

**TELEVISION ADVERTISING SCOPE AND SALES PERFORMANCE
A CASE STUDY OF MOVIT PRODUCTS LIMITED**

BY

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DECEMBER, 2019

DECLARATION

I, **Kamusiime Shibah**, declare that this is my original research dissertation and has not been presented in any Institution of higher learning for any academic award.

Signature

Date.....

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APPROVAL

This is to certify that this research dissertation titled television advertising scope and sales performance by Kamusiime Shibah has been conducted under my supervision and is now ready for submission to the faculty for examination

Signature:

Date:

Dr. Samuel Musigire
Research Supervisor

DEDICATION

This work is dedicated to my father Mr. Twesigye Kennedy and my brother Katusiime Ivan for the moral, spiritual and financial support that they gave me at all stages of my studies. Your support and care gave me a positive transformation in life and may the almighty God bless you abundantly.

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LIST OF ACRONYMS

BC:	Before Christ
MTV:	Music Television
TV:	Television
AIDA:	Awareness, Interest, Desire and Action
AIDAS:	Awareness, Interest, Desire, Action, and Satisfaction)
SPSS:	Statistical Package for the Social Sciences

ABSTRACT

This study set to examine the relationship between television advertising scope and sales performance, using Movit Products Limited as a case study. The study examined the relationship between television advertising scope and sales performance, established the relationship between television advertising scope and consumer behavior, assessed the relationship between consumer behavior and sales performance and examined the mediating role of consumer behavior in the relationship between television advertising scope and sales performance of Movit Products Limited. A descriptive and cross sectional survey design using a sample of 80 respondents was adopted. Simple random sampling and purposive sampling was used to select the respondents and data was collected using well designed structured questionnaires and interview guide.

Findings reveal that that there is a significant positive relationship between television advertising scope and sales performance ($r = 0.969$, $P < 0.01$). It was found that television advertising scope has positive correlation to consumer behavior equal to 0.937 and the p-value is .000 which is less than 0.01. It was also found that consumer behavior has positive correlation to sales performance equal to 0.897 and the p-value is .000 which is less than 0.01. The study also found that consumer behavior mediates the relationship between television advertising and sales performance as reflected by mean value of 2.01.

In conclusion, television advertising scope has a significant positive correlation to sales performance, television advertising scope has positive correlation to consumer behavior, consumer behavior has positive correlation to sales performance and consumer behavior mediates the relationship between television advertising and sales performance.

The researcher recommends that the management of Movit Products Limited should carryout periodic review of the television advertising and its advertising messages to ensure that they are appropriate, suitable and meet the target audience at all times.

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter presents background to the study, statement of the problem, research objectives and questions, scope of the study, justification of the study, significance of the study and finally definition of key terms. The study seeks to examine television advertising scope and sales performance.

1.2 Background to the study

This sub section presents the historical background, theoretical background, conceptual background and contextual background.

1.2.1 Historical background

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia (Epstein, 1997).

Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome (Epstein, 1997). Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BC (Epstein, 1997).

As the towns and cities of the middle Ages began to grow, the general population was unable to read and education became an apparent need, as well as printing. Developed advertising expanded to the source of newspapers advertising. In 18th century, this newspaper advertising became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after, as disease ravaged Europe (Keegan and Warren, 2002). In June 1836, French newspaper La Presse was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles (Kotler, 2000).

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers (Kotler, Armstrong, Saunders & Wong, 1999). As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. Advertisement for a live radio broadcast was sponsored by a milk company and published in the Los Angeles Times on May 6, 1930.

In 1940s/1950s, the United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation (Kotler, 2000).

In the early 1950s, the Dumont Television Network began the modern practice of selling advertisement time to multiple sponsors. Previously, Dumont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States (Kotler, 2000).

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a byproduct or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as Home Shopping Network, and Shop TV Canada (Kotler, 2000).

In 1990s, the advent of the ad server, marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s (Kotler, 2000). Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engine Google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

A recent advertising innovation is "guerrilla marketing", which involves unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. Guerrilla advertising is becoming increasingly more popular with a lot of companies (Kotler, 2000). This type of advertising is unpredictable and innovative, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social network services such as Face book.

1.2.2 Theoretical background.

This study adopted the AIDA and Hierarchy of Effects model as the theoretical basis for analyzing and understanding television advertising scope and sales performance.

AIDA and Hierarchy of effects model explains the way consumers' process information they are exposed to in the media (Collye, 1984). In order for advertising communication to be successful, prospective buyers become a target for advertising messages (Rossitor, 1985). The individual must process the elements in an intended manner so that the advertising results which in appropriate circumstances will produce action (Purchase of the product or service). Actions can also include a variety of desired targeted behavior on the part of distributors or consumers. This behavior can be in the form of sales enquiries, or visit to retail outlets. The model identifies the stages which describe the processes a consumer goes through to become a potential customer. The stages identified by this model are; Awareness, Interest, Desire and Action (Glowa, 2002). The model depicts that; awareness will cause or attract the attention of the consumer to the product. This will further arouse the interest and possibly lead to the consumer's desire for the product. Advertisers believe that when the consumer gets to the stage of "desire information" for the product, he or she is likely to take an action which the advertiser sees will be purchasing the product (Lavidge and Steiner, 1961). This theory was relevant to the study as it describes the purchase journey of the customer via advertisements through various media vehicles.

1.2.3 Conceptual background

The key concepts in this study were television advertising scope the independent variable and sales performance the dependent variable.

Philip (2003) said that “Advertising is any form of personal presentation of ideas, goods or services by an identified sponsor. It includes the use of such media as magazines, newspaper, radio and television, signs and direct mail”. Advertising consists of all activities involved in presenting to a group of non-personal, sponsor identified message about a product or organization. This message called advertisement, can be verbal or/ and visual and is disseminated through one or more media (Nickels, Mchugh and McHugh, 2000). When an organization advertises its product or services, the public knows who is doing the advertising because the sponsor is openly identified and the sponsor makes payment to the media that carries the message. Epstein (1997) defined advertising as any personal paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to present and promote a product, services and idea. William, Stanton, Michael & Bruce (2003,) defined the term advertising as “a paid non personal communication from an identified sponsor using mass media to persuade or influence an audience”. Among the other functions of advertising highlighted in this definition, the most important is the persuasion factor which is the consequence of the rest of the functions. An advertisement should have the potential to differentiate one product or service from others so as to produce a desired persuasive effect (Jobber, 2004).

Advertising scope is to communicate a message to current customers or potentially target new customers. It helps a company get a message or a piece of information across to their customer base regarding a new product or special deal (Nickels, Mchugh and McHugh, 2000).

Television advertisement is a span of television programming produced and paid for by an organization (Kotler & Keller, 2005). It uses both audio and visual to convey a message, aimed to market a product or service. Television advertising is about relaying a specific social, political or sales pitch in a limited amount of time, broadly ranging in between few seconds to several minutes. More expensive than other form of promotion, it is produced and paid for by the organizations called advertiser or marketer and streamed from a television network (Kotler & Keller, 2005). The purpose is to generate demand for a product, service, idea or cause.

Performance refers to the extent to which an organization's goals and objectives are achieved effectively and efficiently (Kotler, 2000). According to Verhoef, Hoekstra and Van (2011), performance can be measured by using variables such as firm's cash flow, working capital, cost base, borrowing as well determining the firm's growth. Sales performance is the measurement of the number of sales that an employee makes for a business (Kotler, 2000). Sales performance describes the trend of collections in terms of revenue when comparing different periods. The sales may be in 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 (Kotler and Armstrong, 2000). Sales volume is the core interest of every organization and is based on sales and profit. When volume goes up profits rises and management in organizations is made easier.

