

**ADVERTISING AND SALES PERFORMANCE: A CASE OF
ROOFINGS UGANDA LIMITED**

BY

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DECLARATION

I, **Balikurungi Teddy** hereby declare that the work herein is original with exception of sources of information which are duly acknowledged and referenced and I declare that it has never been presented to any institution of higher learning.

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APPROVAL

This is to certify that this dissertation is under our supervision and is now ready for submission.

Submitted with our consent;

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DEDICATION

This scholarly work is dedicated to my father, Dr. Byaruhanga Kadoodoba Micheal; my husband Kyahurwa Jacob; My mother, the late Namale Gorreti (RIP), and finally Mr. Ssekitooleko Nicholas for always encouraging me to pursue further studies. May the Almighty God reward them abundantly for their efforts towards my studies.

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I'm very proud and thankful to God Almighty that He never leaves me, his always there for me to support me in all my needs and wants. God has always been very faithful to me. He is always there, to guide and protect me; he gives me strength and wisdom to overcome all my temptations and trials.

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LIST OF ACRONYMS

ABC	Audit Bureau of Circulations
CVI	Content Validity Index
GDP	Gross Domestic Product
IFC	International Finance Corporation
KII	Key Informant Interview
SAQ	Self-Administered Questionnaires
SPSS	Statistical Package for Social Sciences
α	Alpha Coefficient

ABSTRACT

This study explored the effect of advertising on sales performance of steel manufacturing companies in Uganda using Roofings Uganda Ltd as a case study. This study was needed due to evidence indicating that though Roofings Uganda Ltd was spending an increasing amount of funds on advertising, this was not being reflected in her sales. The study specifically examined the effect of print media, billboard and broadcasting advertising on sales performance of Roofings Uganda Ltd. The research design used was a case study design and both qualitative and quantitative approaches were used. A sample of 48 employees and 3 key informants from the accounting and marketing departments, were used for the study. Data was obtained using a structured questionnaire for employees and structured interview guides for key informants. Data was analysed using descriptive, inferential statistics (quantitative data) and content analysis for qualitative data. The findings suggest that advertising in totality contributed 31% (r^2 change = .312) to the performance of Roofings. In terms of individual factor contributions, it was found that print media contributed 11.4%, billboards, 5% and broadcasting 17.4%. Broadcasting made higher contribution, followed by print media and finally by billboards. With regard to print media advertising, leaflets were more effective than newspapers. Their pointed information and colourful illustrations enable a company to tell a clients and potential customers key qualities, uses and benefits of products. Billboard advertising was less significant due to the fact that, the forms used were very traditional and did not reach out to many potential clients. Broadcasting advertising contributed more to sales performance of Roofings due to the fact that it reached to more potential clients given the fact that people spend more time on TV and radio than reading. TV advertising had higher efficiency levels when compared with all classic advertising channels. TV advertising campaigns strongly affected sales volume than other advertising media. This is partly because the potential market was more visual and so spent more time on TV and the TV was able to effectively highlight products' quality, cost effectiveness and brand image. The study recommends that for advertising to contribute more to sales performance of steel manufacturing companies, they need to strengthen print media advertising by increasing its frequency. News Papers adverts should adopt the features of leaflets by having better colourful descriptions of products, with pointed benefits. Billboard advertisements should be re-cast to include messages that strongly impacts on clients' decisions purchase a product. Traditional billboard media should be dropped in favour of electronic billboards, because it is often ignored or tuned out.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

The study explored the role and implications of advertising on the sales and profitability of manufacturing companies in Uganda. This study was motivated by increasing low performance amidst the heavy investments that companies in country are making in advertisement. In line with this observation the study sought to offer insights into the question of the need to examine how advertising was used as a leverage to help manufacturing companies achieve their performance objectives. The study is based on a case study of Roofings Uganda Limited basing on the heavy investments they have put in their businesses in Uganda. In this chapter the background of the study is presented. This is followed by the statement of the problem; the purpose of the study; the research objectives; the research questions; scope of the study and the significance of the study.

1.1 Background to the Study

1.1.1 Historical Background

To understand the role of advertisement in enhancing performance of establishments in the context of steel manufacturing, one needs to go back in history to understand how the manufacturing sector has evolved and key factors underpinning this process. The revolution in

steel manufacturing started with Bessemer steel that was extensively used in ship plates (David, 1857). Since then, steel has become basic to the global industry's economy. Britain's need for steel and iron, with a composition of enough capital and energetic entrepreneurs made Britain the world leader in manufacturing in the first half of 19th century (David, 1857).

In the late 1880s, the Carnegie Steel was the biggest manufacturer of pig iron, steel rails, and coke in the world, with the ability to make approximately 2,000 tons of pig iron per day (Carnegie, 1974). Since then, the steel sector to be among the leading sectors in the whole world. This is partly due to the increase in the demand for steel. Currently, the demand for steel has grown almost three times over the last two decades (Arpan, 2017). The demand for steel has grown over period time with increasing industrialization, from 200 metric tons in 1976 to an extra 1000 metric tons in 2015 (Nwagaba, 2017). The Steel industry has been one of the economic factors behind the growth of most Asian countries like India. Equally in Africa, most of the manufacturing industries are dependent on steel products, making the largest industry on the continent. The basic infrastructure, for most of the populations in Africa is dependent on steel.

The history of the steel industry in Uganda can be traced from the activities of black smiths of 1800s'. These artisans smelted iron combined with other metals such as copper to make household utensils and weapons such as spears. The industry became an organized manufacturing industry in the 1960s. Since then, the Steel industry in Uganda has evolved greatly in scale and scope (Kazooba, 2016). The Consumption of steel in Uganda has been steadily growing. The consumption of steel per capita currently stands at around 15 Kg/Capita per annum in Uganda. Otago (2013) argues that as the economy continues to industrialize, steel

will continue to be a critical component which will grow in demand. The development of many mega- infrastructural projects, the emergence of the oil and gas sector, Uganda's high population growth rate, access to regional markets and the rapidly growing urbanization are all opportunities for growth of this sector.

1.1.2 Conceptual Background

This study examined the role that advertising plays in enhancing performance. Advertising is one of the main sales promotion strategies used by business firms all over the world. Advertising has been perceived variously by organizations. A recent study by Svetlana (2014) among services businesses showed that advertising was perceived as non-personal communication used by an organization to building awareness on the availability, quality and superiority of its products and services. This is done to target an audience and obtaining a high market share. On the other hand Kotler and Armstrong (2010) analyzed the nature of advertising used by business firms and discovered that, advertising is informative, persuasive, comparison and reminder information to create product and services awareness so as increase sales. Adeyeye and Tolulope (2011) recent study of businesses in Africa showed that companies mainly use print media, billboard and broadcasting advertising to attract prospective consumers to their products. The commonly print media used were newspapers, magazines and fliers. With regard to billboards, most firms used street and electronic billboards. TV and radio were the most popular form of broadcasting advertising. Therefore in this study was taken as strategies used by business companies to create awareness, inform, educate and persuade a marketing audience to patronize a company products and services.

The sole economic goal of companies is to have as much goods sold on the market as possible. Therefore, sales performance is a key concern of business firms. Sales performance has been

perceived differently by business companies. In a study done by Lysons (1998) in the US, it was revealed that most companies viewed sales Performance as Profit maximization and high market share. This perception included both the quantitative and qualitative achievements of the organization's business objectives. However, a study by McCarthy (1994) among services firms highlighted revenue as important dimension of sales performance. The findings of the study showed that sales performance represented best practices for sales that resulted into collection of more revenue across a specific period of time. Subsequently, McCarthy et al (1994) defines sales performance of a firm as the actual money values the firm receives after necessary collections are made from different sales channels of the original total production put on the market, Robert et al (2013) called this value Sales revenue. They further explained that sale revenue is practically arrived at by multiplied is the price of the product by the number of products sold. Parvin and Datta (2014) added sales volume as another important aspect of sales performance .They defined Sales volume as the quantity of items a business sells during a given period, such as a year or fiscal quarter. Hence, Sales performance includes, total amount of firm's output sold to the market, profits made after costs and overheads have been deducted, the rate of goods turn over and consequently revenue. Therefore, this study perceived a company' sales performance comprising of its market share, sales volume and profitability.

1.1.3 Contextual Background

The steel industry is the leading manufacturing industry in Uganda and major contributors to Uganda's economy today (Mugabe, 2011). Steel is also at the centre of manufacturing, industry and industrialization. A very form of industry in Uganda small or big- in requires some form of steel. The country's ability to supply high quality steel is a boost to the economy given the fact that Uganda is gearing for high infrastructure development, industrialization, manufacturing and processing, to achieve her 2040 development vision Nwagaba , 2017).

The industry has a total of nine steel rolling companies in Uganda with more to come. These include; Pramukh Steel in Njeru, Roofings Limited, with branches in Lubowa and Namanve Industrial Park in Wakiso District, Steel Rolling Mills, Tembo and MM Integrated Steel Mills in Jinja, Uganda Baati Limited in Kampala, with branches in Tororo and Arua, and China Machine Building International Corporation in Mbarara (Otago, 2013). The Steel industry has been growing at unprecedented rates averaging from 20% and 30% per year due to the booming housing and construction sector in the country (URA, 2015). These industries have significantly supported the expanding building and construction sector and have even gone ahead to supply outside markets overseas and are the major reason why the proportion of imported steel products is lower than the exported ones (Mutagaya, 2016).

Unfortunately, the majority of steel companies in Uganda still depend on imported billets and predominantly using scrap iron. Scrap constitutes 70% of their raw material in these industries (Mugabe, 2016). Relying on basically scrap, these mills currently suffer from shortage of this raw material. This scenario has contributed to poor product standardization, associated with inconsistent chemical composition which ultimately precludes good mechanical properties. This has negatively affected the quality of their products and led to fervent competition between them for scrap material. The reliance on scrap metal makes their continued existence quite doubtful. For example, Steel Rolling Mills, the oldest in this industry (since 1960) is facing closure and loss of its machinery to Standard Chartered Bank as the bank moves to recover its loan amounting to more than 51.2 billion (Wesaka, 2017).

In the current competitive economic environment, steel milling companies in Uganda have to seek for novel ways of enhancing their performance and achieve greater sales and profitability. Advertising is an immediate option that steel mills in Uganda can take to boost their sales performance (Akanbi, Adeyeye and Tolulope, 2011). One of the reasons why advertising should be adopted as a major strategy of increasing profitability by steel milling firms is because it is easy to adopt and brings quick and greater results (Parente, 2013).

The study was done at Roofings Group. The company's head offices are situated in Lubowa about 6 kilometers outside Kampala city centre on Plot 126 Entebbe Road. The company opened up a state of the art steel rolling mill at Namanve industrial park. Established in 1994 the company has gained a leading position in manufacturing steel products for the building industry in Uganda. Currently, Roofings is the number one quality steel manufacturer in Uganda and supplies over 350,000 metric tons per annum to both local and export market within the region (Kazooba, 2016). Roofings is among the few manufacturing companies that has made remarkable growth in Uganda's difficult economic terrain. The company has grown to become the leading steel manufacturing company in Uganda and the East African region. Roofings achieved numerous export awards (Gold Medal in steel sector exports (2003-2007), Platinum Award for best overall exporter (2008) and the President's Exporter Gold award for Metal Products (2009). Currently, Roofings is among the major employers in Uganda, with close to 2000 employees. The company is still the major supplier for all steel building requirements and a wide range of complementary steel products. Roofings steel products still lead the market in terms of demand and quality (Kazooba, 2016).

