

The Contribution of Advertising to Sales Volume: A Case Study of MTN Uganda, Kasese Branch

Masereka Costa

The Faculty of Education at Kampala International University is located in Uganda.

ABSTRACT

This research investigates the impact of advertising on the sales volume of MTN Uganda Ltd, with a specific emphasis on the Kasese Municipality branch. The objective of the study was to comprehend the effects of advertising on customer buying behavior and its consequent effect on sales. A total of 50 respondents were surveyed, consisting of 30 men (60%) and 20 females (40%). The age distribution spanned from 18 to over 48 years, with the majority (40%) falling between the 18-27 age group. According to the report, Coca-Cola was the product that people drank the most, accounting for 36% of consumption. Fanta came in second place with 16% consumption, followed by Stoney with 12%. Advertising had a substantial effect on consumer purchasing choices, as 62% of participants acknowledged its impact. A comprehensive consensus, with a 100% agreement, was established on the robust correlation between advertising and sales volume. The primary characteristics discovered in the effect of advertising are high visibility (52%), quality impression (20%), attention-drawing strength (16%), and perceived size (12%). Furthermore, the research emphasized that cost, size, and design are crucial factors to be taken into account when developing advertising campaigns. Additional elements that influenced the sales volume were flavor, which accounted for 20% of the effect, advertising, which accounted for 24% of the impact, and availability, which accounted for 10% of the impact. The study revealed two main limitations: the high cost of advertising, accounting for 40% of the identified issues, and the use of recycled bottles, which constituted 20% of the limitations. To address these challenges, two potential solutions were proposed: the use of promotional tools, which accounted for 30% of the offered remedies, and the avoidance of recycled bottles, which also constituted 30% of the proposed solutions. The report asserts that advertising has a crucial function in augmenting the sales volume for MTN Uganda Ltd. The results emphasize the significance of efficient advertising tactics in influencing customer buying behavior and enhancing sales.

Keywords: Advertising; Sales Volume; Consumer Behavior; MTN Uganda; Kasese Municipality

INTRODUCTION

Advertisers's worldwide primary mission is to reach prospective customers and influence their awareness, attitude, and buying behavior [1, 2]. They spend a lot of money to keep individuals and markets interested in their products. To succeed, they must understand what makes potential customers behave the way they do. The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers—to find the common group [and symbols] for communications[3, 4]. This involves the study of consumers's behaviour: the mental and emotional processes and the physical activities of people who purchase and use goods and services to

satisfy particular needs and wants. Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor [5]. There are various forms of advertising, like informative advertising, persuasive advertising, comparison advertising, and reminder advertising. Informative advertising is used to inform consumers about a new product, service, or future or to build primary demand. It describes available products and services, corrects false impressions, and builds the image of the company [6]. Advertising can be done through print media, which include newspapers, magazines, brochures,

audio media, for example, radio, and visual media, which include billboards and television [7]. Sales volume performance describes the trend of collections in terms of revenue when comparing different periods [8]. The sales volume may be in the form of offering products or services to consumers. A service is any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything [9]. Sales volume is the core interest of every organisation and is based on sales volume and profit. When volume goes up, profits rise, and management is made easier for organisations. In the United States, advertising is often thought of as the paid, non-personal promotion of a cause, idea, product, or service by an identified sponsor attempting to inform or persuade a particular target audience. Today's marketing tools include what is termed a volume decomposition system. Simply defined as a system for breaking down the sales volume distribution of a particular product and assigning it to a causal factor could be changes in the amount and quality of advertising for a particular product [10]. Advertising spending has increased dramatically, reaching \$155 billion, according to USA Media Out Look, 2006–2010, issued by global accounting firm Price Water House Coopers. Worldwide advertisement spending is expected to exceed half trillion by 2012. Advertising strategies are forms of communication to inform potential customers about products and services and to encourage them to obtain and use them. Many advertisements often contain both factual information and persuasive messages [11]. Every major medium is used to deliver messages to product customers, such as television, radio, magazines, and news papers. Video games, the internet, and the billboards. Advertising strategies are often placed by an advertising agency on behalf of a business organisation in which MTN has been involved. Advertising has taken many different forms since time immemorial. For instance, archaeologists have uncovered walls painted in Rome announcing gladiator fights as well as rock painted along Phoenician trade routes used to advertise wares. From this early beginning, Advertising has evolved into a variety of forms and to permeate nearly every aspect of modern society [12, 13]. In today's business world, a multitude of factors influence the sales volume and distribution of products across the world. More sales volume in or modifications in product marketing translates into amplified modifications in sales volume in or modifications in product marketing translates into amplified modifications in sales, either positively or negatively. Accordingly, it becomes extremely important to track these factors and relate them to the changes in sales volume [14]. In a market economy,