1.2.4 Contextual background

Movit Products Limited advertises using visual media for example the television and Audio the radio, print media such as newspapers in order to improve sales performance. Movit Products Limited has launched new products such as hair care products, body products and nail products to compete in East Africa common market through intensive advertising internationally (Daily monitor April 2016), but there are some inefficiencies in the way this organization carries out its advertisements for example Movit Products Limited advertisements in the visual media is done mostly in local language i.e. (Luganda), neglecting Luo, Runya-Kitara and English – Languages used in the North, the West and English speakers respectively. Luganda language is spoken and understood by a few people in the country, thereby limiting the advertisement appeal to only a group of people. Consequently, Movit's advertisements are mainly focused on the Central region of Uganda. The advertisements lack the unique selling proposition in the statements used to differentiate their products from competitors, they are done in the same way as the competitors making it hard to differentiate its advertisements from others. Besides their advertisements do not provide room for further information about their products for clarification (Daily Monitor April 2016).

For the past four years expected sales in Movit Products Limited have differed from their actual sales whereby in the year 2014 there was a slight increment in sales volume and started declining from year 2015 to 2017. Movit Products Limited expected 200m from sales in the year 2014 but

the actual sales they had was 210m and in the year 2015 they expected 250m but they had 200m of sales, in the year 2016, the industry expected to sale goods worth 230m but only managed to sale goods worth 205m and lastly in the year 2017 they expected to get 210m out of the sales but they only received 198m (Movit Annual report, 2016/2017). In the current study, sales performance focused mainly on market share and sales volume.

1.3 Statement of the Problem

Movit Products Limited’s sales performance is still poor. In an effort to increase sales performance, Movit Products Limited has tried to run adverts over televisions, radios and newspapers but the sales performance is still undesirable.

Table 1.1: Sales Performance

Year	Expected Sales (Ugx)	Actual Sales (Ugx)
2017	210 million	198 million
2016	230 million	205 million
2015	250 million	200 million

Source: Movit Annual report (2016/2017)

If this is not looked into, the company will continue to perform poorly in sales. This study therefore seeks to bridge this gap in knowledge by examining the effect of television advertising scope on sales performance in Movit Products Limited.

1.4 The purpose of the Study

The purpose of this study was to examine the relationship between television advertising scope and sales performance.

1.5 Objectives of the study

This study was guided by the following objectives

1.5.1 General objectives

The study aims to investigate the relationship between television advertising scope and sales performance.

1.5.2 Specific objectives of the Study

The specific objectives of the study included:

- i. To examine the relationship between television advertising scope and sales performance of Movit Products Limited.
- ii. To establish the relationship between television advertising scope and consumer behavior of Movit Products Limited.
- iii. To assess the relationship between consumer behavior and sales performance of Movit Products Limited.
- iv. To examine the mediating role of consumer behavior in the relationship between television advertising scope and sales performance of Movit Products Limited.

1.6 Research Questions

The study attempted to answer the research questions below;

- i. What is the relationship between television advertising scope and sales performance of Movit Products Limited?
- ii. What is the relationship between television advertising scope and consumer behavior of Movit Products Limited?
- iii. What is the relationship between consumer behavior and sales performance of Movit Products Limited?
- iv. What is the mediating role of consumer behavior in the relationship between television advertising scope and sales performance of Movit Products Limited?

1.7 Justification of the study

The results of empirical literature on the relationship between television advertising scope and sales performance are contradictory. Furthermore, many of the reported studies on the relationship between television advertising scope and sales performance have been conducted in developed countries where Business environments are rather more streamlined, with less market failures. The Ugandan market is relatively under developed and therefore the traditional theories that have their origin in the developed economies need to be tested in the Ugandan context. The reason for this study was to enable Movit Products Limited in Uganda improve television advertising scope and sales performance.

1.8 Scope of the Study

This section covered content scope, geographical scope, and time scope.

1.8.1 Content scope

The study focused on television advertising scope and sales performance. The study also examined the relationship between television advertising scope and sales performance of Movit Products Limited, established the relationship between television advertising scope and consumer behavior of Movit Products Limited, assessed the relationship between consumer behavior and sales performance of Movit Products Limited, and examined the mediating role of consumer behavior in the relationship between television advertising scope and sales performance of Movit Products Limited.

1.8.2 Geographical scope

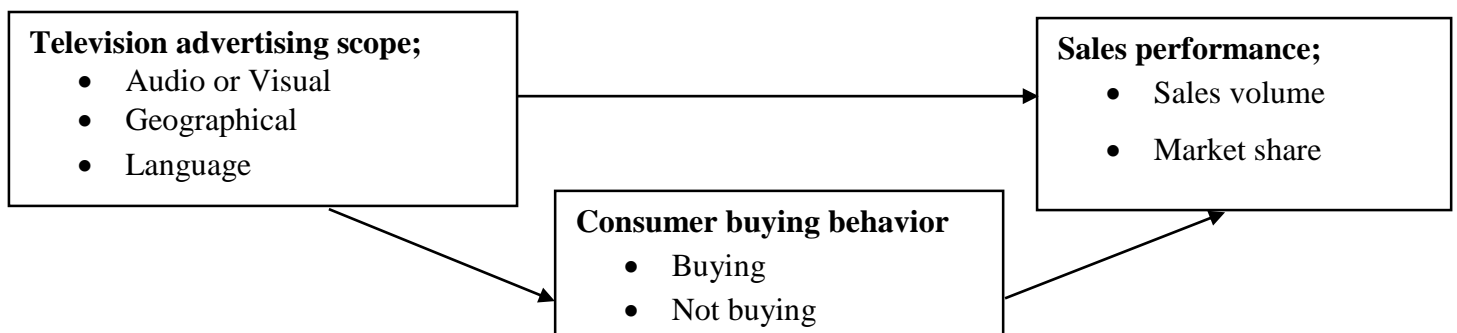
The study was carried out in Movit Products Limited. Movit Products Limited is located in Kampala, Uganda, Plot 4454 & 4455 Zana - Bunamwaya, Off Entebbe Road

1.8.3 Time scope

The study covered a period of five years (2012-2017) because this period was adequate enough for the researcher to acquire information from the most recent literature that was necessary for proper investigation of the variables of interest.

1.9 Conceptual framework

Figure 1: Conceptual framework



Source; *Adapted from Kaplan (2013) and Pride (2015).*

Components of language are Luganda, Luo, Runya-Kitara and English.

From the above Conceptual framework, it is clear that television advertising scope is related to sales performance and consumer buying behavior. It also indicates that consumer buying behavior is associated with sales performance. Television advertising scope is measured by Geographical and Language, consumer buying behavior by buying or not buying and sales performance is measured by sales volume and market share. Television advertising scope offers advertisers the most extensive coverage and highest reach of any media. Visual images and sounds can be incorporated to capture the viewer's attention and present persuasive messages. Products and services can be demonstrated on television in a manner that is not possible in print, radio or in text messages and this increases sales performance (Kaplan, 2013). According to Pride (2015), the sales performance of a business to a great extent is influenced by consumer behavior.

1.10 Significance of the Study

The study findings may broaden the knowledge on advertising. It may show areas where organizations should put more emphasis for better sales performance. Furthermore, the study may practically help Movit Products Limited to review its laws and regulations on advertising in order to cope with the contemporary society.