In February 2011, Roofings secured funding from the International Finance Corporation, an arm of the World Bank, totaling US\$25 million for expansion of production facilities (Mugabe, 2011). This was in addition to another loan of US\$64 million obtained from six Ugandan Commercial Banks obtained in December 2010 for the same purpose. The company's products are marketed to the six member countries of the East African Community and to the neighboring Democratic Republic of the Congo (Mugabe, 2016). The company plans to export over US\$130 million annually to the foreign market in the near future. Roofings is among the major employers, employing close to 2000 people (Otage, 2013). The company has become a one stop shop for all steel building requirements and complementary steel products. Roofings Ltd. Today, it is the single largest manufacturer of both electro-welded tubes and wire products in the region (Kazooba, 2016).

Despite these achievements, Roofings Ltd is one of the companies that appeared on the 2016 presidential bail out list for ailing businesses. Having borrowed heavily from the International Finance Group, a member of the World Bank group, to expand her production, the company is producing at only 30 percent of its capacity because of low demand. Roofings Uganda Limited (Ltd), was among the companies in most need on that list with obligations of Shillings (Shs) 201 billion on a loan from the International Finance Corporation (IFC) and Shs 8 billion from Diamond Trust Bank (Nwagaba , 2017).

1.2 Statement of the Problem

Roofings Uganda Limited spends over 800 million shillings per year on advertising its products such as iron sheets, electro-welded tubes and wires on print media, billboards and broadcasting. However for the last three years, the sales performance of the company has been decreasing. The (2017 annual sales performance report), shows that while sales performance from 2014 - 2015 was 26,201,645 and the 2015- 2016 period was 24,037, 853 the figure dropped to 17,534,700 in the 2016 - 2017. Furthermore, though Roofings has 72,000 tones annual production capacity, the company is currently producing at only about half, because of lack of markets (Kazooba, 2016). Consequently, the continued drop in sales performance is likely to result into URA loosing 14,959,068,105 billion shilling per year and over 20,000 may lose employment (Nwagaba, 2017). Meanwhile, limited empirical data exists on how advertising could explain sales performance of roofing's, yet it is that kind of information that could guide these firms to increase its profitability. This created a knowledge gap that this study intended to fill.

1.3 Purpose of the Study

The purpose of the study was to examine the effect of advertising practices on sales performance in Roofings Uganda Ltd in view of the declining sales performance of the company

1.3.1 Objectives of the study

To achieve the study purpose; the research addressed the following specific objectives;

- i. To analyse the extent to which print mediaadvertising contributes to sales performance of Roofings Uganda LTD.
- ii. To determine the contribution of billboard advertising on sales performance of Roofings Uganda LTD.

- iii. To assess the extent to which broadcasting advertising influences sales performance of Roofings Uganda LTD.

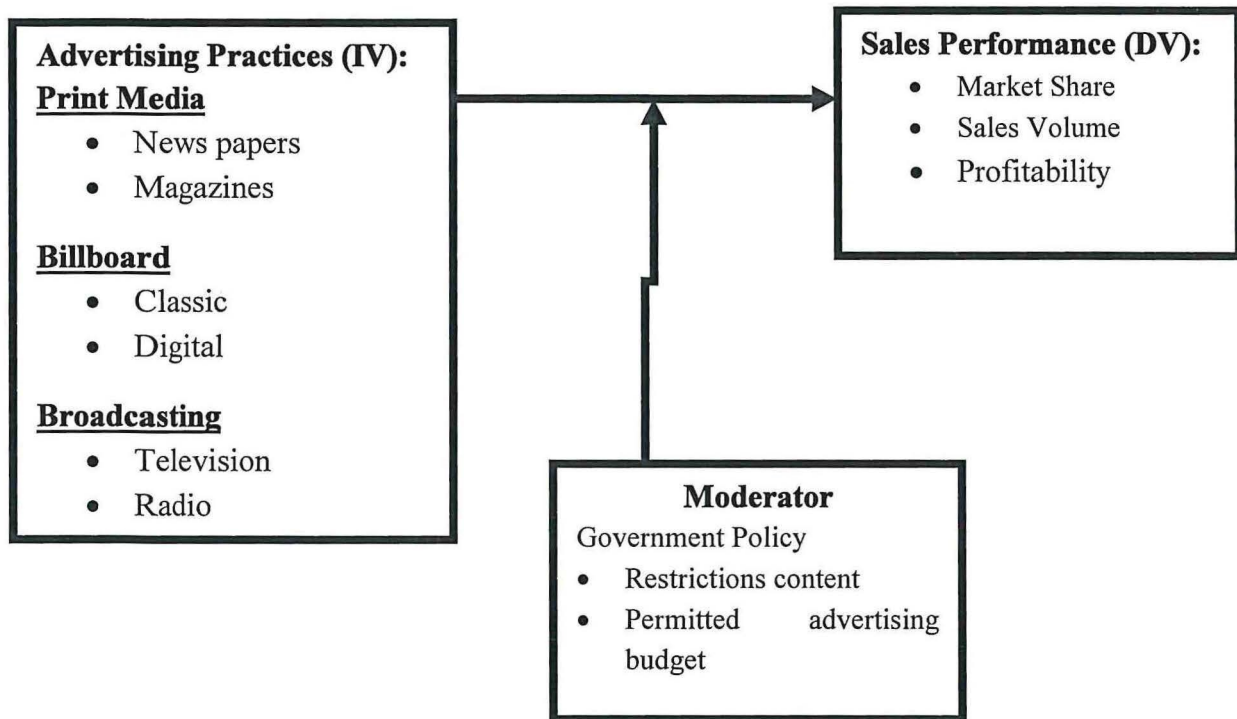
1.4 Research Questions

The study was guided by the following research questions:

- i. To what extent does print media advertising contribute to sales performance of Roofings Uganda LTD?
- ii. What is the influence of billboard advertising on sales performance of Roofings Uganda LTD?
- iii. How does broadcasting advertising contribute to sales performance of Roofings Uganda LTD ?

1.5 Conceptual Framework

Figure 1.1, below gives a graphical conceptual underpinning underlying the variables of the study and how they related to one another. The independent variable was advertising practices specifically print media, billboard and broadcasting. The dependent variable was sales performance that was conceptualized as sales volume, market share and profitability. The moderating variable was the government policy.



Source: Adapted from: Akanbi, Adeyeye and Tolulope (2011).

According to the diagram above, advertising practices, the independent variable consisted of print media, such as newspapers and magazines, billboard advertising and broadcasting, using mainly televisions and radios. Akanbi, Adeyeye and Tolulope (2011) argue that these three forms of advertising are currently being used to provide clients and potential customers with information about goods and services by drawing attention to their attractiveness, quality and cost effectiveness. Parente (2013) points out that print media, billboard as well as broadcasting advertising are effective in persuading clients to buy goods and services by drawing their interest on the products superiority, cost effectiveness and variety. In addition, these forms of advertising can effectively maintain customers' desire in the products by reminding them to purchase quality items (Kotler & Armstrong, 2010). Akanbi, Adeyeye and Tolulope (2011) further add that when a company effectively does advertising using these media, its sales increase through increased brand awareness and image, which subsequently lead to increased market share. The company

subsequently had more whole and retail orders that increased its sales volume. By opening up new sales outlets, the company increased its profitability. This process was moderated by government policies such as the content of the advertising message and budget allowed by the law.

1.6 Significance of the Study

Findings could be used to evaluate the advertising practices by firms in Uganda. Findings would also be used to evaluate the current advertising budgets of private sector firms. The findings could highlight the strengths and weaknesses of the advertising practices of private sector companies. This could enable the responsible central government ministries to initiate programmes that improved the effectiveness of advertising in private sector firms. The study may add to the existing body of knowledge and filled a gap in the advertising practices of private sector companies in Uganda's literature. The results may offer important insights to other private sector companies in Uganda on the role of advertising in their profitability and growth.

1.7 Scope of the Study

The scope of the study was presented under the content, geographical, and time.

1.7.1 Content Scope

The study explored how advertising practices affects sales performance of private sector manufacturing firms. In relation to advertising practices, Print Media, Billboard and Broadcasting advertising were explored. As far as print media advertising was concerned, the researcher explored the extent to which newspapers, magazines and fliers had helped Roofings to increase her sales. With regard billboard, the study examined how use of street and electronic

billboards had contributed to the sales of Roofings. As far as broadcasting advertising was concerned, the study established the extent to which Television (TV) and Radio had contributed to sales of the company. Three indicators of sales performance market share, sales volume and profitability were measured. Market share was perceived as the proportion of the market in Uganda and the EACM is dominated by Roofings LTD. Sale volume was taken to mean the amount of funds the company gets in a year from the sales of advertised products. On the other hand profitability was taken to refer to the positive difference between expenses in the production of the advertized goods and accrued sales.

1.7.2 Geographical Scope

The study was conducted in the largest steel products manufacturing company in Uganda called Roofings Uganda Ltd. The company's head offices are situated in Lubowa about 6 kilometers outside Kampala city centre on Plot 126 Entebbe Road. The company opened up a state of the art steel rolling mill at Namanve industrial park located in Wakiso district. Respondents were selected from the Lubowa branch.

1.7.3 Time Scope

The study considered advertising practices and sales performance from 2013 to 2017. This time period was appropriate to capture the study issues after the company had opened up a new rolling mills plant in Namanve industrial park. The study was done from February to September 2017.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

In this chapter, the literature related to the research problem is reviewed. In the first section, a review of the theories on which this study was based is given and a detailed explanation of the key concepts of the study. This is followed by a review of the literature on the relationships addressed in the study. Lastly, the gaps in the existing literature that are addressed in the current study are presented.

2.1 Theoretical Review

Various researchers have come up with theories in their attempt to explain how messages may influence sales performance of a company. This study was based on the Lavidge and Steiners (2017), Hierarchy-of-effects theory of advertising. This theory is based on the premise that to be effective and achieve the desired response, advertising has to motivate a potential customer to perform seven key purchasing actions (Muoz, 2002). Advertising is effective if it can lead the customer through these actions.

First, advertising should develop in the potential customer awareness of the existence of the product. Next, advertising should provide the customer with good knowledge about the product on offer (Dave, 2016). Then, advertising has to help the customer to develop favorable attitudes toward the product. This motivates him to like the product and think of purchasing it. Thereafter,

the customer should develop preference of the product over all other possibilities (Palda, 1966). Then, the customer has to couple preference with a desire to buy with the conviction that the purchase would be wise. Finally, the customer must translate this attitude into actual purchase (Lavidge & Steiner, 1961)

According to this theory customers do not switch from being completely uninterested to become convinced to buy the product in one go. Lavidge and Steiner (1961) argue that though the above actions must be completed in a linear way, a potential customer may sometimes perform several actions simultaneously (Lavidge & Steiner, 1961). This argument is supported by LaForge (2004) who writes that normally ultimate customers do not switch directly from being interested to become convinced buyers. Lavidge and Steiner (1961) also advise that while some times customers make impulsive purchases, but in most cases, their purchasing behavior goes through all these actions, which are essential for the advertiser to include in the advertising communication. This theory also warns that effective advertising occurs over a period of time, and may not lead to immediate response and purchase (Hackley, 2005). It is rather a series of effects that occur, with each step fulfilled on the way towards the next stage (Lavidge & Steiner, 1961). Belch and Belch (1998) also support this premises when they say that advertising effects occur over time and advertising communication may not lead to immediate behavioral response or purchase, but rather, consumers are persuaded over time by targeted persuasive communication.