advertising strategies serve the socially useful purpose of informing consumers, upon whose decisions the valuation of much economic output depends. Criticism of advertising practices, particularly on moral or social grounds, is generally concerned either with advertising's ability to persuade rather than inform consumers or with deception, which directly subverts the valuable informational role that advertising is capable of filling. Examination of advertising's persuasive powers often invokes a model of individual autonomy, which, it is argued, certain forms of advertising can or necessarily do violate [15]. According to Becker [15] once the advertising campaign is over, business organisations normally evaluate it compared to the established goals. An effective tactic for measuring the usefulness of the advertising campaign is to measure the pre- and post-sales volume of the company's product. In order to make this more effective, some companies divide up the country into regions and run the advertising campaigns only in some areas. The different geographic areas are then compared (advertising versus non-advertising), and a detailed analysis is performed to provide an evaluation of the campaign's effectiveness. Depending on the results, we will modify future advertising efforts for traders to maximise effectiveness [16–18]. In African countries like Uganda, the various delivery mechanisms for advertising include banners at sporting events, billboards, internet websites, logos on clothing, magazines, newspapers, radio, spots, and television commercials. While advertising may seem like the perfect way to get a message out for influencing business sales, it does have several limitations, the most commonly noted being its' inability to focus on an individual consumer's specific needs, provide in-depth information about a product, and be cost-effective for small companies. While advertising can be seen as necessary for increasing sales, it is not without social costs. Unsolicited commercial email and other forms of spam have become so prevalent as to have become a major nuisance to users of these services, as well as a financial burden on internet service providers. According to Stein Ray and Nayak [19], it is believed that the right sales volume approach consists of sales volume training that supports a company's sales volume methodology and related processes. Designing or adopting sales volume methodology is critical; without this methodology in place, training is a tactical attempt to solve a larger problem. The selling methodology must be developed based on the company's unique situation in their market, their customers, how the customers behave, the complexity and price levels of the products and services the company offers, competitive pressures, reporting requirements,

participation partners, and the skill level of their current sales volume people [19]. In the past years, some organisations have found that their sales volume processes are becoming more challenging while the performance of some of their sales volume professionals, who were past stars, has deteriorated. Selling complex products and services versus selling commodities has always been more difficult, and sales volume professionals must have different skill sets [20]. Most companies recognise that the world and their buyers buying processes have probably changed forever. But some companies have not recognised the need to make changes in their sales volume [20]. MTN Uganda Limited (MTN Group) was pleased to announce a sound performance, with 74.1 million subscribers across its 21 operations as of June 30, 2008. This is against the background of increased investment in infrastructure and distribution to cater for ever-increasing demand. In the six months from December 31, 2007, the West and Central Africa (WECA) Region increased in subscribers by 16% to 32,5 million. The south and east Africa (SEA) region increased its subscribers by 9% to 21,0 million, followed by the Middle East and North Africa (MENA) region, which recorded a 47% increase to 20,6 million subscribers. However,

despite the good benefits that can be realized from good customer practices, MTN Uganda Limited faces a challenge in its advertising policy. This is reflected in instances where customer complaints are not well handled, causing frustration, delays on the counter, delays in service delivery, cases of over invoicing, inadequate parking space for customers, and failure to service clients due to the rigid credit policy [21]. This situation has affected the company's sales due to increased perpetual sales failure, thus affecting sales volume.

Sales volume, which is a vital aspect of the product mix, is widely adopted by organisations in Uganda through advertising. The importance of excessive volume in a competitive market environment has generated a lot of interest for marketers and firms to develop numerous comprehensive promotional approaches. To what extent have the various advertising strategies affected the sales volume and profitability of MTN Company? The study aims to examine the impact of advertising strategies on MTN Uganda's sales volume, investigate the challenges faced by management in advertising their products, and determine the relationship between advertising strategy and product sales volume.

METHODOLOGY

Research Design

The research design is a case study, and a case study research design is the type of research design that focuses on one place of data collection; therefore, this research will use MTN Uganda Kasese Branch as a case study. A case study research design will be used because it is cheap to use, collects data in the shortest period of time, and has the lowest probability of errors. The study will be explanatory in nature, and exploratory research design is the type of research design that explores the relationship between variables. In this case, the study will explore the relationship between advertising and sales volume. Exploratory research design will be used because it is cheap and collects reliable data in the shortest period of time. The study will also be both qualitative and quantitative in nature, whereby qualitative research design is the type of research design that involves the collection of data to inform statements, while quantitative research design is the type of research design that involves the computation of raw data collected into figures. Both qualitative and quantitative research designs will be used because they give out real facts about the study variables, leading to clear findings. The selected research designs will help the researchers get explanations and descriptions of the phenomenon under study.