The scholars and other researchers interested in carrying out further studies in the same area may find the results of this study a useful reference material.

1.11 Operational definitions of the key words

1.11.1 Advertising: According to Philip (2003), advertising is any form of personal presentation of ideas, goods or services by an identified sponsor. It includes the use of such media as magazines, newspaper, radio and television, signs and direct mail. In this study, the elements of advertising scope will be limited to geographical and language.

1.11.2 Performance: According to Kotler (2000), performance refers to the extent to which an organization's goals and objectives are achieved effectively and efficiently.

1.11.3 Sales performance: According to Kotler (2000), sales performance describes the trend of collections in terms of revenue when comparing different periods. The sales may be in form of offering products or services to consumers.

1.12 Summary of the chapter

The chapter started with an introduction which outlined the key areas covered, this was followed by the background to the study in which historical, theoretical, conceptual and contextual backgrounds were discussed. The Chapter proceeded with problem statement seeking to bridge knowledge gap by examining the effect of television advertising scope on sales performance. The Chapter handled the purpose of the study which was examining the effect of television advertising scope on sales performance. Objectives of the study were determined as well as research questions which were basically derived from the research objectives. The scope of the study was determined as content, geographical, and time. The chapter tackled justification and significance of the research. Lastly the chapter handled operational definition of key terms.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents literature on theoretical and conceptual review, the relationship between television advertising scope and sales performance of Movit Products Limited, the relationship between television advertising scope and consumer behavior of Movit Products Limited, the relationship between consumer behavior and sales performance of Movit Products Limited, and the mediating role of consumer behavior in the relationship between television advertising scope and sales performance of Movit Products Limited. This was used to compare with the findings of this study and establish the variations and/or similarities between these study findings and literature. The sources of literature were got from text books, journals and articles related to television advertising scope and sales performance.

2.2 Theoretical review

AIDA and Hierarchy of effects model explains the way consumers' process information they are exposed to in the media (Collye, 1984). In order for advertising communication to be successful, prospective buyers become a target for advertising messages (Rossitor, 1985). The individual must process the elements in an intended manner so that the advertising results which in appropriate circumstances will produce action (Purchase of the product or service). Actions can also include a variety of desired targeted behavior on the part of distributors or consumers. This behavior can be in the form of sales enquiries, or visit to retail outlets. The model identifies the stages which describe the processes a consumer goes through to become a potential customer. The stages identified by this model are; Awareness, Interest, Desire and Action (Glowa, 2002). The model depicts that; awareness will cause or attract the attention of the consumer to the product. This will further arouse the interest and possibly lead to the consumer's desire for the product. Advertisers believe that when the consumer gets to the stage of "desire information" for the product, he or she is likely to take an action which the advertiser sees will be purchasing the product (Lavidge and Steiner, 1961). This theory was relevant to the study as it describes the purchase journey of the customer via advertisements through various media vehicles.

2.3 Conceptual review

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Nickels et al., 2000). 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 build primary demand. It describes available products and services, corrects false impressions and builds the image of the company (Nickels et al., 2000). Advertising can be done through print media which includes newspapers, magazines, brochures, Audio media for example Radio, and visual media which includes billboards, and television (Nickels et al., 2000).

Television advertisement is a span of television programming produced and paid for by an organization (Kotler & Keller, 2005). It uses both audio and visual to convey a message, aimed to market a product or service. Television advertising is about relaying a specific social, political or sales pitch in a limited amount of time, broadly ranging in between few seconds to several minutes. More expensive than other form of promotion, it is produced and paid for by the organizations called advertiser or marketer and streamed from a television network (Kotler & Keller, 2005). The purpose is to generate demand for a product, service, idea or cause. A television advertisement or commercial is a form of advertisement in which goods, services, organizations, ideas etc. are promoted through the medium of television. Television is an audio-visual medium as goods and services being advertised can be seen by the target audience and this earns it more believability than the radio and print media of advertising (Rajagopal, 2010).

Sales performance describes the trend of collections in terms of revenue when comparing different periods (Verhoef et al., 2011). The sales may be in 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 (Kotler and Armstrong, 2000). Sales volume is the core interest of every organization and is based on sales and profit. When volume goes up profits rises and management in organizations is made easier.

2.4 Actual review of the objectives of the study

2.4.1 The relationship between television advertising scope and sales performance

Television is the powerful media tool for advertising as it is persuasive to impact all categories of the customers as it has the ability of colorful motion pictures with sound effects (Panda, 2014). Television offers advertisers the most extensive coverage and highest reach of any media. Television has the advantage of intrusion value, which is the ability of a medium or advertisement to intrude upon a viewer without his or her voluntary attention. Visual images and sounds can be incorporated to capture the viewer's attention and present persuasive messages. Products and services can be demonstrated on television in a manner that is not possible in print, radio or in text messages (Kaplan, 2013). But still it is not enough to broadcast the advertisements unless knowing its effectiveness on the audiences and fulfilling the objective of communications and sales.

Television advertising plays a very significant role in creating product or service awareness in the market place. David and James (2012) argued that radio and television advertising are easy ways to educate existing and prospective consumers about a product or service hence improving sales performance in general.

Ansari and Joloudar (2011) executed research of the effectiveness of the TV advertisements by analyzing the purchase journey of the buyers. The study was based on the theory of AIDAS (Awareness, Interest, Desire, Action, and Satisfaction), an extension of the hierarchy of effects model. The research was accounted by the empirical analysis. The information was collected through the survey of the customers in the market. Ansari and Joloudar (2011) found that TV advertisements have high impact on the audiences in terms of attraction, interest to purchase, desire for purchasing, action of purchasing and customer's satisfaction.

TV advertisements are considered to be a non-personal communication tool to inform groups about the products and services and used for marketing and communication strategy. Its effectiveness can be measured directly by observing sales volume during campaigns or indirectly by conducting surveys. Gautam (2014) viewed sales promotion as an incentive used by marketer to induce the trade or consumers to buy a product and to encourage the sales team to sell aggressively. The sales effects refer to the assessment of the capability of advertising to affect the sales volume and/or the

market share, regardless of the possible influence of other variables. The effectiveness of advertising should be considered for its effect on sales for the short term (Gautam, 2014).

The television represents the advertising support which has known the fastest expansion in the last 50 years, being one of the most recent "media" for publicity. It ensures, through a unique combination of sound, light and movement, the advantage of an impression gained through the direct contact with the product or the respective service, also allowing the presentation of some persuading explanations (Kim, 2010).

Advertising through television represents one of the most modern promoting methods with a decisive role in presenting and selling new products (Chaudhury and Watt, 2015). It has continuously evolved due to the impact that visual media have on the public and it also has the benefit of the scientific discoveries which lead to the development of international satellite communication. As a result, it is not limited anymore and it has a major impact on its public, on an international scale.

Television has a satisfactory flexibility because of its rapid broadcasting of the message at different times, including the maximum audience hours (Kim, 2010).

2.4.2 The relationship between television advertising scope and consumer behavior

The influence of television is very vital since it is a means of communication in an audio and visual manner. A television is the most effective way of communicating ideas to a wide spread audience. The three-fold purpose of a television advertisement is either the introduction of a new product, supporting the product familiarity or just convincing the audience to purchase a particular product. Since the past few years, advertisements have played a vital role in marketing strategies and have been a center of attention among a large number of people throughout the world. Advertisements create sentiments, emotions and sometimes convey hidden yet important messages. It has been influencing the lives of millions of people and is found in our daily lives. Through attractive measures, television advertisements are the most influential forms of media. The strongest impact of advertisements has been seen on television as compared to print media or the radio. The study conducted by Ayanwale & Ayanbimipe (2015) revealed that the impact of television advertisements was the greatest amongst all the other forms of media, and also that in television advertisements the purchase behavior was the greatest.