2.2 Conceptual Review

Advertising is still the major marketing strategy used by business firms to inform potential customers about their products and services. Communication is the process of giving or an exchange of information and the science of transmitting information as well (Alisa, 2018). In the

Billboards, a form of outdoor advertising are taking over the advertising industry. Billboard advertisement is an initiative undertaken by many organizations to create awareness of their products (McCrea, 2014). Farbry, Wochinger, Shafer, Owens and Nedzesky (2013) argue that classic billboards placed on highways, create product awareness, inform, educate and persuade marketing audience of both pedestrian and motorized traffic. Their size however, has been increased to give the motorist enough time to take in the advertisement (Adam & Patricia, 2007). To make billboard advertising more alluring Vinyl billboards are now being used. Cairney and Gunatillake (2012) affirm that Vinyl billboards have a much brighter appearance that quickly catches the eye of prospective customers and effectively advertises products that have just hit the local market. Mobile Billboards on the other hand have become a superior type of advertising because they go to where their target audience happens to be and their adverts are more memorable. Also the possibility of making them three-dimensional using more artistry has made them more effective in capturing the attention and interest of prospective customers.

Broadcasting advertising involves use of Radio and TV to keep consumers thinking about the product or service (Lysons, 1998). This form of advertising has become very popular in developing countries, due to the advent of private FM radio stations and TVs (Al, 2013). In less developed lands, TV and Radio adverts are increasingly being preferred because they reach more consumers than any other type of media. Adverts can be placed on different TV and radio stations. Adverts can also be done for certain products to attract a class of viewers or a particular age group. The above forms of advertising are different means of persuasive communication intended to develop favorable attitudes toward the product in the potential customer, by creating awareness about the product, developing and conviction to purchase the product. The

information about the product given, transforms an otherwise neutral customers to an interested and convinced buyer.

The performance of business firms has been viewed variously. McCathy et al (1994) define the performance of a firm as 'systematic, explicit and documented process of measuring performance against the mission in all aspects of an institution'. Other circles perceive company performance in terms of its effectiveness. According to Parente (2013) a company performs well when it accomplishes its stated goals. On the other hand Svetlana (2014) say that the performance of a company is the extent to it effectively uses needed resources. Other experts in business bring in a human element when they are defining company performance. Parvin and Datta (2014) say that company performance is how effectively companies satisfy their dominant stakeholders' or strategic constituencies. The above views highlight two major constructs that constitute performance a business organization. They are the extent to which they effectively meet their business goals as well as the needs of their potential consumers. This study used the two constructs to define sales performance, the dependent variable. Hence, Sales performance includes was perceived as the extent to which a business firm accumulates revenue by meeting the needs of consumers. This specifically involved the company's market share, sales volume and profitability.

2.3 Print Media Advertising and Sales Performance

Newspapers, magazines and leaflets are very popular in marketing communication (Hackley, 2005). Reichert (2003) explains that magazines and newspapers advertising have utilized persuading sales messaging to increase the likelihood of customers buying product. Magazines and newspapers are effective because they communicate extra detailed information due to the

fact that audiences spend more time viewing the advertisements compared to TV (Neil, 2015). Magazines specifically offer the option of accepting marketers to present their messages using high quality imagery and can also provide touch and scent experiences. Given the fact that they emphasize brand image well, Kotler (2015) says that they persuade customers to buy more products. These forms of print media motivate customers to make an informed and quick buying decision, hence increase sales volume (Epsilon, 2006).

Newspapers and Magazine advertising also offer buyers with a basis of comparison with other companies' products, which increases the likelihood to make a decision to purchase a particular product (Robert, Edward & Betty, 2013). A recent study on the effect of African-American moms on brand loyalty showed that magazines sustained their willingness to pay more money for reputable national brands of babies' accessories. The Adverts in magazines made them feel more passionately engaged with the hopping experience and built a high quality perception of national brands. In a study by Pitts and Burke (2014) magazines and newspapers adverts for food in the Canada, Australia, USA and the Netherlands have been used to highlight the quality, taste, and convenience that differences exist. Studies by Strategic Direction (2002, 2004, and 2006) also show that this type of advertising is effective in building primary demand. It draws the attention of the customers to products attractiveness, quality and cost- effectiveness. By effectively describing products and services, newspapers and magazines correct false impressions among customers and potential clients. Print media advertising enables a company to tell a variety of brands that are intended, especially for clients (Bearden, Ingram & LaForge, 2004). Customers are able to know that an established brand is still around and it has certain characteristics, uses and benefits for them (Strategic Direction, 2006).

Iyer, Soberman and Villas-Boas (2005)'s study in France, found that print media advertising stimulates sales revenue by indicating to consumers that purchasing the company's products is a right decision (Barlow, 2002). This builds the image of the company and stimulates product demand (Kotler, 2010). Parente (2013) says that Print media advertising is effective in producing positive purchasing decisions among consumers because it persuades and educates consumers' acceptability on the product offerings. Strategic Direction (2006) add that by persuading clients to buy goods and services through drawing their interest on the products superiority, cost effectiveness, Print media advertising increases sales revenue and subsequently Sales Performance. A study by Parente (2013) done on manufacturing firms in the US found out that print advertising has a greater potential for building awareness on the availability of products and services which enabled obtaining a high market share.

The ability of print media advertising to lead to more profits than money spent on broadcast TV though more able to reach a bigger and diverse audience has motivated many large multinational companies to use this type of media advertising (Jason, 2015).

However, Hackley (2005) advises that print media advertising has to be used with caution due to the increasing popularity of social and broadcasting media. More people across the world are steadily replacing print media as a source of information by social and TV media. Ciadvertising (2007)'s study revealed that Print media is currently experiencing low efficiency levels due to the increased popularity of social and broadcasting media. A recent empirical investigation, using close to seven years of monthly data on over 250 brand packaged goods in the USA, found that company sales elasticity produced by print media advertising did not match the expenditure made on advertising (Steffi, 2014).

2.4 Billboard Advertising and Sales Performance

Billboards are currently being used by many institutions, organizations, companies and individuals to advertise their products, services and/or promotions to their target audience. A study by Strategic Direction (2006) showed that Billboard advertising is effective because it builds selective demand for a product and persuades consumers that they will get the best quality for their money. Hackley (2005) also adds that Billboard advertising highlights better the Products superiority and cost-effectiveness, aspects that are notable for increasing a customer's interest in the product. Hence, the customer is able to make quick decisions to accept sales calls and to purchase products immediately (Akanbi, Adeyeye & Tolulope, 2011).

Billboard adverts have also been found effective in increasing the image of the organization and the customers perception of the product or service being advertised. Strategic Direction (2006) adds that by influencing the way a product is perceived, billboard adverts offer opportunity to the organization to benefit from the results-driven ads that billboard can offer. A study by Parente (2013) done among services organizations in France showed that billboard advertisement is effective increased consumption of products and services through creation and reinforcement of brand image and brand loyalty. Barlow (2002) shows that in a number of manufacturing firms in the US, billboard advertisement has helped to maintain the customer propensity to buy products regularly communicating the value of products to customers. This has increased the sales performance of these companies. Iyer, Soberman and Villas-Boas (2005) did a study among companies that sale plumbing products and discovered that billboard advertising that provided consumers with information about different products motivated consumers to compare and choose between the products, which increased sale volume and competition. Competition

encourages companies to be more price and quality conscious so as to retain customers and clients (Parente, 2013).

Studies however, point out significant drawbacks on billboard advertising. Hackley (2005), in a study of factors that influence the effectiveness of billboards, found that recall positively predicted that effectiveness of this media. Parente's (2013) study showed why recall is enhanced by using fewer words or unusual executions. The key recall factors were brand differentiation, emphasis on product performance and inclusion of price. A study by Adam and Patricia (2007), also revealed that billboards that do not use a photograph, humor and color. This implies that for billboard advertising to be effective, strategic and executional factors have to be born into consideration related to the success of billboards, but little systematic investigation has been done in Uganda on the underlying factors that drive successful billboard advertising

Thus, use of a clever creative execution is one factor that has been hypothesized to correlate with effective billboard advertising. In a content analysis of billboards, (Barlow, 2002) examined creative principles associated with billboard advertising. Barlow (2002) listed three main principles of effective billboard advertising. They were product identification (billboard clearly identifies product or advertiser), simple message (single message communicated), and creative (use of clever phrases and/or illustrations). Ciadvertising, (2007) show that to deal with the large volume of advertisements shown, people engage in selective perception, which involves screening out advertisements that are less relevant to them . Selective Perception and Clutter, was also a key obstacle to advertising effectiveness. Parente (2013), reports that an average consumer is exposed to approximately one million marketing messages every year. To help manage this volume of information, consumers control their own information processing and

engage in selective perception, which leads to processing only a limited number of advertisements and ignoring many others.

Selective perception has been conceptualized as a four-part process consisting of selective exposure, attention, comprehension, and retention. In an advertising context, selective exposure refers to people limiting the communications they see and hear to those that conform to their preexisting ideas and attitudes (Ciadvertising, 2007). Selective attention refers to actually paying attention to the advertisement once exposed to it.

Hence, literature suggests that for a billboard to be effective in increasing sales performance, it must communicate a relevant message in a clear, interesting, and readable manner to the appropriate audience. It must also be at an appropriate location in order to be seen by the target audience. Therefore, a straightforward expectation is that message, format, and location are important factors associated with the effectiveness of billboard advertising. Relevant message factors include name identification and other information about the company or its products, the creativity of execution, and the integration of the billboard content with the company's other promotional messages. Format factors include the readability of the verbal message, the brevity and simplicity with which the message is presented, and support of the verbal message with effective visuals. Location involves the appropriateness of where the billboard is placed.

2.5 Broadcasting Advertising and Sales Performance

Broadcast advertising is the new kid on the block in the advertising circles of Africa (Sajuyigbe, Amusat & Oloyede, 2013). Despite the significant rise of online advertising as seen in the previous section, TV and radio advertising still attracts more than three times as much revenue

which suggests that the internet has affected print much worse than TV (White & Dawson, 2008). TV and Radio advertising have been (32% above average) have been found to drive sales performance of most companies in Europe and Asia by about 32% than other forms of advertising (Ling, 2008). The Harvard Business School (2013) argues that TV advertisement is even more effective than radio. It says that the sale volume elasticity in relation to advertising cost is .03. This implies that if a company doubles its TV advertising budget, it will yield a 3% lift in sales, when all other variables remain constant.

Television Advertising in most companies has been noted to results in the highest efficiency in delivering sales effects than radio. Jenkins (2012) notes that this because of its direct contribution and its indirect influence on other media. Strategic Direction (2006) indicates that TV's influence on the effectiveness of marketing communications throughout the purchase funnel was also found to increase the combined total sales impact by as much as 35%. In addition, businesses who sell digital media or products were often given the recommendation of adopting a higher level of television spending to help drive sales lifts and increase online activity. The findings of this study highlight the critical value of TV and its essential role in the marketing mix for most major brands, further amplified by other media due to TV's rich impact on consumer choice and opinion (Parente, 2013). Atkin and Rice (2001) also add that Television has massive effects on viewers. First, a great deal of money is spent on advertising, and big spenders are assumed to know what they are doing. Also people spend a deplorable percentage of their waking hours in front of television sets, presumably with proportional effects.

A number of people watch television at their leisure time. It is a medium where by the buyers pay special attention time. A number of surveys report average daily television viewing time as

high as five to six hours. Television offers the most possible creative adverts, it can show and inform many people about product or service, and actually demonstrate the advantages of ownership (Biocca, 2013). Since consumers see how it works and how it is packed up, every time they see it they will be psychologically reminded of their desire to have it. Television is one of the advertising medium that has always been popular for big retailers, because of lowered production costs and the ability to reach smaller market areas, its use by small and medium size businesses (Mike, 2016). A study done by Strategic Direction (2006) in services industry found out that broadcasting 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 broadcasting advertising is effective, it will lead to increase in volume of sales Mackay (2005).