Study population

MTN Uganda Kasese Branch has about 20 staff members and has also got about 500 clients in need

of their service. Therefore, the study involved a total population of about 520 respondents, and it was from this population that the sample size was obtained.

Sample size

The study used a sample size of 40 respondents during the process of data collection and analysis. A sample of 40 respondents will be used, considering the time and resources that were available for this research.

Sampling Techniques

To come up with high levels of reliable field notes (data), a sample size of respondents was selected by use of two sampling methods, notably purposive and random sampling. The random sampling method helped the researcher to allow respondents to have equal chances of participating in the research study, while purposive sampling was used to select MTN Uganda officials, and this enhanced a wide diversity of data about the study.

Data Sources

This involved both primary and secondary data. Primary data is the type of data collected from the field, while secondary data is the type of data obtained from other books and websites. Secondary data was collected by reading the available written information from text books, magazines, newspapers, and the internet. Primary data was collected through a questionnaire.

Questionnaires.

This was a set of predetermined questions that were set by the researcher in relation to the objectives of the research, which helped the researcher get exact information from the field. The questionnaire was self-administered with open-ended questions. The principle language of the questions targeted only people who knew how to read and write.

Interviews

The researcher used interviews as a method of data collection. This was applied to the clients of MTN Uganda since many of them may not be able to read or write. The method was used because it is cheap, collects data quickly, and has the lowest probability.

Reliability and validity

Before distributing the questionnaire to the respondents, I first gave it to my research supervisor for verification. This helped in reducing errors during the field study. The determination of the validity and reliability of the adopted questionnaires was done through construct validity and statistical computation using the Cronbach alpha coefficient.

The researcher put more emphasis on the respondents not sharing information during the filling of the questionnaire so as to give a clear picture on the ground.

Data presentation

The data was presented using tables. There was a pre-tested sample of a few people who were not within the sampling frame, such that different opinions were obtained in relation to what was obtained from the field to ensure accuracy and a complete field study.

Data Analysis

Quantitatively, data was analysed by tallying information from questionnaires and also quantifying figures and tables to formulate pie charts and graphs with the help of computer programmes like Microsoft Word and Microsoft Excel. The information obtained from the field was

analysed manually following objectives with the computer software SPSS.

Data interpretation

The researcher first obtained an introduction letter from the faculty of education at Kampala International University, which was forwarded to the MTN Uganda manager to seek permission from the company where the researcher was expected to get data. The researcher considered the values and norms of the area under study, and the researcher again expected the respondents to have some information about the problem at hand because he informed them earlier during the pilot study.

The data presentation and interpretation of the study findings are presented.

The discussion of the findings has been arranged in accordance with the biographic characteristics of the respondents and the objectives of the study. These objectives include: to find out the role played by advertising towards the sales volume of MTN Uganda Ltd.; to identify the challenges faced by MTN Uganda Ltd. in advertising their products towards improving the success of their business; to suggest possible solutions to the challenges faced by MTN Uganda Ltd. in using advertising to increase sales volume; and to identify other means of increasing sales volume apart from the use of packaging. The interpretation of the data is intended to enable the researcher to draw appropriate conclusions and recommendations for a better understanding of the research problem.

Biographic Data of the Respondents

Gender Composition of the Respondents

The genders of the respondents were established. The study focused on how advertising influenced males and females to purchase a specific product from MTN Uganda Ltd. The study targeted females and males, which gave a variety of findings, as shown below.

Table 1: Gender composition of the Respondents

Gender	Urban Residents	Percentage (%)
Male	30	60
Female	20	40
Total	50	100

Source: Field data

The study found out that the majority of the respondents were males compared to females. The numbers of males were 30 (60%) as compared to 20 (40%) that were females. The reason why there are more males than females could have occurred from the fact that majority of males in Kasese town tend to take supper and lunch in restaurant and bars where those products are commonly being sold while as the females were few because they tend to

prepare their drinks at home therefore there are few women that visit bars and restaurants.

Age Composition of the Respondents

The age composition of the respondents was also an important factor in the process of understanding role of advertising on sales volume of MTN Uganda Ltd in Kasese Municipality. This is because different age groups understand the study variables differently yet considered vital to the study.

