strongly agree	Agree	Not sure	Disagree	Strongly agree

BUDGET

ITEM	NO. OF ITEM	COST PER ITEM(SHS)	AMOUNT(SHS)
Book	I		2000/=
Pen	I		500/=
Airtime			2000/=
Typing and printing out Rough work Chapter one	6 pages	500	3000/=
Chapter Two	7 pages	500	3500/=
Chapter Three	4 pages	500	2000/=
Editing work			
Chapter one			1000/=
Chapter Two			1500/=
Chapter Three			500/=
Cover page	1	500	
Declaration	1	500	
Approval	1	500	
Dedication	1	500	
Acknowledgement	I page	500	500/=
Table of contents	2 pages	500	1000/=
Reference	4 pages	500	2000/=
Appendices	5 pages	500	2500/=
Final book hand out			
Printing out	66 pages	100	6600/=
Binding	2 books	2000	4000/=
TOTAL			32600/=

WORK PLAN

WEEKS	ACTIVITY
1st Week	Chapter one
2nd Week	Chapter one
2nd Week	Chapter one
3rd Week	Chapter Two
4th Week	Chapter Two
5th Week	Chapter Two
6th Week	Chapter Three
7th Week	Chapter three
8th Week	References
	Appendices
	Table of content
	Acknowledgement
	Declaration
	Approval
	Dedication
	Cover page
9th Week	Binding of books