Radio Advertising creates adequate awareness and high patronage which can result into increased sales volume of the company. Radio advertising is cost effective and radio is a good avenue for arriving at a particular audiences. However, poor product communication to the final consumers could give competitors an edge in terms of loyalty to brands (Sajuyigbe, Amusat & Oloyede, 2013). However, for broadcasting advertising to have a direct relationship with sales revenue, the entire market mix must be viewed by the customer as the right one (Barlow, 2002). Hence TV and radio advertising have the highest efficiency levels when compared with all classic advertising channels. However, this effect can be reduced when the company's campaign is not run at the same time as the competitors. Overall, classical advertising with a clear focus on TV clearly pays off and outperforms pure search-engine marketing with regards to generating new registrations. However, this only holds true until the point where the marginal utility, which

follows, starts to diminish. There was need to examine the extent to Roofings makes these considerations before using this form of advertising.

2.6 Summary and gaps synthesis

A great deal of research into relationship between sales response and advertising indicates that repeated messages and resulting consumer learning attracts a large group of consumers, and sales per unit increase rapidly. Literature points to advertising having diminished turns because demand has, to a large extent been satisfied. It is not yet clear whether the same state of affairs would happen even among Ugandan companies. In the western world, this response function has been found to exhibit decreasing returns as advertising expenditure is increased.

Literature has also indicated that for advertising to positively influence sales volume, companies need to understand and use advertising channels through which consumers experience brands. However, it is not clear whether this is the case for Roofings. There is been a tendency for Ugandan companies to merely use advertising media without focusing on whether their targeted audience actually use it and the extent to which it will boost their brand image. A study is needed to explore these issues. Literature also shows that media fragmentation is increasingly interlinked. A study was needed to establish how much of the brand picture companies can realistically control through each channel, since there are aspects which consumers design can build for themselves. Companies in Uganda have relied on collecting channel preferences information from customers to decide the media to use. However, literature has indicated this is not enough. There was need to establish the extent to which Roofings does collaboration between agency partners, before using a particular advertising media.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter presents the methodology of the study. The chapter includes the procedures and processes that were followed in conducting this research. In the first sections of the chapter, the study design, population of study, sampling techniques, data collection instruments and procedures are described and justified. In the last sections, the researcher explains data management and analysis techniques as well as ethical considerations.

3.1 Research Design

The study used a case study design, rooted in both the quantitative and qualitative paradigms. A mixture of qualitative and quantitative research approaches were adopted in the study. According to Saunders, Lewis and Thornhill (2009), the quantitative approach assumes that facts can be measured through a specific set of objective methods and the paradigm further believes there is a single apprehensive reality that can be known, categorized and measured. In line with these views, the research assumed that advertising and sales performance were real occurrences that could be measured using specific methods.

Quantitative approaches are used to measure and analyse causal relationships and differences in phenomena that are consistent across time and context (Ary & Razavieh, 2002). This was the intention of the study with regard to the variables under study. The study used a survey research

strategy because of the need to have factual quantitative information from a representative sample of a study population (Zikmund, 2010).

Beyond the quantitative approach, the qualitative approach was also used to obtain comprehensive information (Trochim, 2006) and interpret understanding of the variables basing on the experiences and perspectives of the respondents. The qualitative paradigm complemented the quantitative paradigm for purposes of clarification, elaboration and enhancement of the findings. Using the paradigm also enabled triangulation, thus making it possible for the researcher to compare the findings from both paradigms (Ary & Razavieh, 2002).

3.2 Study Population

The Roofings LTD (2018) records indicate that the company has a total of 60 employees; this includes 34 employees in the marketing and 26 employees in accounting departments in Lubowa. On the qualitative aspect, the study obtained rich contextualized understanding of the study constructs through collection of views from heads of the marketing and accounting departments. The department head and the deputy were selected.

3.3 Sample Techniques and Sampling Selection

The Krejcie and Morgan (1970) guide was used to determine the random sample while the non-random sample was determined using the method of data saturation. According to Trochim (2006), data saturation is when data is collected from the sample until no new information is being collected. The researcher then stops the process of data collection at that point and respondents from which data has been collected make the sample size (Ary & Razavieh, 2002). The selection procedure is summarised in the tables below.

Table 3.1: Sample Determination

Staff Category	Target Population	Sample Size	Actual Sample	Sampling Technique
Staff in marketing and accounting	60	52	48	Simple Random
Heads of Departments	4	4	3	Purposive
TOTAL	64	56	51	

Roofings LTD (2018). Human Resource Records

Krejcie and Morgan (1970) sample determination table

As indicated in table 3.1 above, the actual sample for employees was 48 while that of key informants was 3 respondents. This gave a total actual sample of 51 respondents.

3.4 Sampling Techniques and Procedure

The study used both random and non-random sampling techniques to select a spokesperson sample. Random sampling strategies give every individual in the population a chance to be part of the sample. This reduces bias and increases the representativeness of the sample. This agrees with Amin (2005), that non- random sampling strategies enable the researcher to select respondents who have the information. Stratified random sampling was used to select staff members. This method was used in order to give more respondents in the population a chance of being part of the sample. This technique increases representatives that enable collection of a cross section of data. Purposive sampling was used to select heads of departments. This sampling method was used for this sub sample in order to collect in-depth responses from respondent who are well informed about the research problem.

3.5 Data Collection Methods

Data was collected from primary and secondary sources. A survey was adopted because the study involved a large number of respondents. This involved the use of Self-Administered Questionnaires (SAQs). This method enabled the researcher to cover the respondents quickly and at reasonable cost (De Leeuw, Hox & Dillman, 2008, p. 154). The SAQ-based method was suitable for the sampled respondents because of their high proficiency in the language which was used in the SAQ, namely English. A structured self-administered questionnaire and key informant interviews (KIIs) were used to collect data.

3.5.1 Survey Questionnaire

As advised by Bush and Ortinau (2000, p. 27), the questionnaire had items derived from the study objectives and Likert scale responses. The respondents ticked the responses that best described corporate governance practices and their influence on the performance of their city.

3.5.2 Key Informant Interviews (KIIs)

In-depth KIIs were used to collect data from heads of departments. This method was preferred because it enables the collection of reliable, in-depth information. With the use of the interview guide, the researcher asked key informants individually questions derived from the study objectives. The key informants' responses were written down by a research assistant (Kvale & Brinkmann, 2009). The real opinions of the respondents on the research problem were sought. Using appropriate probing, the researcher sought detailed information that was relevant to the research questions (Amin, 2005).

3.6 Data Collection Instruments

3.6.1 Structured Questionnaire for Employees

The study used structured questionnaire to collect quantitative data from staff in the marketing and accounting departments. The researcher first gave a briefing to respondents and issued to them questionnaire to complete. As advised by Bush and Ortinau (2000), the questionnaire had items derived from the study objectives and their responses were classified into likert scale. The respondents had to tick the response that best describe the type of advertising commonly used and its influence on the sales performance of the company. The questionnaire had structured items; structured questions were used because they allowed the collection of specific data. Using questionnaires gave respondents some time to reflect on answers to avoid hasty responses (Mugenda and Mugenda, 1990). This contributed to accuracy of data collected. The questionnaire was divided into sections A, B and C.

Section A of the questionnaire measured the demographic variables of the respondents. The demographic variables measured included employee category, gender and organisational tenure. Section B measured the independent variable, i.e. advertising. Section C, on the other hand, measured sales performance. For all items in sections B and C the respondents had to respond on a five-point Likert scale on which numeral 1 represented 'strongly disagree' and 5 'strongly agree'.

3.6.2 Interview guide for Heads of departments

In-depth key informant interviews were used to collect data from heads of departments. This method is preferred because it enables collection of reliable, in-depth information. With the use of the interview guide, the researcher was able to ask key informants selected from questions derived from the study objectives. The key informants' responses were written down by a

research assistant (Kvale & Brinkmann, 2009; Mugenda & Mugenda, 1999). The real opinions of the respondents on the research problem were sought. Using appropriate probing, the researcher had to seek detailed information that is relevant to the research questions (Amin, 2005). Interviews allowed the researcher to target the respondents' real opinions on the research problem. The interview questions focused on the major themes of the study (Kvale & Brinkmann, 2009).

3.7 Data Quality Control

In order to collect reliable and valid data, the researcher ensured that credible instruments were used. Credible research instruments required were reliable and valid. Besides, they were easy to complete so that the respondents were motivated to provide honest responses. A pilot study was conducted to pre-test the validity and reliability of the instruments. This data was used to test the psychometric properties of the questionnaire. A pilot study was carried out to identify any ambiguities, misunderstanding or inadequacies (Amin, 2005). The psychometric properties of the instruments that were tested are described below.

3.7.1 Validity

For a study to be credible, it must have measurable objectives which can be validated. Validity refers to the extent to which an instrument measures what it claims to measure (Arya *et al*, 2002). In order to guarantee this, the face and content validity of the instrument was measured, the instruments were first pre-tested to ensure their face and content validity. The questions found vague were eliminated or rephrased. Any ambiguities, misunderstanding and inadequacies were eliminated as advised by (Amin, 2005). With regard to face validity, the words used in the instruments were made simple, clear and related to the research problem. All the sections of the questionnaires were rephrased to reflect the language used in the sales and marketing operations

of the company. With regard to content validity, the researcher ensured that the items on the main variables (independent and dependent variables) conformed to the study's conceptual framework (see Figure 2.1). The opinion of the supervisors on the relevance, wording and clarity of the items in the instruments was sought and there was validation of the instruments. The supervisors evaluated the instruments using the scale for which 1 = relevant, 2 = quite relevant, 3 = somehow relevant, and 4 = not relevant. A content validity test was used to establish the validity of the instruments. The content validity index was measured using the formula:

$$\text{Content Validity Index} = \frac{\text{Number of items declared Valid}}{\text{Total number of items}}$$

The results are presented in the table 3.2 below.

Table 3.2: Content Validity Index (CVI) of instruments

Evaluator	Questionnaire for employees	Interview guide for HODs
Supervisor 1	0.84	0.79
Supervisor 2	0.87	0.82
Average	0.86	0.81

Source: supervisors' ratings (2018)

The average content validity index for the questionnaire was 0.86 that of the interview guide was 0.81. As recommended by Arya *et al.* (2002) and Amin (2005), the CVIs for all the instruments were above 0.7, a value recommended for research instruments.

3.7.2 Reliability

Pre-test data was collected on the questionnaires and the procedure of data collection. This ensured that the questionnaire was reliable and that the participants would respond in accordance with the instructions. The pre-test phase also examined the best way to handle unanticipated problems and gauged how long the respondents would take to fill in the questionnaire. The pre-test sample included a total of 8 employees. Data was entered in the Statistical Package for Social Sciences (SPSS) and Cronbach's alpha coefficient test of reliability was calculated using the formula below:

$$\alpha = \frac{K}{K - 1} \left(1 - \frac{\sum_{i=1}^K \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

Where σ_X^2 is the variance of the observed total item scores, and $\sigma_{Y_i}^2$ is the variance of component i for the pilot sample.

Cronbach's alpha coefficient results were analysed and all sub scales of print media advertising ($\alpha = .802$), billboard advertising ($\alpha = .873$), broadcasting advertising ($\alpha = .817$), sales performance ($\alpha = .713$) were found to be above Cronbach's alpha value 0.70 as recommended by Ahuja (2005) and, therefore, considered satisfactory (see Table 3.3).

Table 3.3: Reliability Coefficients (Cronbach's alphas)

Variable	No. of items	Alphas (α)
Print Media Advertising	8	.802
Billboard Advertising	8	.873
Broadcasting Advertising	8	.817
Sales Performance	9	.713

Source: Pre-test data (2018)

3.8 Procedure of Data Collection

The research was carried out basing on the laws or regulations governing research. Permission to conduct the research was obtained from the relevant authorities, i.e., an introductory letter from the Dean Graduate School- Kyambogo University. The letter was addressed To Whom It May Concern, Roofings Uganda Limited. The researcher explained the purpose of the study and its benefits and requested for permission to sample respondents. Permission was granted and the researcher met respondents. With the help of heads of departments, the researcher assured respondents of the utmost confidentiality; that only data would used to draw conclusions to the study for academic purposes. Then data was collected from respondents. Interviews were conducted for two days while questionnaires were collected after one week.