Table 2: Age Composition of the Respondents

Age Range	Males	Females	Frequency	Percentage (%)
18-27	10	10	20	40
28-37	10	02	12	24
38-47	09	01	10	20
48+	00	08	08	16
Total	29	21	50	100

Source: Filed Data

The graph above shows that most of the respondents were between the ages of 18-27 accounting for 20 (40%). This age bracket had the most percentage because they frequently find themselves in restaurants where soft drinks are sold. Among the respondents interviewed, 12 (24%) were aged 28-37, 10 (20%) were aged 38-47, and 08 (16%) were aged 48 and above.

Analysis and interpretation of the research findings

This section presented the analysis and interpretation of the research findings on the role of advertising on the sales volume of MTN Uganda

Ltd. The researcher asked the employees of MTN Uganda Ltd if they package their products of which they admitted that they do and also asked consumers if they had ever consumed products manufactured by MTN Uganda Ltd. This question was intended to insure that the respondents interviewed had knowledge about products manufactured by MTN Uganda Ltd in order to collect relevant information. It was found out that all the respondents interviewed had ever consumed products manufactured by MTN Uganda Ltd and so the researcher tried to establish which products were consumed.

Table 3: MTN Uganda Ltd's products that were commonly consumed

Century Bottling Company Products	Frequency	Percentage (%)
Coca-Cola	18	36
Fanta	08	16
Stony	06	12
Krest	04	08
Sprite	04	08
Novida	03	06
Water	03	06
Coc zero	03	06
Minute Maid	01	02
Total	50	100

Source: Field data

In the table above, it is evident that the biggest percentage of respondents 18(36%) had consumed coca-cola due to the fact that it is known every in Kasese municipality, 08(16%)of the respondents revealed they had consumed Fanta, 06(12%) respondents revealed they had consumed Stony, 04 (08%) of the respondents revealed they had consumed Krest, 04(08%) respondents revealed they had consumed spirit, 03(06%) respondents revealed they had consumed Novida, 03 (06%) of the respondents revealed the had consumed water and

Coc zero and finally 01 (02%) revealed they had consumed minute maid. Minute maid had a low consumption rate because it is a new product of Century Bottling Co. Ltd and most of the respondents had not known it yet. Influence of advertising on consumers buying behaviors of MTN Uganda product customers' buying decision to take particular product and it was revealed that the majority agreed that advertising influences their buying decision.

Table 4: influence on advertising on consumer buying decision

Response	Males	Females	Total frequency	Percentages
Yes	20	11	31	62
No	10	09	19	38
Total	28	14	42	100

Source: field data

From table above 31(62%) of the respondents put clear that advertising influencing their consumers buying decision while the least 19 (38%) said that

they were not influenced by advertising as carried out by MTN Uganda Ltd.

Table 5: if there is a relationship between advertising and sales volume:

Response	Frequency	Percentage (%)
yes	50	100
no	00	00
Total	50	100

Source: field data

From table 5, 50 (100%) of the respondents admitted that there is a strong relationship between advertising and sales volume of MTN Uganda Ltd's products.

How advertising influences sales volume in MTN Uganda Ltd

The researcher established ways in which advertising influences sales volume of MTN Uganda Ltd's products. The respondents were able to give different ways in which advertising influenced their buying decision to take MTN Uganda Ltd's products which in turn led to increase sales volumes.

Table 6: How advertising influences sales volume of MTN Uganda Ltd.

Factors	Customers	Employees	Total frequency	Percentage (%)
Good visibility	16	10	26	52
Quality impression	08	02	10	20
Attention drawing power	06	02	08	16
Apparent size	06	00	06	12
Total	36	14	50	100

Source: field data

The study revealed manly four ways in which advertising influenced sales volume of MTN Uganda Ltd. The majority of the respondents amounting to 26(52%) of the respondent established that advertising influenced sales volume due to good visibility, 10(20%) respondents revealed that gave quality impression of the product to buyer 08(16%) respondents were able to mention attention drawing power, and finally 06(12%) respondents were able to

point out that a parent size package influenced them to buy MTN Uganda Ltd's products.

Factors considered in the advertising products of MTN Uganda Ltd

The researcher established factors that are considered by MTN Uganda Ltd in the advertising its products as shown in the table below.

Table 7: Factors considered in the advertising products of MTN Uganda Ltd

Factors	Frequency	Percentage (%)
Costs	25	50
Size	15	30
Design	05	10
Taste and preferences	02	04
Color	01	02
Durability	01	02
Material used	01	02
Total	50	100

Source: field data

From the above, factors considered in the advertising of MTN Uganda Ltd products were revealed by respondents. It was found out that 25(50%) of the respondents cited costs due to the fact that advertising increases on the cost on the involved in the production progress. 15(30%) of the

respondents reveled size, design represented by 05(10%) because this contribution on how a customer can be attracted by a particular product, 02(04%) revealed taste and preferences of the customers, 01(02%) revealed color, durability and materials to be used in advertising as this tends to

reduce on the costs of the product once will be decided.

from advertising as were identified by respondents. Such factors also influenced them to take MTN Uganda Ltd's products among which include: tastes, color, and quality, availability of products, price advertising, promotion, and level of income.