Television advertisement is a very important information provider which creates a better market and positive image amongst the consumers so that they can easily make a decision according to their needs and demands (Norris, 1984). Ayanwale & Ayanbimipe (2015) argued that product information which is communicated through television advertisements play an important role in altering the attitudes and behaviors of the consumers towards advertisement as well as the buying behaviors of the consumers once their needs have been met after the information of the particular product or service has been communicated through Television advertisement (Katke, 2017).

Arshud et al. (2014) studied on the impact of effective television advertising on consumer behavior. The study was conducted in seven cities in Pakistan. It used probability sampling of 300 respondents. The study found that TV advertising is more persuasive than other advert to convince customer to buy product because it shows and makes perception to consumer.

Television advertising is most effective means of communication. This is because it has an audio-visual impact (Stone, 2012). With catchy slogans, song and dance sequences, famous personalities exhibiting products, TV advertising has a lasting impact. With the varieties of channels and programmers, advertisers have a lot of choice to select the channel and time to advertise. With regional channels coming up, any person even illiterates can watch the advertisements and understand them by seeing and hearing.

Apart from the above, TV advertisements are usually expensive to prepare as well as to telecast. With almost every manufacturer trying to communicate their message through TV advertising, the impact among the viewers is also increased. Nowadays, people are switching on channels whenever there is commercial break (Bové and Thill, 2015). Television advertising is also form of media. With rapid growth of information technology and electronic media, television has topped the list among the media of advertising. TV has the most effective impact as it appeals to both eye and the ear (Stone, 2012).

Niazi et al. (2011) studied on the effective television advertising and its influence on consumer buying behavior. The study was conducted in Pakistan. The methodology used was quantitative technique. 200 questionnaires were distributed and probability sampling was used in a sample for data collection. The findings of the study revealed that there is huge relationship between radio and television advertisement and consumer buying behavior.

Rasool et al. (2012) studied on the impact of television advertisement on consumer behavior of FMCG Lahore city in Pakistan. The questionnaires were randomly distributed to 80 respondents. The study found out that people are affected by culture, price, and quantity in the buying behavior and adaptism from parents. Moreover, according to the study, people were persuaded by television advertisement. The gap of this study is that it only took on little number of people and it did not show how television advertisement changes the behavior of consumers.

2.4.3 The relationship between consumer behavior and sales performance

According to Pride (2015), the sales performance of a business to a great extent is influenced by consumer behavior. Though a consumer's behavior about a product or service to some extent is said to be based on his or her actual experience obtained from the use of specific goods or service, it is also to a great extent influenced by a variety of other factors such as price, quality, and reputation of the manufacturer, branding, and packaging including other complex psychological factors. For instance, the positive opinion about a specific food joint in town will result in greater sales performance while a negative view about a specific product or company will lead to its losses. Thus, consumer behavior affects the performance and profitability of the business.

Organizations study past consumer behaviors to determine future sales. Sales forecasts estimate the expected sales for a particular market during a specified time period. Sales forecasts cannot be higher than the market potential and usually fall short of expectations. Different methods exist for forecasting sales, most of which revolve around obtaining information directly from past buyers. Some examples of forecasting methods are quantitative and qualitative. Quantitative forecasts predict the sales of products based on past results and qualitative forecasts predict sales based on expert opinions in the field (Kuffert, 2015).

Bandura (2012) in his study considered the manners to focus on the consumer behavior which could help to increase sales performance of a product and suggested that the sales force should make sure they target the right consumer, that is, consumers that would make an impact in the decisions of the public, therefore encouraging them to buy the product. The author also added that experts who are knowledgeable persons and deeply rooted in the use of a product should be the main target alongside innovators and opinion leaders.

The study of consumer behavior by Hoch et al. (2014) suggested that everyone does not buy on price consideration or utility consideration only. For high income group's high priced cloth, cars, etc. have been produced. In certain cases, the price of such cloth is three to eight times of normal suiting price but some section still buys it for prestige or show. The producers of such items make heavy profits which would not have been possible without study of consumer behavior because it is against basic economic theory. Even some producers cater for different segments by producing varieties of products such as soaps, creams, toothpastes etc.

Changing population demographics around the world affect the way marketing campaigns are designed. Understanding cultural nuances and subtleties may allow marketers to help further define their particular target market, thereby leading to high sales performance. Consumer lifestyles also determine what products appeal to certain consumer markets. Understanding consumer lifestyles is also a key component of consumer behavior that lets marketers make the appropriate appeals in promoting lifestyle products and further consumption of lifestyle products. Like consumer attitudes, experience also colors consumer responses to certain products. By studying consumer behavior, marketing professionals can tap into consumer experiences with similar products to promote consumption and gain competitive advantage over competitors (Volle, 2011).

2.4.4 The mediating role of consumer behavior in the relationship between television advertising scope and sales performance

Television advertisement and consumer's buying behavior have a strong relationship regarding sales performance of the FMCG's (Fast Moving Consumer Goods). Malik et al (2013) contend that television is the source of an advertisement that is very effective in changing the behavior of the consumer. Oh & Xu (2013) say that television advertising has a vital influence on our lives and thinking style. We deliberately put the efforts in our thinking, living styles, and our behaviors due to influence of television advertisement.

Hareem (2011) studied the relationship between television advertising and mobile services; customer is just not only the user, also stakeholder (partner). Focus on the two factors of customer's behavior as well as (1) flow of experience and (2) overall satisfaction, Chen et al. (2016) maintains that television advertisement provides awareness to the consumers, so that they'll prefer to buy

desired goods. Chowdhury et al. (2014) state that after influenced by the advertisement the Sargodha University students (consumers) at least try to buy the product one time in their life, that's mostly influenced by celebrities. Bashir and Malik (2017) have opinion that consumers are price conscious that's common now days in our society. People are almost behaving rationally due to the benefits of cost, Ahmetoglu et al. (2015) concludes that advertisement have a convincing power and having a motivating tool to persuade the audience including listeners, readers and viewers so that they buy products or services. Abideen and Saleem (2016) say that advertisement has positive effects on the consumer's behavior, who were in different ages in the Pakistan's second largest city Lahore. Flow of advertisement change the consumer's buying decision.

Rasool, et al. (2012) emphasized that brands advertisement on television plays a vital role to stimulate the consumers to buy the same brands, it enhances the performance of any business and its image among the rival market. Malik et al. (2013) stated that the rain of television promotional advertising is growing significantly. Now days, that attracts the well-educated community (Bakshi and Gupta, 2013). Promotion of the product is very effective on those consumers who are traveling via tangential route and this can stimulate and guide the consumer's for switching one brand to another brand (Chakraborty, et al., 2013)

Television advertising is most effective means of communication. This is because it has an audio-visual impact (Stone, 2012). With catchy slogans, song and dance sequences, famous personalities exhibiting products, TV advertising has a lasting impact. With the varieties of channels and programmers, advertisers have a lot of choice to select the channel and time to advertise. With regional channels coming up, any person even illiterates can watch the advertisements and understand them by seeing and hearing. Apart from the above, TV advertisements are usually expensive to prepare as well as to telecast. With almost every manufacturer trying to communicate their message through TV advertising, the impact among the viewers is also increased. Nowadays, people are switching on channels whenever there is commercial break (Bovéé and Thill, 2015).