3.9 Data Analysis

3.9.1 Quantitative Data Analysis

Given that statistical procedures were used to answer the research questions .Quantitative data analysis was done at different levels, namely univariate and bivariate. Data analysis at univariate level was based on percentages from the frequency tables and descriptive statistics, specifically the mean. The percentage of frequency of responses and the mean response rates for advertising and sales performance were calculated. At the bivariate level, simple linear regression analysis was used; the researcher examined the overall effect of the independent variables on the dependent variable. This indicated the specific contribution (deterministic relationship) of the independent variable to the dependent variable.

3.9.2 Regression Analysis

Regression analysis was done to establish the contribution of the independent variables to the dependent variable across the two variables. As recommended by Saunders *et al*; (2003) regression is the most practical way to calculate and show a specific influence of one variable on another(s). Therefore, simple and multiple regression analysis was used to show the effect of advertising practices on sales performance. The effect was estimated using simple regression line of; $Y = b_0 + b_1X_1 + b_2X_2 + \dots$; Where;

Y=Dependent Variable (Sales performance)

X=Explanatory Variables (advertising; print media, billboard, broadcasting)

b_1 = Slope of gradient (regression Coefficient)

b_0 = intercept (value of Y when X is Zero) (constant)

Linear regression was used because it focuses on the conditional probability distribution of one variable given another variable. Data was modeled using linear predictor functions to estimate unknown model parameters. According to Zikmund (2010), simple regression analysis is used to find the “best” fit that a straight line of this kind can give. Hence regression indicated the specific contribution (deterministic relationship) of the independent variable to the dependent variable. The quantitative responses given by each of the respondents in the sections that measured the independent and dependent variables were summed up to convert ordinal measurement into a continuous scale to make bivariate analysis possible. Higher scores on each of the two scales indicated higher levels of the variables in the sample.

3.9.3 Qualitative Data Analysis

Qualitative responses were analysed using thematic content analysis. Following the advice of Mugenda and Mugenda (2005), data was first coded into sub-themes and categorised into themes and used to give credence to qualitative findings. Using the procedure recommended by Trochim (2006), data was examined and classified under themes derived from the objectives. Clusters of text with similar meaning were presented together and analysed in relation to the study. The intensity and frequency with which certain ideas were mentioned were ascertained. The reasoning and meaning behind the ideas were established. This led to understanding the respondents' perceptions and beliefs regarding the research questions. The frequency of concepts showed the measure of direction or bias in data interpretation (Trochim, 2006).

3.10 Measurement of Variables

A five-point Likert scale was used to measure advertising and sales performance. Advertising was measured as (Print advertising, Billboard advertising and Broadcasting advertising). Each of the three independent variables was measured using 8 items. Each sub variable was measured as level of use of the method in advertising the company's steel products. Sales Performance was measured using 10 items. It was measured as increased wholesale orders, increased retailer orders, opening new outlets, brand awareness and brand image. For all the variables, responses were made on the five-point scale on which digit 1 represented 'strongly disagree' and 5 'strongly agree'.

3.11 Ethical Considerations

The issue of ethics is an important consideration in research that involves human subjects (Cooper & Schindler, 2010). Research ethics is appropriate behaviour of a researcher relative to the norms of society (Zikmund, 2010). This research considered ethical factors in a number of ways.

Participation in the research was voluntary, and research participants had the right to withdraw at any time of their choice. Therefore, before the study was carried out, the researcher sought the consent of respondents by explaining the purpose of the study to them and assuring them of their confidentiality. In addition to this, the researcher discussed the intended data collection period with the respondents before they were given questionnaires to complete as explained on page 35 section 3.6.1.

The respondents were adequately informed before the research commenced regarding how they would be treated throughout the research, how risks would be managed and what the benefits of participating in this study would be. The researcher allowed respondents adequate time to reflect on the information provided, and minimise coercion and undue effect.

3.12 Limitations of the Study

Although the research results make a great contribution to the body of knowledge, there are some limitations to their application. As the limitation of questionnaires and interviews, they were restricted by time and respondents' attitudes. Some respondents had a tendency to hide information to make them feel safer. This was more evident during the interviews sessions. However, the researcher assured them that data would only be used for research purposes and

would be treated confidentially. This motivated respondents them to provide more detailed information. Some respondents had missed the objectivity of the questions and had a tendency to answer in a wrong way, which made it more difficult to gain more useful information. However, respondents were encouraged to carefully respond to all items as the information would be used to improve their company's sales performance and probably their remuneration.

The data used in the study was cross-sectional and of a snapshot nature. A cross-sectional study examines a particular phenomenon at a particular time (Saunders, Lewis & Thornhill, 2009).

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF RESULTS

4.0 Introduction

This chapter presents the findings of the study that examined the effect of advertising on sales performance of Roofings Uganda Ltd. Information on the demographic characteristics of respondents is presented first. In the second part, analysis of the independent and dependent variables is done. In the last part, linear regression analysis is used to ascertain the extent to which the independent variables contributed to sales performance of the company performance.

4.1 Demographic Characteristics of Respondents

In the study, the researcher collected demographic information about respondents. This is presented, analysed and interpreted in the table below.

Table 4.1: Demographic information of respondents

Variable	Category	f	%
Gender	Male	32	66.7
	Female	16	33.3
Age	18 -26 years	17	35.5

Variable	Category	f	%
Gender	Male	32	66.7
	Female	16	33.3
	27-36 years	13	27.0
	37- 45 years	8	16.6
	46-54 years	6	12.6
	55 years and above	4	8.3
Department	Marketing	32	66.7
	Accounting	16	33.3
Work Tenure	Less than a year	6	12.6
	1-5 years	11	22.9
	5-10 years	23	47.9
	Over 10 years	8	16.6

n=48

Source: Primary data (2018)

4.1.1 Gender Distribution of Respondents

The respondents were asked to indicate their gender because the researcher wanted to make sure that the views of both male and female Roofings Ltd were adequately represented and, subsequently, to avoid differences in findings caused by gender. Through a structured questionnaire, the views of both males and females were collected. According to information presented in table 4.1 above, majority of the respondents in this study were male represented by

66.7% of the total number of respondents compared to their female counterparts who only constituted 33.3%. This was because the Roofings Ltd had more male employers than females. It therefore implies that though the findings of the study were more from the male perspective, both gender opinions were considered objectively to suit the intent of the study on advertising and sales performance.

4.1.2 Age Category of Respondents

The respondents also indicated their age category. This was done to ensure that the respondents were mature enough to understand research questions so as to provide reliable responses. The information in the table 4.1 shows that the majority of respondents in this study were in age bracket of 18-26 years represented by 35.5 % of the total number of respondents, followed by 27.0 % who were age bracket of 27-36 years then by 16.6% who were aged 37-45 years and 12.6% aged 46-54 years and the minority was 8.3% who were aged 55 years and above. This implies that majority of the respondents were in their productive age bracket within the information age, eager to indulge in advertising activities and exploit available opportunities in the market.

4.1.3 Department Where Respondents Work

The respondents also indicated the departments where they work. This was done to ensure that the respondents who had accurate information on advertising and sales performance were targeted. The findings in Table 4.1 show that majority (66.7 %) of respondents, were in the marketing department and the rest (33.3%) were in the accounting. This implies that respondents

were selected from department that had reliable information on advertising and its effect on sales performance.

4.1.4 Work Tenure of Respondents

The respondents also indicated the number of years they have worked in the company. This was done to ascertain the extent to which respondents understand the status of advertising and sales performance of Roofings Ltd. The information in the table 4.1 shows that the majority (47.9 %) of respondents had worked in the company for 5-10 years, followed by 22.9 % who had worked in the company for 1-5 years, then followed by 16.6% who had worked for over 10 years and finally by 12.6% who had worked for less than a year. This finding shows that the majority of respondents had worked with Roofings Ltd long enough and had a good picture of its advertising behavior and sales performance.

4.2 The Effect of Print Media Advertising on Sales Performance

The first objective of the study was to analyse the effect of print media advertising on sales performance at Roofings Uganda Ltd. To achieve this objective, employees through the questionnaire and key informants through interviews indicated the status of print media advertising as indicated in the table below.

4.2.1 Status of Print Media Advertising

To establish the status of print media advertising at Roofings, respondents indicated their level of agreement and disagreement to 8 statements on forms of print media used to advertise by the company. Statements, on which respondents agreed, were indicative of the form of print media

that is perceived as contributing most to the company's sales. The findings are presented in the table 4.2 below.

Table 4.2: Mean responses, SD and Ratings on Status of Print Media Advertising

Print Media Advertising	Mean response	SD	Overall rating
I believe newspaper adverts have enabled Roofings clients to understand more of our brands	3.0	1.9	Undecided
Roofings sales increased due to issuing or distribution of brochures in the market	4.1	.87	Agree
I'm aware that clients who purchase Roofings products read its sales magazines often	3.1	1.1	Undecided
I believe more of our commodities are purchased by customers with our leaflets	3.0	1.09	Undecided
Roofings printed advertising media aids in boosting market share as well as sales volume	2.1	1.37	Disagree
Roofings has registered high costs of print media for its products which does not tally the sales performance	4.2	1.45	Agree
Visibility of Roofings marketing team in company T-shirts promote more sales	2.0	1.23	Disagree
I am happy to note that all brands are known and purchased	2.1	1.21	Disagree
Overall average values	2.95	1.28	

n=48

Note: The mean response and S.D was based on the evaluation made by respondents on a five point likert scale of 1 to 5, where 1=strongly disagree and 5=strongly agree.

Source: Primary data (2018)

The findings in Table 4.2 above show that respondents generally agreed that Roofings sales have increased due to distribution of brochures in the market (mean response=4.1, sd=0.87) and Roofings has registered high costs of print media for its products which does not tally the sales performance (mean response=4.2, sd=1.45). However, respondents were undecided on the six other aspects that were evaluated. Respondents were undecided on whether newspaper adverts have enabled Roofings clients to understand more of the company's brands (mean response=3.0, sd=1.9). This result does not differ from the data obtained using interviews. On this issues the assistant manager noted:

Despite the fact that we spend more money on newspaper adverts and magazines, their effective in increasing sales volume has remained insignificant. He further lamented "that the use of print media to provide more information to a larger population which is much easier to keep and refer to has not made a significant contribution to sales performance of the company and so is not a preferred methods for influencing purchase behavior. The senior accounts assistant added that "print media has been generally ineffective in enhancing sales volume and brand awareness.

Respondents were also undecided on whether clients who purchase Roofings products read its sales magazines often (mean response=3.1, sd= 1.1) and commodities are purchased by customers with our leaflets (mean response= 3.0, sd= 1.09). This finding is similar to the interview results from the assistant marketing manager on the kind of print media advertising used by Roofings Ltd:

Leaflets are normally distributed out during exhibitions to make products known to a bigger population. He added that though leaflets are issued out to the general public, roofing database shows that the company has a high reach out to intending clients but these have never purchased the products.

Respondents further disagreed that Roofings printed advertising media aids in boosting market share as well as sales volume (mean response= 2.1, sd= 1.37), the visibility of Roofings marketing team in company T-shirts promotes more sales (mean response= 2.1, sd= 1.23) and

that all brands are known and purchased (mean response= 2.1, sd= 1.21). Further showing the advantage of leaflets, the assistant marketing manager intimated that:

We get more customers and increased sales when we make exhibitions and distribute our leaflets to potential customers.