Other factors influencing sales volume of MTN Uganda Ltd

As the matter of fact there are other factors that increase sales volume of MTN Uganda Ltd apart

Table 8: other factors influencing sales volume

Other factors	Frequency	Percentage (%)
Taste	10	20
Color	6	12
Quality of product	4	8
Availability of product	05	10
Price	05	10
Advertising	12	24
Sales promotion	04	08
Level of income	04	08
Total	50	100

Source: field data

Taste was revealed by the majority of the respondents amounting to 10(20%) as another factor that influences the sales volume of MTN Uganda Ltd because most of its products have good taste like coca cola, Fanta, and Krest. As a matter of fact, they encourage customers to take a particular product because taste has much to do with the quality of the product as a result the company is able to increase its sales volume.

Color

Color was revealed by most of the respondents as a factor that influences sales volume. It was revealed by 06(12%) respondents and as a matter of fact most of the products of MTN Uganda Ltd have got attracted colors that attracted a number of customers to consume particular products such as Coc – zero, Fanta, coke – cola and also color has much to communicate in the quality of the product.

Quality of the product:

Quality of the product was mentioned by 04(08%) respondents as another factor that influences sales volume of MTN Uganda Ltd products. It was noted that quality products give high customer satisfaction hence fulfilling the aim of the customer and this helps the company to maintain customers as they increase their market share with the company hence constant increase in the sales volume of the product.

Availability of the product:

This was revealed by 05(10%) respondents as a factor that influences sales volume of MTN Uganda Ltd products. It was noted by the respondents that MTN Uganda Ltd products are available in all corners of Kasese municipality and Uganda in general and this is due to proper distribution channels used by MTN Uganda Ltd. It is clearly known that MTN Uganda Ltd uses an indirect distribution channel that enables the product become

available in all places and this increases sales volume of the company.

Price

Price was also revealed by a reasonable number of respondents to 05(10%). It was identified by the respondents that the price charged by MTN Uganda Ltd on its products is affordable to a good number of people compared to other drinks like Smirnoff, Red bull, Bavaria etc. and this helps the company to increase sales volume of the product since a number of customers tend to take their cheap products.

Advertising

Advertising was mentioned as another factor that influences the sales volume of a company. It was revealed by 12(24%) respondents that MTN Uganda Ltd always advertises both new and old products in order to inform, remind and to persuade potential buyers in order to increase sales volume. The always do advertising through the media, internet, so as to achieve the set objectives if increasing the sales volume.

Sales promotion

Sales promotion were mentioned by 04(08%) respondents as a factor that influences sales volume. Respondents revealed that at least ever year MTN Uganda Ltd put-up promotions in and they give incentives in form of cards, free coca cola products, fridges and all these have encouraged customers to consume more products

Level of income of customers:

Level of income of customers were also revealed by 04(08%) respondents. It was clearly noted that most of the people living in Kasese are workers and the little money they earn from their work they can be able to sacrifice and buy MTN Uganda Ltd's products compared to other substitute products like wine, Smirnoff, which are relatively high in terms of

their price. The limitation of advertising strategy in improving sales volume of MTN Uganda were also

established in order to see how we can avoid them to improve on sales volume.

Table 9: if there are limitations of advertising strategy in improving sales volume

Response	Frequency	Percentage (%)
Yes	50	100
No	00	00
Total	100	100

Source: field data

From the table above respondents revealed that MTN Uganda Ltd faced challenges in advertising of its products to increase sales volume. It was agreed by 50(100%) of the employees.