Muhammad et al (2014) conducted a study on the impact of consumer perception and television advertisement on consumer buying behavior. The study was conducted in Pakistan. 150 questionnaires were distributed to randomly sampled respondents. The study found out that television advertisement had strong positive impact on consumer buying behavior. It was also found that quality television advertisement and positive perception can really play virtual role in

improving consumer buying behavior. However, the state of television advertising which had more effect to consumer buying behavior was not stated, a gap this research intends to fill.

2.5 Summary of literature review

From the Literature review, several researchers seemed to concur that there was a relationship between television advertising scope and sales performance. These conclusions were however confirmed or dispelled after empirical evidence was obtained from the research.

2.6 Literature gap

Most of the highlighted studies in the literature review did not explicitly address the effect of television advertising scope on sales performance. A scarcity of literature in the area of study exists, particularly in the developing countries like Uganda. The few that have been conducted in the third world nations have eluded criticism in the criteria, title, scope; methodology used hence the research gaps in terms of literature.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents how the study was conducted. It comprised of research design, study population, sample size, sampling techniques, data collection methods, data collection instruments, quality control, procedure of data collection, data Analysis, measurement of the variables, ethical issues, and finally limitations to the study.

3.2 Research design

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance with the research purpose (Kothari, 2004). This study adopted a descriptive survey design but cross sectional in nature so as to obtain information on variables in different frameworks but concurrently. The researcher also used both quantitative and qualitative approaches. The quantitative data was used to show the facts of the study in numerical terms and qualitative data focused on the views of the respondents about television advertising scope and sales performance.

3.3 Study Population

Saunders (2007) defined population as the full set of cases from which a sample is taken. For the purpose of this study, the target population was comprised of 100 staff of Movit Products Ltd. These included Finance and Accounts personnel, Senior Management, Junior Management, and Department Heads (Movit Human Resource Report, 2019).

3.4 Sample size

A representative sample was chosen out of a population of 100 staff of Movit. A sample is a smaller group or sub-group obtained from the accessible population (Mugenda and Mugenda, 1999). In this study, a sample of 80 respondents were selected from the staff of Movit Product Limited. The sample size was determined basing on sampling formula by Yamane (1967).

$$n = \frac{N}{1 + N(e)^2} = \frac{100}{1 + 100(0.05)^2} = 80$$

Where n = sample size

N = study population

l = constant

e = error term

3.5 Sampling technique

The researcher used purposive and simple random sampling techniques to select and obtain respondents.

Purposive sampling involved identifying and selecting individuals who were knowledgeable about or experienced regarding sales of Movit Products Limited, which were the subject of my interest as recommended by Cresswell and Plano-Clark (2011). This sampling technique was used to select 10 top management staff of Movit Products Limited who were interviewed. The researcher used this technique because the respondents were knowledgeable and had a long experience in management matters and sales performance and had the authority to release the needed information.

Simple random sampling is a strategy that adds credibility to a sample when the potential purposeful sample is larger than one can handle where by it uses small sample sizes, thus the goal is credibility, not representativeness or the ability to generalize (Patton, 2001). This sampling technique was used to select 70 staffs in sales and marketing department of Movit Products Limited who were expected to participate in the research. The researcher used this sampling technique because each member in this population had an equal chance of being included in the sample.

Table 3.1: Number of respondents and sampling techniques

Category of the respondents	Population (N)	Target sample size	Data collection method	Sampling technique
Department heads (Top management)	15	10	Interview	Purposive
Finance and Accounts personnel	19	16	Questionnaire	Simple random sampling
Senior Management	34	29	Questionnaire	Simple random sampling
Junior management	32	25	Questionnaire	Simple random sampling
Total	100	80		

3.6 Data collection methods

This study used both quantitative and qualitative data collection methods. Quantitative data was collected using questionnaires that were filled by the staff and qualitative data was obtained from key informant interviews with selected top management staff of Movit Products Limited.

3.7 Data Collection Instrument

3.7.1 Questionnaire

A questionnaire is a data collection instrument used to gather data over a large sample or number of respondents (Kombo and Tromp, 2006). The questionnaire contained both open and closed ended structured questions related to the study objectives and was distributed to the respondents and then collected after so as to get genuine information. 70 staffs of Movit Products Limited were selected randomly to answer the questionnaires. The questionnaire method was chosen because it has the advantage of eliciting a lot of information within a short time, providing relevant information and being a less costly method. It is also good for confidentiality purposes.

3.7.2 Interviews

Saunders (2007) defines an interview as a purposeful discussion between two or more people. This method of collecting data involves presentation of oral-stimuli and replies in terms of oral verbal

responses (Kothari,2004). Interviews were used as a supplementary method for data collection. Interview guides were semi-structured because of their flexibility to explore themes that would dig deeper to answer the research questions. The researcher interviewed 10 top management staff of Movit Products Limited. These were the most appropriate respondents since were knowledgeable and had a long experience in management matters and sales performance. Interview guides were particularly useful for getting the story behind a participant's experiences. The interviewer pursued in-depth information around a topic. Interview guides were also useful as follow-up to certain respondents to questionnaires, e.g., to further investigate their responses. The researcher also used interviews since it is highly sensitive hence giving first-hand information.

3.8 Validity and Reliability

In order to make sure that quality and relevant data was collected, the research instruments were tested for validity and reliability as follows;

3.8.1 Validity

Validity refers to the appropriateness of the instrument in collecting the data that is supposed to be collected (Amin 2005). The research instrument was validated in terms of content and face validity. The instruments were scrutinized by at least three university lecturers including the supervisor of the study to judge the items on their appropriateness of content, and to determine all the possible areas that needed modification so as to achieve the objectives of the study. After the scrutiny of the instruments, the necessary adjustments were made on the instruments to ensure that the questions were valid before data collection was done.

3.8.2 Reliability

Reliability of the instrument according to Amin (2005) refers to the degree to which the said instrument consistently measures whatever it is measuring. The researcher measured the reliability of the questionnaire to determine its consistency in testing what they were intended to measure. The test re-test technique was used to estimate the reliability of the instruments. This involved administering the same test twice to the same group of respondents who had been identified for this purpose.

3.9 Procedure of Data Collection

After approval of this research proposal by the University, the researcher got an introductory letter from the Dean of faculty of Business and Administration of Uganda Christian University to undertake data collection in the field. The process started with the distribution of questionnaires with the accompanying letter to the respondents who filled in and returned the questionnaires. The researcher also scheduled appointments with key informants for interview.

3.10 Measurement of the variables

Television advertising scope was measured using components of Audio or Visual, Geographical and Language. On the other hand, consumer buying behavior was measured using the elements of buying and not buying. Sales performance was measured through sales volume and market share.

The variables were measured by defining concepts. For instance, the questionnaire was designed to ask for responses about television advertising scope and sales performance, consumer behavior and sales performance. These were translated into observable and measurable elements so as to develop index of the concepts. The 5-point Likert scale was used to measure the elements on the questionnaire as indicated below where; 1= Strongly disagree, 2= Disagree, 3= Not sure, 4= Agree, 5= Strongly agree. Socio-economic attributes like age, sex, employment period/duration of service, academic levels were measured at nominal scale and the objectives of the study were measured using ordinal scale. A Pearson`s correlation test was run to measure the relationship between the variables.