A senior accounts officer notes that despite the fact that they spend more money on newspaper adverts, cheaper leaflets have been more effective in increasing sales volume. This is due to the fact that:

Leaflets provide more pointed information and are easier to keep and refer to.

These findings show that meeting potential customers and giving them leaflets is what has contributed most to the sales of Roofings. Newspaper adverts have not made a significant contribution.

4.2.2 Regression Analysis

Simple linear regression analysis was used to determine the contribution of print media advertising on sales performance. Scores on Print Media Advertising (mean=25.1, SD= 3.9) were regressed with scores on Sales Performance of Roofings Uganda Ltd (mean=35.6, SD= 2.4).

Simple Regression Results of Print Media Advertising vs. Sales Performance

Table 4.3a: Regression Model Summary showing the effect of Print Media Advertising and Sales Performance

Model R	R Square	Adjusted SquareR	Std. Error of the Estimate
.034 ^a	.116	.114	.151

a. Predictors: (Constant), Print Media Advertising

Table 4.3b: ANOVA showing the effect of Print Media Advertising and Sales Performance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.176	4	.044	121.3	.01 ^a
Residual	.625	44	.014		
Total	.801	48			

- a. Predictors: (Constant), Print Media Advertising
b. Dependent Variable: Sales Performance

Table 4.3c: Shows Coefficients the effect of Print Media Advertising and Sales Performance

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.210	.425		.193	.848
Print Media advertising	-.126	.110	.191	-1.14	.257

n=48, * P<0.05

****Values significant at 0.05 level (2-tailed)***

a. Predictors: (Constant), Print Media Advertising

b. Dependent Variable: Sales Performance

The findings in the table 4.3b above show that the model fits well the data with F value of 121.3 which is statistically significant at $P<0.05$. The adjusted R^2 in table 4.3a, results show that print media explain 11.4 % of the variations in sales performance, which is a reasonable level of influence. The adjusted regression coefficient in table 4.3c above indicates a unit increase in print media advertising would result into a 19 % ($\beta=.19$) variation in sales performance. This finding shows that Sales Performance of Roofings Uganda Ltd is dependent on print media

advertising. This means increasing billboard advertising results into a positive effect on sales performance.

4.3 The Effect of Billboard Advertising on Sales Performance

The second objective of the study was to determine the effect of billboard advertising on sales performance of Roofings Uganda Ltd. To achieve this objective, respondents through the questionnaire and key informant interviews indicated the status of billboard advertising. Simple linear regression was used to ascertain the effect of billboard advertising on sales performance.

4.3.1 Status of Billboard Advertising

To establish the status of billboard advertising, respondents indicated their level of agreement and disagreement to 8 statements on forms of billboard advertising used in the company. Statement on which respondents agreed, were indicative of the form of billboards that is perceived as contributing most to the company's sales. The findings are presented in the table 4.4 below.

Table 4.4: Mean responses, SD and Ratings on Status of Billboard Advertising

Billboard Advertising	Mean response	Sd	Overall rating
Classic Billboards have been influential in persuading potential customers about the quality of our products	2.9	1.4	Undecided
Billboards have enable my organization to show the superiority of our products	2.0	1.2	Disagree
Electronic Billboards advertising has enhanced the attractiveness of products to our customers	3.0	1.31	Undecided

Billboard advertisements clearly indicate the cost effectiveness of our products	2.1	1.0	Disagree
I believe billboard adverts have enabled Roofings to provide more information to clients who buy a variety of our products	3.0	1.23	Strongly disagree
Electronic Billboards advertising has enable Roofings to gain a large market share	2.0	1.5	Disagree
Roofings classic billboards help in increasing its sales volume	1.4	1.7	Undecided
Roofings has a large number of customers because of mobile billboard advertising	4.1	1.21	Agree
Overage Average values	2.56	1.32	

n=48

Note: The mean response and S.D was based on the evaluation made by respondents on a five point likert scale of 1 to 5, where 1=strongly disagree and 5=strongly agree.

Source: Primary data (2018)

The findings in the Table 4.4 above show that billboards have not contributed significantly to sales volume and market share of Roofings Uganda LTD. Respondents strongly disagreed that billboard adverts have enabled Roofings to provide more information to clients who buy a variety of their products (mean response= 3.0, sd=1.23). Respondents also disagreed that Billboards have enable my organization to show the superiority of their products (mean response= 2.0, sd= 1.2), Billboard advertisements clearly indicate the cost effectiveness of our products (mean response= 2.1, sd=1.0), electronic billboards advertising has enabled Roofings to gain a large market share (mean response= 2.0, sd=1.5). Respondents were undecided on whether, electronic billboards advertising has enhanced the attractiveness of products to our customers (mean response= 3.0, sd=1.31), Classic billboards have been influential in persuading potential customers about the quality of the company products (mean response= 2.9, sd=1.4) and

Roofings classic billboards help in increasing its sales volume (mean response= 1.4, sd=1.7). Interview results carried out with the assistant manager and the senior marketing officer conform to the above quantitative data as presented below;

During interviews with key informants held on 5th August 2018, confirmed the quantitative findings above where 75% of the key informants revealed that the contribution from using billboards mode of advertising was insignificant. The Key informants indicated that Roofings makes use of billboard advertising their products but the population reached out through this mode do not increase their purchase intention.

Similarly another interviewee lamented that:

Billboards are very expensive yet their effect on sales performance is not easily discernable due to low clients reach out.

Respondents only agreed to Roofings having a large number of customers because of mobile billboard advertising (mean response= 4.1, sd=1.21).

4.3.2 Regression Analysis

Simple linear regression analysis was used to determine the contribution of print media advertising on sales performance. Scores on billboard advertising (mean= 23.3, SD= 4.7) were regressed with scores on Sales Performance (mean=35.6, SD= 2.4).

Simple Regression results of Billboard Advertising vs. Sales Performance

Table 4.5a: Regression Model Summary showing the effect of Billboard Advertising and Sales Performance

Model R	R Square	Adjusted Square	R	Std. Error of the Estimate
.0.23 ^a	.052	.050		.02

**Values significant at 0.05 level (2-tailed).*

Table 4.5b: ANOVA showing the effect of Billboard Advertising and Sales Performance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.3	1	91.3	91.3	.002*
	Residual	45.05	47	.958		
	Total	136.35	48			

a Predictors: (Constant), Billboard Advertising

b Dependent Variable: Sales Performance

Table 4.5c: Shows Coefficients of the effect of Billboard Advertising and Sales Performance

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
1 (Constant)	1.419	.174		8.154	.000
Billboard Advertising	.57	.056	.23	12.994	.000

a Dependent Variable: Sales Performance

Source: Primary data (2018)

The findings in the table 4.5b above shows that the model fits well the data with F value of 91.3 which is statistically significant at $P < 0.05$. The adjusted R^2 in table 4.5a, results show that billboard advertising explains 5 % of the variations in sales performance. The adjusted regression coefficient in table 4.5c above indicated that a unit increase in billboard advertising increases sales performance by about 23% ($\beta = .23$). This means increasing billboard advertising results into a positive effect on sales performance.

4.4 The Effect of Broadcasting Advertising on Sales Performance

The last objective of the study was to assess the effect of broadcasting advertising on sales performance of Roofings Uganda Ltd. To achieve this objective, respondents through the questionnaire and key informant interviews indicated the status of broadcasting advertising.

4.4.1 Status of Broadcasting Advertising

To establish the status of broadcasting advertising, respondents indicated their level of agreement and disagreement to 8 statements on forms of broadcasting advertising used by the company. Statement on which respondents agreed, were indicative of the form of broadcasting that is perceived as contributing most to the company's sales. The findings are presented in the table 4.6 below.

Table 4.6: Mean responses, SD and Ratings on Status of Broadcasting Advertising

Broadcasting advertising	Mean response	Sd	Overall rating
I believe more of our products are purchased by customers because of radio broadcasting	3.0	1.4	Undecided

TV advertisements have been effective in increasing the number of our whole-sellers	4.2	1.3	Agree
Radio advertisements have enabled Roofings to increase its sales volume, because radio is easily accessible throughout the day	3.1	1.1	Undecided
Using TV adverts has enabled Roofings to have a larger market share because of its brand image	4.0	1.0	Agree
Roofings sales increase because of radio adverts	3.1	1.2	Undecided
Using TV advertising has enabled Roofings to increase the demand of its products	4.5	1.45	Strongly agree
I believe radio adverts have enabled Roofings increase on its profit margins	3.2	1.2	Undecided
TV advertisements have been effective in attracting more customers to our products	4.1	1.21	Agree
Overall average mean	3.65	1.23	

n=48

Note: The mean response and S.D was based on the evaluation made by respondents on a five point likert scale of 1 to 5, where 1=strongly disagree and 5=strongly agree.

Source: Primary data (2018)

The findings above show that TV advertising has a positive impact on the sales volume and market share of Roofings. Respondents strongly agreed that Using TV advertising has enabled Roofings to increase the demand of its products (mean response= 4.5, sd=1.45). Respondents agreed that TV advertisements have been effective in increasing the number of our whole-sellers (mean response= 4.2, sd=1.3), using TV adverts has enabled Roofings to have a larger market share because of its brand image (mean response= 4.0, sd=1.0) and TV advertisements have been effective in attracting more customers to our products (mean response= 4.1, sd=1.21). The key

informants were interviewed to examine the extent to which they use broadcasting advertising, the types used and their contribution to sales performance of the company. Key informant interviews indicated that Roofings has placed more emphasis on TV advertising due to the fact that most of their clients are more attracted to it:

The assistant marketing manager intimated that: we have got more customers from TV adverts than any other form of advertising. TV adverts do reach out to the entire population and mostly income earners. This allows clients to make choice of the quality of the material and view variety without moving to the factory, which influences purchase decisions.

Respondents were undecided on whether more of the company's products are purchased by customers because of radio broadcasting (mean response= 3.0, sd=1.4) and radio advertisements have enabled Roofings to increase its sales volume, because radio is easily accessible throughout the day (mean response= 3.1, sd=1.1). This result corresponds to interview results from the key informants who agreed that:

Radio adverts do not target the would be potential buyers. Hence this made Roofings to obtain less sales while using radio advert.

Respondents were also undecided on whether Roofings sales increase because of radio adverts (mean response= 3.1, sd=1.2) and radio adverts have enabled Roofings increase on its profit margins (mean response= 3.2, sd=1.2). A senior accounts officer intimated on this issues:

We are willing even to spend more on TV advertising than Radio because TV targets more serious customers and it has a better impact on our sales.

These findings show that TV advertising has made more contribution to sales performance than radio advertising.

4.4.2 Regression Analysis on Broadcasting Advertising and Sales Performance

In the same way, Simple linear regression analysis was used to determine the contribution of broadcasting advertising on sales performance. Scores on Broadcasting advertising (mean= 31.2, SD= 3.0), were regressed with scores on Sales Performance (mean=35.6, SD= 2.4).

Simple Regression results of Broadcasting Advertising vs. Sales Performance

Table 4.7a: Regression Model Summary showing the effect of Broadcasting Advertising and Sales Performance

Model R	R Square	Adjusted Square R	Std. Error of the Estimate
.042 ^a	.176	.174	.164

a. Predictors: (Constant), Broadcasting Advertising

b. Dependent Variable: Sales Performance

****Values significant at 0.05 level (2-tailed)***

Source: Primary data (2018)

Table 4.7b: ANOVA showing the effect of Broadcasting Advertising and Sales Performance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.260	4	.065	331.4	.001 ^a
Residual	.541	26	.012		
Total	.801	30			

Table 4.7c: Shows Coefficients of the effect of Broadcasting Advertising and Sales Performance

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.488	.410		1.190	.240
	Broadcasting advertising	1.23	.107	.473	.911	.006

a. Predictors: (Constant), Broadcasting Advertising

b. Dependent Variable: Sales Performance

The findings in the table 4.7b above show that the model fits well the data with F value of 331.4 which is statistically significant at $P < 0.05$. The adjusted R^2 in table 4.7c results show that this form of advertising explained 17.4 % of the variations in sales performance. The adjusted regression coefficient in table 4.7c above indicated that a unit change in broadcasting advertising resulted into 47 % ($\beta = .47$) variation in sales performance. This means increasing broadcasting advertising results into a positive effect on sales performance.