Table 10: limitation of advertising strategy to manufacturers in improving sales volume

Limitation	Total frequency	Percentage (%)
High costs	20	40
User of recycled bottles	10	20
Customer edition	12	24
Limited market	8	16
Total	50	100

Source: field data

Among the limitations revealed that costs amounted to 20(12%) respondents revealed recycled bottles, 02(12%) respondents revealed customers edition and limited market was revealed by 12 (24%) of the respondents. High costs involved in advertising were revealed by good number of respondents amounting to 20(40%) respondents. It was noted that it is very costly to purchase the materials used in advertising of MTN Uganda Ltd's products and this increases on cost price of the final product that limits a good number of customers from consuming the company's products especially in rural areas where they are low earners as the result of their reduction in sales volume of the company. Even Bells (2001) said that the costs of advertising soft drink products represent about 20% of the finished product costs. Use of recycled bottles, it was noted by 10(20%) respondents that the company uses bottles that were previously used and such bottles sometimes wording, Logos, colors are not clearly seen as result it may end up not attracting customers to buy such products. Twelve (24%) of the respondents revealed customers edition as challenge of advertising in relation to sales volume because most of customers for MTN Uganda ltd's products are addicted to particular style of advertising in

terms of shape, material used in advertising so once accompany tries of advertising in terms of shape, material used in advertising do once accompany tries to change the style of advertising in order to attract customers, customer end up misinterpreting the product as result they fore go the product hence reduction in sales volume. But as the matters of the fact, company need to change or update it advertising styles due changes in technology, consumer behaviors in order to out compete the competitors to increase sales volume. Limited market share were revealed by 08(16%) respondents that due to competitors like peps cola and other companies that produces soft drink such competitors influences MTN Uganda Ltd to invest much money in advertising that increases on cost of final product that limit a good number of customers from purchasing MTN Uganda Ltd's products hence decreases in sales volume

Solutions to the above limitation

After identifying the limitations of the advertising in relation to sales volume respondents were required to give possible solutions to those limitations and a number of solutions were suggested by the respondents as shown in the table below.

Table 11: Solutions to the limitation

Solutions	Total frequency	Percentage (%)
Promotional tools	15	30
Use of cheep materials	12	24
Avoid use of recycled bottles	15	30
Proper training	8	16
Total	50	100

Source: field data

The study noted the following solutions to overcome the limitations of advertising in

relationship to increasing sale volume of MTN Uganda Ltd which include to promotional tools that

is advertising and sales promotion that were revealed by 15(30%) of the respondents, 12(24%) respondents revealed avoid use recycled bottles, proper training and use of cheap materials.

The study discovered that majority of respondents amounting to 15(30%) respondents were able to address the limitations by using two promotional tools (advertising and sales promotion) that helps MTN Uganda Ltd to solve it challenges like limited market share as advertising tends to inform, remind, and persuading in order to stimulate demand of MTN Uganda Ltd products hence increase in sales volume. Also, sale promotion increases sales volume in the way that customers become loyal to the product as they are given incentives like cars, free products, fridge's that motivates to purchase constantly. Same respondents accounting to 12(24%) of the respondent suggested that the company should use cheap materials during the advertising process in order to minimize on the cost of the final product and this may help MTN Uganda Ltd to charge just price helping it to achieve more

DISCUSSION

The study established that MTN Uganda Ltd packages it's products such as Coca-cola, Fanta, Stony, Krest, Sprite, Novida, Cock zero, Minute Maid and respondents amounting to 35 (70%) revealed that advertising influenced them to take a particular product produced by MTN Uganda Ltd. This is so because advertising creates good visibility for the product, quality impression, attention drawing power due to the designing of the package. The apparent size of the package also tends to communicate the actual content of the product. All the above factors from the respondents can be compared with Bauer [22], Fill (2005), Bauer [22] and Schifferstein, [23] respectively. As each clearly explains one of the four merchandising principles required for improving sales volume through packaging.

The study also indicates the challenges faced by manufactures which included: high costs, use of recycled bottles, limited market which hinder proper advertising strategy in trying to increase sales volume. However, the above challenges can be compared with Bell 2001: the costs of soft drink products present 20 of the finished product costs in beverage companies while David 2001 also stated that the use of color on advertising might result in a different quality of the expression, strength, durability, reliability, cleanliness and freshness of the product. Effective professionalism, culture, nationality may exert stronger symbolic forces on the influence of the customers perception for the product of much affect market if not effectively applied.

Finally findings from the study indicated the following solutions for the above limitations of

customers in order to increase sales volume MTN Uganda Ltd.

Improving on advertising was revealed by 12(24%) respondents that MTN Uganda need always change it advertising style due to improve the advertising of an existing product, to extend the product or brand line and due to technology but such a change in advertising styles it should communicate the real product like way before in order to avoid customer edition. Avoiding use recycled bottles were suggested by 15(30%) respondents it was noted by respondents that MTN Uganda Ltd should use new bottles that have letters and labels which are not fended in order to communicate and attract customers hence increase sales volume MTN Uganda Ltd. Proper training was revealed by 8(16%) of the respondents. It was noted that MTN Uganda Ltd needs to train its employees in the advertising department in order to reduce unnecessary costs like wastage of raw materials due to inefficiency and this may help the company to increase on its sales volume.

advertising and they include: use of sales promotions, avoiding use of recycled bottles and proper training of employees in the advertising department as this can be compared with Schifferstein, [23] that 20% of the cost incurred in soft drinks can be reduced by use of complex materials where the components layer could be thinner to ensure security of soft drinks.