3.11 Data Analysis

The data was analyzed both quantitatively and qualitatively as seen below;

3.11.1 Quantitative data analysis

Analysis was done according to the objectives of the study, data generated by questionnaires was cleaned, edited and coded before analysis was done; then analyzed using the Statistical Package for Social Sciences (SPSS) version 20 program. Respondent characteristics were measured using frequencies and percentages. Pearson Correlations were used to analyze relationships between respective variables as indicated in the study objectives.

3.11.2 Qualitative data analysis

Qualitative data was analyzed in terms of content and narrative analysis. Under content analysis, verbal or behavioral data was categorized to classify, summarize and tabulate the data. Narrative analysis was done through reformulation of stories presented by respondents taking into account context of each case and different experiences of each respondent.

3.12 Ethical issues

The researcher ensured that no respondent suffered the effects of the research activities. There searcher ensured confidentiality, the respondents' participation was willingly, and the purpose of the research was declared to the respondents. The researcher also secured a letter of introduction from the University which provided appropriate identification of the researcher and the purpose of the research. The researcher also followed the necessary protocols and adhered to the ethical guidelines of the University regarding this research.

3.13 Limitations to the study

Movit Products Limited being a busy organization, finding the personnel to answer all the questions was limited thus the questionnaires were made short and precise and the interviews were made to the point.

The study faced the limitation of inability to reach as many respondents as possible due to their tight work schedules and the inability to get back all the questionnaires from the respondents. However, the researcher made arrangement with the respondents at an appropriate time so as to get the required information for the study.

3.14 Conclusion

The chapter introduced and explained the methodological aspects that were followed when carrying out the research constituting of research design in which descriptive survey design but cross sectional in nature was used, study population, sample size, sampling techniques used, the data collection methods and instruments that were employed during the study, quality control of the instruments, procedure of data collection, data analysis, measurement of the variables, ethical considerations and limitations to the study. This set ground for chapter four which dealt with presentation, analysis and interpretation of the results of the study.

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF RESEARCH FINDINGS

4.1 Introduction

This chapter presents data analysis, interpretation and presentation of research findings. The chapter presents characteristic of respondent's background followed by presentation of study objectives. This chapter also includes the findings by the researcher through use of questionnaires and interviews, presentation of data in table forms, and computation of the response rate.

4.2 Background Characteristics of Respondents

The findings regarding respondents' characters are revealed in the following tables; gender, age, education levels, marital status, and finally period of service in the company.

4.2.1 Gender of the respondent

Gender was considered as a variable in this study since the researcher wanted to find the gender of the respondents. This was coded into two i.e. male and female and the findings on this are tabulated in table 4.1 below;

Table 4.1: Gender of the respondents

Gender	Frequency	Percent
Male	37	46.3
Female	43	53.7
Total	80	100.0

Source: Primary Data 2019

The above table indicates that majority of the respondents 53.7% were female and 46.3% were male. This implies that females were more than males, meaning that females play an important role in television advertising scope and sales performance more than males.

4.2.2 Age of the respondents

Age was considered as a variable in this study since the researcher wanted to find out the age group of the respondents. This was coded into five i.e. between 18 and 25, between 26 and 35, between 36 and 45, between 46 and 55, 56 and above and the findings on this are tabulated in table 4.2 below;

Table 4.2: Age of the respondents

Age	Frequency	Percent
Between 18 and 25	18	22.5
Between 26 and 35	32	40.0
Between 36 and 45	19	23.8
Between 46 and 55	8	10.0
56 and above	3	3.7
Total	80	100.0

Source: Primary Data 2019

The above table shows that 40% representing majority of the respondents were between the age of 26 and 35, 23.8% were between 36 and 45, 22.5% were between 18 and 25, 10% were between 46 and 55 while only 3.7% were 56 years and above. This implies that most respondents were between the age of 26 and 35 meaning that the company is mostly managed by this age group since they are the majority. The implication here is that television advertising scope is high among this age group since they were the majority.

4.2.3 Education level of the respondents

This was a key variable in this study since the researcher wanted to find out the respondents with the highest level of education in company. This was coded into six i.e. None, Certificate/Diploma, Bachelor, Masters, PhD, others and the findings on this are tabulated in table 4.3 below;

Table 4.3: Education level of the respondents

Education level	Frequency	Percent
None	7	8.7
Certificate/Diploma	44	55.0
Bachelor	23	28.8
Masters	3	3.7
PhD	1	1.3
Others	2	2.5
Total	80	100.0

Source: Primary Data 2019

The above table indicates that majority of the respondents 55% attained Certificate /Diploma, 28.8% attained Bachelors, 8.7% did not attain any level of education, 3.7% attained Masters, and 2.5% attained other levels of education, while only 1.3% attained PhD. This implies that majority of the respondents attained Certificate/Diploma while only few attained PhD. This means that those who attained Certificate/Diploma tend to work in company more than those who attained other levels of Education. The implication here is that those who attained Certificate/Diploma tend to take active part in television advertising scope since they were the majority.

4.2.4 Marital status of the respondents

Marital status was considered as a variable in this study since the researcher wanted to find out marital status of the respondents in the company. This was coded into four i.e. Single, Married, Divorced, Widowed and the findings on this are tabulated in table 4.4 below;

Table 4.4: Marital status of the respondent

Marital status	Frequency	Percent
Single	47	58.8
Married	26	32.5
Divorced	3	3.7
Widowed	4	5.0
Total	80	100.0

Source: Primary Data 2019

Results from the above table revealed that majority of the respondents were single 58.8%, followed by those who were married 32.5% while 5% were widowed and only 3.7% were divorced. This implies that the company is dominated by those who are single, meaning that those who are single tend to work in the company more than those who are married, divorced, and widowed. The implication here is that single people tend to take active part in television advertising scope since they were the majority.

4.2.5 Length of service in the company

Length of service in the company was considered as a variable in this study since the researcher wanted to find out how long the respondent has served in company. This was coded into four i.e. less than 1 year, between 1 and 3 years, between 3 and 5 years, 6years and above and the findings on this are tabulated in table 4.5 below;

Table 4.5: Length of service in company

Length of service	Frequency	Percent
Less than 1 year	15	18.8
Between 1 and 3 years	28	35.0
Between 3 and 5 years	26	32.5
6years and above	11	13.7
Total	80	100.0

Source: Primary Data 2019

On assessment of length of service of respondents in industry, results from the above table revealed that majority of the respondents have worked in company for a period of one to three years 35%, followed by those who have worked for a period between three and five years 32.5%, 18.8% have worked for a period of less than one year while only 13.7% have worked for a period of six years and above. The implication here is that most respondents have worked in the company for more than one year and are knowledgeable about television advertising scope hence able to avail the required information for the study.