4.5 Simultaneous contribution of Advertising on Sales Performance of Roofings Uganda Ltd

Finally, the researcher investigated the combined contribution of the three aspects of advertising on the Sales Performance of Roofings Uganda Ltd. To achieve this aim, a multiple regression test was run. The three independent variables print media, billboard and broadcasting advertising, were regressed with Sales Performance of Roofings Uganda Ltd. The table 4.8 below shows this effect.

Table 4.8: Overall effect of Advertising on Sales Performance of Roofing Uganda Ltd

Model	Unstandardised coefficients		Beta	Sig.
	B	Std. error		
1 (constant)	4.123	6.123		.000
Print Media	.410	.122	.511	.031
Billboard	.169	.221	.312	.028
Broadcasting	.367	.146	.413	.042

Dependent variable: Sales Performance of Roofings Ltd; F = 154.12; R square adjusted = 31.2%

The findings in the table 4.8 above show that the model fits well the data with F value of 154.12 which is statistically significant at $P < 0.05$. In addition, the adjusted R^2 showed that the three independent variables (print media, billboard and broadcasting advertising) explained 31.2 % of the variations in sales performance of roofings, which is a significant level of influence at 0.05 level of significance. The prediction equation is, Sales performance = $B_0 + \beta_1$ print media advertising (P) + β_2 billboard advertising (B) + β_3 broadcasting advertising (Br), which results into $Y = 4.123 + 0.410 P + 0.169 B + 0.367 Br$. Results in table 4.8 above would increase sales performance by 51%, 31% and 41% respectively.

4.6 Government Policy, advertising and sales performance of Roofings LTD

In the conceptual frame work, the researcher had anticipated that government policy would moderate the effect between advertising and sales performance of sales performance of Roofings LTD. The kind of messages allowed by government laws and the amount of the advertising budget in relation to the investment in actual production had been perceived as lowering the contribution of advertising on

sales performance. This effect was measured qualitatively using key informant interviews. The key informants indicate that that current government guidelines on the nature of advertising message allowed is so liberal that it does not affect the contribution of advertising on sales performance. It was also discovered that there are not restrictions by government on how much money companies are supposed to inject into advertising. Therefore, government policy did not have a significant effect on the contribution of advertising on sales performance.

CHAPTER FIVE

SUMMARY, DISCUSSION, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter presents the summary of the study findings based on the respective research objectives, discussion, conclusions are drawn, and recommendations as well as areas for further research.

5.1 Summary of findings

5.1.1 The Effect of Print Media Advertising on Sales Performance

The study established how effective advertising helped Roofings Ltd to attain high sales of its products over all the other media form. Based on the results print advertising plays a necessary role in the advertising mix for a myriad of marketing situations.

Roofings advertised using newspapers that included Newvision, Daily Monitor, The observer; magazines included UMA trade show magazines and leaflets. These print media proved to offer information in form of campaign, delivering an acceptable, descriptions and varieties of brands needed, especially for clients. Customers were able to establish brand certain characteristics, uses as well as benefits for each product. However, Roofings Ltd did not understand the media consumption activities of their clients. Pint media did not help Roofings to target audiences to buy high volumes as expect. Print media were utilized by mostly the none targeted audience and

those who viewed the products did not have their purchase abilities and behaviour stimulated to increase the need for Roofings products.

5.1.2 The Effect of Billboard Advertising on Sales Performance

Based on the discussion of findings Roofings was able to provide clear image of the products that catches/attracts customer attention using Billboards. The sheets were able to be viewed in different colours such as; Black, Chocolate Brown, Brick Red, Maroon, Tile Red, Harvest Gold and Super Green for both glossy and wrinkle finish. Billboard advertising highlights better the Products superiority and cost-effectiveness, aspects that are notable for increasing a customer's interest in the product. However, the billboards were fixed in fewer places and fewer people viewed them and basically majority of the people who viewed billboards did not express interest in purchasing the company products.

5.1.3 The Effect of Broadcasting Advertising on Sales Performance

Radio and television advertisements were motivating and capable of driving arousal among listeners and viewers. Radio advertisements created appealing messages which generated emotions among clients and derived new customers purchase interest. Attractive and emotional broadcasting advertisements derived faster recall and recognition of the company products and brands. Results also indicated that broadcasting advertisements penetrated the market faster and influenced a positive effect on listeners towards determining choices and buying probabilities. Radio advertisements were more appealing because they add value to entertainment programs by disseminating the information on new stock based sales promotions. The effect of price based TV and radio advertisements highly stimulated innovated Roofings materials with new choice

probabilities and built favorable consumer attitude toward the purchase of products on promotion.

5.2 Discussion of the major Findings

The study findings presented were based on the three research questions in chapter one. These findings are discussed using objective by objective approach.

5.2.1 The Effect of Print Media Advertising on Sales Performance

The first objective of the study was to determine the effect of print media advertising on sales performance of Roofings Uganda LTD. The findings revealed that there was a positive association between print media advertising and sales performance of Roofings. This implies that a unit change in print media advertising led to an increase in sales performance of the company. Roofings Uganda Ltd advertised its products in Ugandan Newspapers such as, The New Vision, The Daily Monitor, Red Pepper and Bukedde. The contents contained in the Print media adverts included the types of products availed with the company. These were: The Roofings Super V and Super VI Roof Sheets are suitable for commercial structures such as shopping malls, factories and general industrial buildings. They can further be utilized for the construction of structures such as canopies for fuel stations, entertainment centers, bodies for commercial vehicles and composite flooring; supertiles with a new texture finish. Roofings has introduced new and superior roof profiles in their product range: in addition to our well known glossy finish, The Roofings Wrinkle Finish in Super Tile and Eco Tile. The finding corresponds to results of Robert, Edward & Betty (2013) who revealed that Newspapers and Magazine advertising also offer buyers with a basis of comparison with other companies' products, which increases the likelihood to make a decision to purchase a particular product. The finding is also

synonymous to earlier findings such as Bearden, Ingram and LaForge (2004) who established that by effectively describing products and services, newspapers and magazines correct false impressions among customers and potential clients. Print media advertising enables a company to tell a variety of brands that are intended, especially for clients. Customers are able to know that an established brand is still around and it has certain characteristics, uses and benefits for them.

The other forms of print media that Roofings uses to advertise its products included Uganda magazines but specifically Uganda Manufacturers Association (UMA) magazine. The study finally established that leaflets and brochures were also distributed to clients purchase products directly from the head office. UMA magazines are normally sold during annual trade fairs organized by Uganda Manufacturers Association. Through these shows Roofings is able to make their products more known and marketable to both clients and target population. The finding is supported by Kotler (2015) who earlier established that Magazines specifically offer the option of accepting marketers to present their messages using high quality imagery and can also provide touch and scent experiences. Similarly the finding is in agreement with Epsilon, (2006) who stated that given the fact that they emphasize brand image well, magazines persuade customers to buy more products. These forms of print media motivate customers to make an informed and quick buying decision, hence increase sales volume at Lubowa and other Roofings retail and wholesale centres across the country.

Eco tile new unique roof tiles can be utilized for Residential & Commercial Purposes as may be required by construction companies. The sheets are available in the following colours; Black, Chocolate Brown, Brick Red, Maroon, Tile Red, Harvest Gold and Super Green for both glossy

and wrinkle finish; The Roofings Wrinkle Finish in Super Tile and Eco Tile. These new unique roof tiles can be utilized for Residential & Commercial Purposes as may be required by construction companies. Among other products innovated at the factory. From the results, it was revealed that print media adverts helped to increase awareness of the new and existing products but mainly to categories of clients who had already built. Print media are mainly used by few people and do not cover the entire population. And above all this does not target they would be clients. Hence print media moderately influenced purchase abilities and behavior and thus moderately affected sales performance of roofing Uganda Ltd.

Print media advertising is effective in producing positive purchasing decisions among consumers because it persuades and educates consumers' acceptability on the product offering. Roofings Group is a leading manufacturer of steel and plastic building materials within East Africa. This is partly due to the fact leaflets allow one to one contact with the marketing staff, and potential customers are able to get satisfying answers to questions on products, especially through exhibitions. This finding agrees with Strategic Direction (2006) that shows that leaflets have a better potential in building primary demand. This is due to the fact that leaflets provide more pointed information and are easier to keep and refer to. Generally, leaflets do (Iyer *et al*, 2005, Bearden, Ingram and LaForge 2004) also give another advantage of Leaflets. They reported that leaflets enable a company to tell a variety of brands that are intended, especially for clients and potential customers are able to know that an established brand is still around and it has certain characteristics, uses and benefits for them. This implies that the steel manufacturing company should place more emphasis on using leaflets to persuading clients to buy goods and services, since they are more effective in drawing their interest to the products superiority, cost effectiveness, which increases sales revenue.

5.2.2 The Effect of Billboard Advertising on Sales Performance

Based on the study findings presented in chapter four, billboard advertising insignificantly and positively affected sales performance of Roofings Uganda. A unit change in billboard advertising produced an increase in sales performance of Roofings Ltd. This implies that provision of billboard advertisement for Roofings products enhance sales performance. The contribution to sales volume was low because billboard advertising for steel and plastic products was mainly based in city centers. However, putting up classic as well as digital billboards was costly as this could not necessarily influence purchase behaviour of the viewers. The finding is complementary to a study by Adam and Patricia (2007) who revealed that billboards that do not use a photograph, humor and color. Billboard advertising to be effective, strategic and executional factors have to be born into consideration related to the success of billboards, but little systematic investigation has been done by Roofings on the underlying factors that drive successful billboard advertising. The findings also indicated that Roofings was able to provide clear image of the products that catches/attracts customer attention. The sheets were able to be viewed in different colours such as; Black, Chocolate Brown, Brick Red, Maroon, Tile Red, Harvest Gold and Super Green for both glossy and wrinkle finish. Billboard advertising highlights better the Products superiority and cost-effectiveness, aspects that are notable for increasing a customer's interest in the product. The finding is in agreement with Akanbi, Adeyeye and Tolulope, 2011 who found out that customers are able to make quick decisions to accept sales calls and to purchase products immediately. Although this entices viewers but responses indicated that less than 1% of the clients accepted purchasing the company products through bill board advertising.

5.2.3 The Effect of Broadcasting Advertising on Sales Performance

The study findings revealed that there was a positive influence between broadcasting advertising and sales performance of Roofings. This implies that a unit change in broadcasting advertising led to an increase in sales performance of the company. Roofings Uganda Ltd advertises its products on televisions such as NTV, NBS, Bukedde, UBC, TOP and Spark on monthly basis. This kind of advertisements. Television offers the most possible creative adverts, it can show and inform many people about product or service, and actually demonstrate the advantages of ownership (Biocca, 2013). Radio and television advertisements were motivating and capable of driving arousal among listeners and viewers. Radio advertisements created appealing messages which generated emotions among clients and derived new customers purchase interest. Attractive and emotional broadcasting advertisements derived faster recall and recognition of the company products and brands. Results also indicated that broadcasting advertisements penetrated the market faster and influenced a positive effect on listeners towards determining choices and buying probabilities. The study findings is in agreement with (White and Dawson, 2008) who say that TV and radio advertising still attracts more than three times as much revenue which suggests that the internet has affected print much worse than TV.