Quality impression was revealed by 10(20%) respondents as the factor that influences the to take a decision in purchasing the MTN Uganda products as it sales requirement for packaged products in the way that items that are perceived to be of poor quality are usually assumed to be of poor value regardless of price, it may result from advertising mistakes that convey low quality or poor value and these includes faded letters colors tacky designs and even out dated pictures that may not communicate the quality of the products and this was also being emphasized by Delivett [24]

Attention drawing power was also revealed by 08(16%) respondents as the factors that influences the to take a decision in purchasing the MTN Uganda products because their products are designed in the way that appear attractive, exciting, pure, soft and sexy to evoke same emotion and even products are always displayed on the front of the package in form of the pictures or out of pictures or out seen through windows as result it attracts and communicates the product. Good visibility of the product was considered as the most influencing factor that influences respondents to make decisions to by MTN Uganda products. It was revealed by 26(52%) respondents. "It serves as facilitating factor

in the reseller acceptance of the product, because attractiveness of advertising and advertising with eye appeal will out stand on its self and it is better to examine clearly the color, shape and size of the advertising since it impact the customer in making decisions to take particular product [25]. Quality impression was revealed by 10(20%) respondents as the factor that influences the to take a decision in purchasing the MTN Uganda products as it sales requirement for packaged products in the way that items that are perceived to be of poor quality are usually assumed to be of poor value regardless of price, it may result from advertising mistakes that convey low quality or poor value and these includes

faded letters colors tacky designs and even out dated pictures that may not communicate the quality of the products and this was also being emphasized by Vrtana [25].

Attention drawing power was also revealed by 08(16%) respondents as the factors that influences the to take a decision in purchasing the MTN Uganda products because their products are designed in the way that appear attractive, exciting, pure, soft and sexy to evoke same emotion and even products are always displayed on the front of the package in form of the pictures or out of pictures or out seen through windows as result it attracts and communicates the product.

CONCLUSION

The conclusion was based on the findings in chapter four that advertising strongly contributes to the sales volume of M,TN Uganda Ltd through attracting attention of customers, creating an impression that certain product is of high quality, communicates quality and expiry date of particular

product, however, a longer side advertising there are other factor that are influential in determining sales volume of MTN Uganda Ltd which include taste, color, quality of product, availability of product, price, advertising, promotion, and level of income.

REFERENCES

- [1]. Abideen, Z., Saleem, S.: Effective advertising and its influence on consumer buying behavior. 3, (2011)
- [2]. Sama, R.: Impact of Media Advertisements on Consumer Behaviour. Journal of Creative Communications. 14, 54–68 (2019). <https://doi.org/10.1177/0973258618822624>
- [3]. Qader, K., A.hamza, P., Othman, R., Anwer, S., Anwer, H., Gardi, B., Khasrow, H.: Analyzing different types of advertising and its influence on customer choice. International Journal of Humanities and Social Science. 4, 8–21 (2022). <https://doi.org/10.22161/jhed.4.6.2>
- [4]. Zhao, J., Butt, R.S., Murad, M., Mirza, F., Saleh Al-Faryan, M.A.: Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality. Front Psychol. 12, 803348 (2022). <https://doi.org/10.3389/fpsyg.2021.803348>
- [5]. Galvano, F.: Integrating Consumer Behavior Insights into Effective Marketing Strategies. (2021)
- [6]. Lemon, K.N., Verhoef, P.C.: Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing. 80, 69–96 (2016). <https://doi.org/10.1509/jm.15.0420>
- [7]. Nam, H., Kannan, P.K.: Digital Environment in Global Markets: Cross-Cultural Implications for Evolving Customer Journeys. Journal of International Marketing. 28, 28–47 (2020). <https://doi.org/10.1177/1069031X19898767>
- [8]. Cui, T.H., Ghose, A., Halaburda, H., Iyengar, R., Pauwels, K., Sriram, S., Tucker, C., Venkataraman, S.: Informational Challenges in Omnichannel Marketing: Remedies and Future Research. Journal of Marketing. 85, 103–120 (2021). <https://doi.org/10.1177/0022242920968810>
- [9]. Gupta Choudhury, R.: Marketing Mix and Customer Loyalty in Services Marketing. Presented at the January 1 (2020)
- [10]. Batra, R., Keller, K.L.: Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. Journal of Marketing. 80, 122–145 (2016). <https://doi.org/10.1509/jm.15.0419>
- [11]. Rehman, S. ul, Gulzar, R., Aslam, W.: Developing the Integrated Marketing Communication (IMC) through Social Media (SM): The Modern Marketing Communication Approach. Sage Open. 12, 21582440221099936 (2022). <https://doi.org/10.1177/21582440221099936>
- [12]. Liadeli, G., Sotgiu, F., Verlegh, P.W.J.: A Meta-Analysis of the Effects of Brands' Owned Social Media on Social Media Engagement and Sales. Journal of Marketing. 87, 406–427 (2023).