4.3 The relationship between television advertising scope and sales performance

This was one of the key objectives of the study and the researcher wanted to find out the relationship between television advertising scope and sales performance. A Pearson's correlation test was run to show the relationship between television advertising scope and sales performance. The level of acceptance of the relationship was when $Pr=0.005$ and below. The results on this are indicated in table 4.6 below;

Table 4.6: The relationship between television advertising scope and sales performance

Correlations

		Television advertising scope	Sales performance
Television advertising scope	Pearson Correlation	1	.969**
	Sig. (2-tailed)		.000
	N	80	80
Sales performance	Pearson Correlation	.969**	1
	Sig. (2-tailed)	.000	
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data 2019

Results from the above table 4.6 revealed that there is a significant positive relationship between television advertising scope and sales performance ($r = 0.969$, $P < 0.01$). The p value was 0.000 implying that there is a significant relationship between television advertising scope and sales performance. Also, there was 0.969 implying that proper television advertising scope will increase sales performance by 96% implying a positive relationship between the two variables. This is consistent with findings of the study conducted by David and James (2012), who argued that radio and television advertising are easy way to educate existing and prospective consumers about a product or service hence improving sales performance in general. Ansari and Joloudar (2011) also found that

TV advertisements have high impact on the audiences in terms of attraction, interest to purchase, desire for purchasing, action of purchasing and customer’s satisfaction. the above findings are also in line with Chaudhury and Watt (2015), who established that advertising through television represents one of the most modern promoting methods with a decisive role in presenting and selling new products. To support the above findings, one of the respondents interviewed had this to say;

“Television advertising promotes sales performance since the adverts of the television are always attractive and triggered towards capturing the attention of the customers, thereby making the customers to buy the products easily”

4.4 The relationship between television advertising scope and consumer behavior

This was one of the key objectives of the study and the researcher wanted to find out the relationship between television advertising scope and consumer behavior. A Pearson’s correlation test was run to show the relationship between television advertising scope and consumer behavior. The level of acceptance of the relationship was when Pr=0.005 and below. The results on this are indicated in table 4.7 below;

Table 4.7: The relationship between television advertising scope and consumer behavior

Correlations

		Television advertising scope	Consumer behavior
Television advertising scope	Pearson Correlation	1	.937**
	Sig. (2-tailed)		.000
	N	80	80
Consumer behavior	Pearson Correlation	.937**	1
	Sig. (2-tailed)	.000	
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data 2019

The results from table 4.7 above indicates that television advertising scope has positive correlation to consumer behavior equal to 0.937 and the p-value is .000 which is less than 0.01. This means that there is a significant relationship between television advertising scope and consumer behavior. It can therefore be concluded that television advertising scope has a positive influence on consumer behavior. The above findings are in line with Ayanwale & Ayanbimipe (2015), who argued that product information which is communicated through television advertisements play an important role in altering the attitudes and behaviors of the consumers towards advertisement as well as the buying behaviors of the consumers once their needs have been met after the information of the particular product or service has been communicated through Television advertisement. The above findings are also in line with the findings of Arshud et al. (2014), who found that TV advertising is more persuasive than other advert to convince customer to buy product because it shows and makes perception to consumer. The above findings are also in agreement with the findings of Niazi et al. (2011), who revealed that there is huge relationship between television advertisement and consumer buying behavior. To support the above findings, one of the respondents interviewed asserted that;

“Television advertising has a positive influence on the behavior of customers because of its visual aspect”.

4.5 The relationship between consumer behavior and sales performance

This was one of the key objectives of the study and the researcher wanted to find out the relationship between consumer behavior and sales performance. A Pearson`s correlation test was run to show the relationship between consumer behavior and sales performance. The level of acceptance of the relationship was when $Pr=0.005$ and below. The results on this are indicated in table 4.8 below;

Table 4.8: The relationship between consumer behavior and sales performance

Correlations

		Consumer behavior	Sales performance
Consumer behavior	Pearson Correlation	1	.897**
	Sig. (2-tailed)		.000
	N	80	80
Sales performance	Pearson Correlation	.897**	1
	Sig. (2-tailed)	.000	
	N	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data 2019

The results from table 4.8 above indicates that consumer behavior has positive correlation to sales performance equal to 0.897 and the p-value is .000 which is less than 0.01. This means that there is a significant positive relationship between consumer behavior and sales performance. It can therefore be concluded that consumer behavior contributes greatly to sales performance. The above findings are in line with Pride (2015), who established that sales performance of a business to a great extent is influenced by consumer behavior. Bandura (2012) also considered the manners to focus on the consumer behavior which could help to increase sales performance of a product and suggested that the sales force should make sure they target the right consumer, that is, consumers that would make an impact in the decisions of the public, therefore encouraging them to buy the product. To support the above findings, one of the respondents interviewed had this to say;

“Consumers behavior about certain products can make them to buy the products”

4.6 The mediating role of consumer behavior in the relationship between television advertising scope and sales performance

This was one of the key objectives of the study and the researcher wanted to find out the mediating role of consumer behavior in the relationship between television advertising scope and sales performance. In order to achieve this, the researcher asked several

questions and the respondents were requested to indicate their level of agreement and disagreement on these roles. The responses on this are indicated in table 4.9 below;

Table 4.9: The mediating role of consumer behavior in the relationship between television advertising scope and sales performance

	Minimum	Maximum	Mean	Std. Deviation
Consumer behavior mediates the relationship between television advertising and sales performance	1.00	5.00	2.01	1.164
Consumer behavior does not mediate the relationship between television advertising and sales performance	1.00	5.00	1.83	.776
Average			1.92	0.97
<i>n</i> = 80				

Source: Primary Data 2019

Table 4.9 indicates that the Average mean value is 1.92, which indicates that respondents agreed that there is mediating role of consumer behavior in the relationship between television advertising scope and sales performance. The Average standard deviation value is 0.97, which indicates that respondents had variation in responses regarding the claim that there is mediating role of consumer behavior in the relationship between television advertising scope and sales performance.

Results from table 4.9 above shows a mean of 2.01, which indicates that the respondents agreed that consumer behavior mediates the relationship between television advertising and sales performance. However, a standard deviation of 1.164 shows variation in the response rate as to whether consumer behavior mediates the relationship between television advertising and sales performance. The above findings are in line with Malik et al. (2013), who established that television advertisement and consumer's buying behavior have a strong relationship regarding sales performance of the FMCG's (Fast Moving Consumer Goods).

Study findings revealed that respondents agreed that consumer behavior does not mediate the relationship between television advertising and sales performance. This is revealed by

a mean of 1.83, although the standard deviation of .776 seems to suggest variation in the responses generated for the test.

4.7 Regression analysis results

Regression analysis was conducted between independent variable (television advertising scope) and dependent variable (sales performance).

Table 4.10: Regression analysis results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.725	.479		3.604	.001
Television advertising scope	.322	.111	.301	2.902	.005
Consumer behavior	.052	.105	.052	2.496	.006

a. Dependent Variable: Sales performance

Source: Primary data 2019

From table 10 above, it is clear that the independent variables (television advertising scope and consumer behavior) have a significant and positive influence towards sales performance. The magnitudes were as follows: Television advertising scope ($p = 0.005$, $\beta = 0.301$); Consumer behavior ($p = 0.006$, $\beta = 0.052$) respectively. Additionally, the results found a significant positive relationship between television advertising scope, consumer behavior and sales performance.

4.8 Conclusion

The chapter started with an introduction which outlined the key areas covered, this was followed by background characteristics of respondents in which findings on gender, age, education levels, marital status and period of service in the company were analyzed. A Pearson's correlation test was run to show the relationship between television advertising scope and sales performance. Lastly the chapter tackled Regression Analysis.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents summaries of study findings as per the study objectives, conclusions based on those findings and recommendations based on both the study findings and other relevant literature considered necessary and vital to be used in future to improve the study situation.

5.2 Summary of major findings

This section shows summary of the major findings in accordance with research objectives and questions.

5.2.1 The relationship between television advertising scope and sales performance

The study found that there is a significant positive relationship between television advertising scope and sales performance ($r = 0.969$, $P < 0.01$). This means that if there is television advertising scope, sales performance will increase.