Radio advertisements were more appealing because they add value to entertainment programs by disseminating the information on new stock based sales promotions. The effect of price based TV and radio advertisements highly stimulated innovated Roofings materials with new choice probabilities and built favorable consumer attitude toward the purchase of products on promotion. Parente, (2013) agrees with the study findings that critical value of TV and its

essential role in the marketing mix for most major brands, further amplified by other media due to TV's rich impact on consumer choice and opinion.

This fact introduces the advertised company to many potential customers. TV advertising has taken over radio because of its effectiveness in persuading clients to buy goods and services. This finding agrees with Parente (2004) who points out that TVs draw peoples' interest on the products superiority, cost effectiveness and hence they get motivated to buy. In addition, TVs effectively maintain customers' desire in the products by reminding them of their quality (Kotler & Armstrong, 2010). Due to its visual effect, Akanbi, Adeyeye and Tolulope (2011) argues that TV advertising increases brand awareness and image, which subsequently lead to increased sales volume. Roofings has had more sales orders from TV adverts which has increased her profitability. Hence the findings agree with Ciadvertising, (2007) which shows that TV advertising had higher efficiency levels when compared with all classic advertising channels. TV advertising campaigns strongly affect the success of all players in the market. Therefore, classical advertising with a clear focus on TV clearly pays off and outperforms other advertising media when the potential market is more visual (Harvard Business School, 2013).

The most memorable advertisements among radio listeners have been those that evoked the most positive feelings and were the best understood. However, need to acquire product significantly affect a person's interpretation and emotional experience of a commercial (Mai and Schoeller, 2009). The study findings is in agreement with Chaudhury and Watt, 1995). Listening to radio while travelling either by public or personal transport in metropolitans has become a way of life which is not only used as a relaxing tool but also as a source to seek current information and track events. Certain advertising attributes of radio commercials trigger emotional responses and advertisements stimulate audiences in a pleasurable way. Most radio

commercials address retailing campaigns that elicit an emotional response, especially happiness among consumers.

Similarly, the study findings agree with Volle (2001) who revealed that consumer products companies use radio for campaigns more than television, as precision and effectiveness of message is possible by more meticulously targeted radio advertisements than broadcast over the visual media (Overby and Barth, 2006). In developing countries the radio advertisements enhance the pleasure of entertainment as well as serve as source of current market information. It is observed that short-term effect of radio advertisement towards store-level promotions and store choice is significant, though choice is mainly driven by loyalty. Broadcast of advertisements on radio are generally loud, compressed and often music suppresses the contents of the message. Thus, radio advertisements sometime fail to generate shopping arousal among listeners.

5.3 Conclusions

Print media advertising is effective in producing positive purchasing decisions among consumers because it persuades and educates consumers' acceptability on the product offering. Roofings Group is a leading manufacturer of steel and plastic building materials within East Africa. This is partly due to the fact leaflets allow one to one contact with the marketing staff, and potential customers are able to get satisfying answers to questions on products, especially through exhibitions.

Based on the study findings presented in chapter four, billboard advertising had insignificant and positively effect on sales performance of Roofings Uganda. The contribution to sales volume

was low because billboard advertising for steel and plastic products was mainly based in city centers. However, putting up classic as well as digital billboards was costly as this could not necessarily influence purchase behaviour of the viewers.

The study findings revealed that there was a positive influence between broadcasting advertising and sales performance of Roofings. The effect of price based TV and radio advertisements highly stimulated innovated Roofings materials with new choice probabilities and built favorable consumer attitude toward the purchase of products on promotion. TV advertising increases brand awareness and image, which subsequently lead to increased sales volume. Roofings has had more sales orders from TV adverts which has increased her profitability.

5.5 Recommendations

In view of the findings, the following recommends are made;

5.5.1 The Effect of Print Media Advertising on Sales Performance

Roofings needs to utilise Print media loyal readership to target a particular geographical area to understand the media consumption activities of their clients' in the targeted audiences so as to be able to deliver the results expected for a realization of a systematic measurement of sales performance results.

Roofings manufacturing company needs to strengthen the use of leaflets advertisements as a main form of print media advertising by increasing its frequency.

There is need for Newspapers companies to improve or adopt the features of leaflets by having better colorful descriptions of products, with pointed benefits. This will enable advertising

Companies and consumers to search for such advertisement in order to make effective purchase decisions.

5.5.2 The Effect of Billboard Advertising on Sales Performance

Roofings marketers or marketing managers needs to re-cast Billboard advertisements to include messages that strongly impacts on clients' decisions purchase a product. The study further suggests that the use of traditional billboards should be abolished in favour of digital/electronic billboards. Roofings Uganda Ltd should put emphasis on results-driven and preferably mobile billboard adverts that reach out to a large section of marketing audience that can be viewed at any point in time in any place.

Government should sponsor marketing events and use of mobile phone advertising to save costs in form of subsidy and allow companies increase awareness about the various products produced by the industry.

5.5.3 The Effect of Broadcasting Advertising on Sales Performance

Roofings management needs to use broadcasting channels that are more watched and preferred by majority of the population.

Other forms of advertising such as E-marketing via internet/websites and use celebrities can be adopted to improve on sales performance.

5.6 Areas for Further Research

There is need to conduct a comparative study to examine the effect of advertising on sales performance among steel manufacturing companies in Uganda.

Another study can be conducted to examine the relationship between online advertising and sales promotion in Uganda.

Finally there is need to examine the effect of entrepreneurship, emotional intelligence on customer purchase behaviors.

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APPENDICES

Appendix 1: Questionnaire for Marketing and Accounting Staff

Members

Dear respondent,

I'm Balikurungi Teddy pursuing master in Business Administration degree of Kyambogo University. I'm conducting a study titled: "**Advertising and Sales Performance of Roofings Uganda Ltd**". I kindly request you to kindly complete this questionnaire. The information you give will be treated with utmost confidentiality and it will be used for academic purposes only for which it was collected.

Thank you.

Section A: Demographic Data of Respondents

Please tick what is most appropriate to you:

A1 Gender

Male	
Female	

A2 Age (In which age bracket do you belong?)

18-27	27-36	36-45	45-54	54 and above

A3 Department

(In which department do you work within the company?)

Marketing	Accounting

A4 Number of years worked with Roofings.

(How long have you worked at the company?)

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

Section B: Advertising in Your Company

This section is divided into three sub-sections that is Print Media Advertising, Billboard Advertising and Broadcasting Advertising

B1 Analyse the effect of Print Media Advertising

Please circle the number on the scale that best indicates the form of advertising used in your company and how it has contributed to the promotion of your products.

Key: 1 = Strongly Disagree (SD) 2 = Disagree (D), 3 = Not Sure (NS), 4 = Agree (A) 5 = Strongly Agree (SA)

	Print Media Advertising	1	2	3	4	5
B1.1	I believe newspaper adverts have enabled Roofings clients to understand more of our brands	1	2	3	4	5
B1.2	Roofings sales increase due to issuing or distribution of brochures in the market	1	2	3	4	5
B1.3	I'm aware that clients who purchase Roofings products read its sales magazines often	1	2	3	4	5
B1.4	I believe more of our commodities are purchased by customers with our leaflets	1	2	3	4	5
B1.5	Roofings printed advertising media aids in boosting market share as well as sales volume	1	2	3	4	5
B1.6	Roofings has registered high costs of print media for its products which does not tally the sales performance	1	2	3	4	5

B1.7	Visibility of Roofings marketing team in company T-shirts promotes more sales	1	2	3	4	5
B1.8	I am happy to note that all brands are known and purchased	1	2	3	4	5

B2 Determine the effect of Billboard Advertising

Please circle the number on the scale that best indicates the form of advertising used in your company and how it has contributed to the promotion of your products.

Key: 1 = Strongly Disagree (SD) 2 = Disagree (D)
3 = Not Sure (NS) 4 = Agree (A) 5 = Strongly Agree (SA)

	Billboard Advertising	1	2	3	4	5
B2.1	Classic Billboards have been influential in persuading potential customers about the quality of our products	1	2	3	4	5
B2.2	Billboards have enable my organization to show the superiority of our products	1	2	3	4	5
B2.3	Electronic Billboards advertising has enhanced the attractiveness of products to our customers	1	2	3	4	5
B2.4	Billboard advertisements clearly indicate the cost effectiveness of our products	1	2	3	4	5
B2.5	I believe billboard adverts have enabled Roofings to provide more information to clients who buy a variety of our products	1	2	3	4	5
B2.6	Electronic Billboards advertising has enable Roofings to gain a large market share	1	2	3	4	5
B2.7	Roofings classic billboards help in increasing its sales volume	1	2	3	4	5
B2.8	Roofings has a large number of customers because of mobile billboard advertising	1	2	3	4	5

B3 Assess the effect of Broadcasting Advertising

Please circle the number on the scale that best indicates the form of advertising used in your company and how it has contributed to the promotion of your products.

Key: 1 = Strongly Disagree (SD) 2 = Disagree (D)

3 = Not Sure (NS) 4 = Agree (A) 5 = Strongly Agree (SA)

	Broadcasting Advertising	1	2	3	4	5
B3.1	I believe more of our products are purchased by customers because of radio broadcasting	1	2	3	4	5
B3.2	TV advertisements have been effective in increasing the number of our whole-sellers	1	2	3	4	5
B3.3	Radio advertisements have enabled Roofings to increase its sales volume, because radio is easily accessible throughout the day	1	2	3	4	5
B3.4	Using TV adverts has enabled Roofings to have a larger market share because of its brand image	1	2	3	4	5
B3.5	Roofings sales increase because of radio adverts	1	2	3	4	5
B3.6	Using TV advertising has enabled Roofings to increase the demand of its products	1	2	3	4	5
B3.7	I believe radio adverts have enabled Roofings increase on its profit margins	1	2	3	4	5
B3.8	TV advertisements have been effective in attracting more customers to our products	1	2	3	4	5

Section C: Sales Performance

In this section, please circle the number on the scale that best indicates the level of your company's sales performance in the aspects below.

Key: 1 = Strongly Disagree (SD) 2 = Disagree (D)
3 = Not Sure (NS) 4 = Agree (A) 5 = Strongly Agree (SA)

	Sales Performance	1	2	3	4	5
C1.1	The sales volume of Roofings is good	1	2	3	4	5
C1.2	The company's costs are minimal to affect its earnings	1	2	3	4	5
C1.3	Market share of Roofings is high because of our good brand image	1	2	3	4	5
C1.4	Market share of Roofings faces no challenges due to increased orders of retailers	1	2	3	4	5
C1.5	Roofings earns sufficient profits	1	2	3	4	5
C1.6	Net profits of Roofings are set to be increasing in future due to effective advertising	1	2	3	4	5
C1.7	Net profits in of Roofings are high because regular advertising	1	2	3	4	5
C1.8	Roofings experiences high sales maximization due to good marketing strategies	1	2	3	4	5
C1.9	There is a declining trend in sales performance of Roofings limited	1	2	3	4	5

Appendix 2:

Interview guide for Heads and deputies of Marketing and Accounting departments

1. How do Newspaper adverts help to improve sales performance at Roofings Uganda Limited?
2. How does providing leaflets improve client purchase behavior for Roofings Uganda Limited products?
3. What role do magazines play in promoting products of Roofings?
4. How has billboard advertising helped to improve sales performance?
5. What is the effect of radio adverts in the sales volume of roofing?
6. To what extent does television adverts influence sales performance of Roofings?
7. What measure can be adopted to improve sales performance for Roofings?

THANK YOU

Appendix 3:

Table for determining sample size from a given population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size

"S" is sample size.

Adopted from Krejcie & Morgan (1970)