- <https://doi.org/10.1177/00222429221123250>
- [13]. Guitart, I.A., Stremersch, S.: The Impact of Informational and Emotional Television Ad Content on Online Search and Sales. *Journal of Marketing Research*. 58, 299–320(2021).
<https://doi.org/10.1177/0022243720962505>
- [14]. Dall’Olio, F., Vakratsas, D.: The Impact of Advertising Creative Strategy on Advertising Elasticity. *Journal of Marketing*. 87, 26–44 (2023).
<https://doi.org/10.1177/00222429221074960>
- [15]. Becker, M., Wiegand, N., Reinartz, W.J.: Does It Pay to Be Real? Understanding Authenticity in TV Advertising. *Journal of Marketing*. 83, 24–50 (2019).
<https://doi.org/10.1177/0022242918815880>
- [16]. Wichmann, J.R.K., Uppal, A., Sharma, A., Dekimpe, M.G.: A global perspective on the marketing mix across time and space. *International Journal of Research in Marketing*. 39, 502–521 (2022).
<https://doi.org/10.1016/j.ijresmar.2021.09.001>
- [17]. Dwivedi, Y.K., Ismagilova, E., Hughes, D.L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A.S., Kumar, V., Rahman, M.M., Raman, R., Rauschnabel, P.A., Rowley, J., Salo, J., Tran, G.A., Wang, Y.: Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*. 59, 102168 (2021).
<https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- [18]. Pascucci, F., Savelli, E., Gistri, G.: How digital technologies reshape marketing: evidence from a qualitative investigation. *Ital. J. Mark.* 2023, 27–58 (2023).
<https://doi.org/10.1007/s43039-023-00063-6>
- [19]. Ray, S., Nayak, L.: Marketing Sustainable Fashion: Trends and Future Directions. *Sustainability*. 15, 6202 (2023).
<https://doi.org/10.3390/su15076202>
- [20]. Salonen, A., Terho, H., Böhm, E., Virtanen, A., Rajala, R.: Engaging a product-focused sales force in solution selling: interplay of individual- and organizational-level conditions. *J. of the Acad. Mark. Sci.* 49, 139–163 (2021).
<https://doi.org/10.1007/s11747-020-00729-z>
- [21]. Kowalkowski, C., Gebauer, H., Oliva, R.: Service growth in product firms: Past, present, and future. *Industrial Marketing Management*. 60, 82–88 (2017).
<https://doi.org/10.1016/j.indmarman.2016.10.015>
- [22]. Bauer, C., Spangenberg, K., Spangenberg, E.R., Herrmann, A.: Collect them all! Increasing product category cross-selling using the incompleteness effect. *J. of the Acad. Mark. Sci.* 50, 713–741 (2022).
<https://doi.org/10.1007/s11747-021-00835-6>
- [23]. Schifferstein, H.N.J., de Boer, A., Lemke, M.: Conveying information through food packaging: A literature review comparing legislation with consumer perception. *Journal of Functional Foods*. 86, 104734 (2021).
<https://doi.org/10.1016/j.jff.2021.104734>
- [24]. Delivett, C.P., Klepacz, N.A., Farrow, C.V., Thomas, J.M., Raats, M.M., Nash, R.A.: Front-of-pack images can boost the perceived health benefits of dietary products. *Appetite*. 155, 104831 (2020).
<https://doi.org/10.1016/j.appet.2020.104831>
- [25]. Vrtana, D., Krizanova, A.: The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Purchasing Behavior and Brand–Customer Relationship. *Sustainability*. 15, 13337 (2023).
<https://doi.org/10.3390/su151813337>

CITE AS: Masereka Costa (2024). The Contribution of Advertising to Sales Volume: A Case Study of MTN Uganda, Kasese Branch. IDOSR JOURNAL OF CURRENT ISSUES IN SOCIAL SCIENCES 10(1): 1-11. <https://doi.org/10.59298/JCISS/2024/101.1169730>