5.2.2 The relationship between television advertising scope and consumer behavior

Findings indicated that that television advertising scope has positive correlation to consumer behavior equal to 0.937 and the p-value is .000 which is less than 0.01. This means that there is a significant relationship between television advertising scope and consumer behavior.

5.2.3 The relationship between consumer behavior and sales performance

The findings indicated that consumer behavior has positive correlation to sales performance equal to 0.897 and the p-value is .000 which is less than 0.01. This means that there is a significant positive relationship between consumer behavior and sales performance.

5.2.4 The mediating role of consumer behavior in the relationship between television advertising scope and sales performance

The study found that consumer behavior mediates the relationship between television advertising and sales performance as reflected by mean value of 2.01. It was also

established that consumer behavior does not mediate the relationship between television advertising and sales performance, this was revealed by a mean value of 1.83.

5.3 Conclusions

In conclusion, it was noted that television advertising scope has a significant positive correlation to sales performance. It was also noted that television advertising scope has positive correlation to consumer behavior. In addition, it was also noted that consumer behavior has positive correlation to sales performance. It was further noted that consumer behavior mediates the relationship between television advertising and sales performance. It can therefore be concluded that television advertising scope and consumer behavior contribute to sales performance.

5.4 Recommendations

This study recommends that the management of Movit Products Limited should continue to improve on their budget for television advertising in order to maintain a steady increase in sales volume.

The management of Movit Products Limited should not only focus on central Uganda but also Northern, Western and Eastern Uganda.

The advertisements should address the concerns of customers and also find out the reasons behind potential customers' failure to buy and address them.

Movit Products Limited should use other forms of advertising like sponsoring events and use of mobile phone advertising. This will increase awareness about the various products produced by the company.

The television adverts should be done in different common local languages used in the country so that every individual can get the messages from the adverts.

5.5 Areas of future research

In future, researchers could look at effectiveness of advertising using media other than television.

The challenges faced in television advertising scope.

The different ways of improving television advertising scope.

Contemporary advertising technology like social media.

5.6 Conclusion

The chapter started with an introduction which outlined the key areas covered, this was followed by summary of major findings in which major findings on the relationship between television advertising scope and sales performance, the relationship between television advertising scope and consumer behavior, the relationship between consumer behavior and sales performance and the mediating role of consumer behavior in the relationship between television advertising scope and sales performance were discussed. The chapter proceeded with conclusion and recommendations. Lastly the chapter tackled areas of future research.

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APPENDIX 1: QUESTIONNAIRE
QUESTIONNAIRE ON RADIO AND TELEVISION ADVERTISING SCOPE AND
SALES PERFORMANCE

Dear respondent,

I am **Kamusiime Shibah**, a student of Uganda Christian University Mukono, pursuing a Master's Degree in Business Administration. As a requirement in partial fulfillment for the award of the above mentioned course, I am required to carry out a field research study on “**television advertising scope and sales performance**”. I therefore request you to take a few minutes of your time and answer the questions below. Your responses will be used for academic purposes only and will be treated with utmost confidentiality. Thank you.

SECTION A: Background Characteristics *(Please tick where appropriate)*

1. Gender

Male Female

2. Age

18-25 26-35 36-45 46-55 56 and above

3. Highest level of education

None Certificate/Diploma Bachelor Masters
PHD Other (Specify)

4. Marital status

Single Married Divorced Widowed

5. How long have you worked in this company (Years)?

0-1 1-3 3-5 6 and above

SECTION B: TELEVISION ADVERTISING SCOPE AND SALES PERFORMANCE

Under the following sections, please tick according to your level of agreement using a scale of; 1= Strongly Disagree, 2= Disagree, 3= Not sure, 4= Agree, 5= Strongly agree

Television advertising scope and sales performance	5	4	3	2	1
Our adverts on television cover almost all the parts of Uganda and beyond.					
Our company uses over five television channels					
Our company advertises more than twice a day					
Television offers advertisers the most extensive coverage and highest reach of any media.					
Television has the advantage of intrusion value					
Visual images and sounds can be incorporated to capture the viewer's attention and present persuasive messages					
Products and services can be demonstrated on television in a manner that is not possible in print, radio or in text messages.					
Television has a satisfactory flexibility because of its rapid broadcasting of the message at different times.					
Effective television advertising can increase sales of advertisers products					
Advertising through television increases organization target market and boost sales					
Our television advertisement is a strong tool in tapping into consumers buying power					
Our advertisement through television creates product differentiation					

SECTION C: TELEVISION ADVERTISING SCOPE AND CONSUMER BEHAVIOR

Under the following sections, please tick according to your level of agreement using a scale of; 1= Strongly Disagree, 2= Disagree, 3= Not sure, 4= Agree, 5= Strongly agree

Television advertising scope and consumer behavior	5	4	3	2	1
Our advertisements on television convinces the consumers to purchase a particular product					
Our advertisements on television create sentiments and emotions among consumers					
Our television advertisement creates a better market and positive image amongst the consumers.					
Our product information communicated through television advertisements play an important role in altering the attitudes and behaviors of the consumers.					
Our television advertising have developed a significant communication systems which connect both consumers and businesses.					
Television advertising as marketing tools are used to convince the consumer to purchase them.					
Our television advertisements are tailored towards consumer satisfaction					
Our consumers are persuaded by television advertisement					

SECTION D: CONSUMER BEHAVIOR AND SALES PERFORMANCE

Under the following sections, please tick according to your level of agreement using a scale of; 1= Strongly Disagree, 2= Disagree, 3= Not sure, 4= Agree, 5= Strongly agree

Consumer behavior and sales performance	5	4	3	2	1
Our sales performance is influenced by consumer behavior					
Consumer behavior affects the performance and profitability of our business					
Our company studies past consumer behaviors to determine future sales					
Our sales force targets the right consumer					
Our company produces variety of products to cater for different segments					
Our market share has increased					

SECTION E: THE MEDIATING ROLE OF CONSUMER BEHAVIOR IN THE RELATIONSHIP BETWEEN TELEVISION ADVERTISING AND SALES PERFORMANCE

Under the following sections, please tick according to your level of agreement using a scale of; 1= Strongly Disagree, 2= Disagree, 3= Not sure, 4= Agree, 5= Strongly agree

The mediating role of consumer behavior in the relationship between television advertising and sales performance	5	4	3	2	1
Consumer behavior mediates the relationship between television advertising and sales performance					
Consumer behavior does not mediate the relationship between television advertising and sales performance					

Thank you for your time

APPENDIX 2: INTERVIEW GUIDE
AN INTERVIEW ON RADIO AND TELEVISION ADVERTISING SCOPE AND SALES PERFORMANCE

Dear respondent,

I am **Kamusiime Shibah**, a student of Uganda Christian University Mukono, pursuing a Master's Degree in Business Administration. As a requirement in partial fulfillment for the award of the above mentioned course, I am required to carry out a field research study on “**television advertising scope and sales performance**”. I therefore request you to take a few minutes of your time and answer the questions below. Your responses will be used for academic purposes only and will be treated with utmost confidentiality. Thank you.

1. How long have you been in this company?
2. In those years, have you seen any form of advertising scope in this company?
3. If yes, which ones from the time you have been in this company?
4. In what ways does television advertising scope influence sales performance?
5. What is the effect of television advertising scope on consumer behavior?
6. What impact does consumer behavior has on sales performance?
7. What do you Think is the mediating role of consumer behavior in the relationship between television advertising and sales performance?

Thank you for your time and cooperation.