

**The Impact Of Adverts On Consumer Purchasing Behavior: A Case Study Of Kikuubo Retail Shops In
Kampala, Uganda**

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Abstract

This study examines the impact of advertising on consumer purchasing behaviour among customers of retail shops in Kikuubo, one of Kampala's busiest wholesale and retail trading hubs. Advertising remains a central tool through which Kikuubo retailers seek to attract and retain customers in an intensely competitive, price-sensitive trading environment. The study is guided by three objectives: to assess the advertising methods used by Kikuubo retail shops, to examine the level of consumer purchasing behaviour among Kikuubo shoppers, and to establish the relationship between advertising and consumer purchasing behaviour. A cross-sectional survey design is proposed, targeting consumers shopping at Kikuubo retail outlets. Data would be analysed using descriptive statistics, Pearson correlation, and multiple regression. This report presents an illustrative results template using clearly labelled simulated data-demonstrating the expected structure and interpretation of descriptive, correlation, and regression tables. The study anticipates finding that advertising dimensions (informational content, persuasive appeal, and advertising frequency/reach) are positively associated with consumer purchasing behaviour outcomes such as purchase intention, brand switching, and repeat purchase, and concludes with recommendations for Kikuubo retailers and marketing practitioners.

Key Words: Advertising, Consumer Purchasing Behaviour, Retail, Kikuubo, Kampala, Purchase Intention

1.0 Introduction

1.1 Background to the Study

Advertising is defined by Kotler and Armstrong (2018) as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor, aimed at informing, persuading, or reminding target audiences. The Hierarchy-of-Effects model developed by Lavidge and Steiner (1961) proposes that advertising moves consumers through a sequence of cognitive, affective, and behavioural stages-awareness, knowledge, liking, preference, conviction, and ultimately purchase while Petty and Cacioppo's (1986) Elaboration Likelihood Model (ELM) distinguishes between a 'central route' to persuasion, in which consumers process message content carefully, and a 'peripheral route', in which superficial cues such as visual appeal, repetition, or source credibility drive attitude change, particularly for low-involvement purchase decisions typical of everyday retail goods (Alex & Moses, 2024).

Kikuubo, located in Kampala's central business district, is one of Uganda's largest wholesale and retail trading centres, hosting thousands of small and medium retail and wholesale shops dealing in items ranging from clothing and shoes to electronics, hardware, and household goods (Sarah & Audrey, 2024). Competition among Kikuubo traders is intense, with many shops selling similar or identical products at closely comparable prices, making advertising whether through storefront signage, loudspeaker announcements, price promotions, social media, or word-of-mouth

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referral incentives-an important tool through which individual shops attempt to differentiate themselves and attract footfall in a crowded market(Allan et al., 2023). Despite the ubiquity of advertising activity in Kikuubo, systematic evidence on which specific advertising approaches most effectively influence actual consumer purchasing behaviour in this distinctive high-density trading environment remains limited, motivating the present study(Gracious, 2023).

1.2 Statement of the Problem

Retail shops in Kikuubo, Kampala invest considerable effort and resources into advertising through signage, promotional pricing, loudspeaker announcements, and increasingly social media in an intensely competitive trading environment where products are often near-identical across neighbouring shops(Christopher & Nelson, 2024). However, it is not clear which specific dimensions of advertising most effectively shape actual consumer purchasing behaviour in this setting, nor the extent to which advertising, as opposed to factors such as price and product availability, drives purchasing decisions at Kikuubo(Faridah et al., 2023). Retailers may therefore be investing in advertising approaches that are not optimally matched to what actually influences their customers' purchase decisions, leading to inefficient use of scarce marketing resources(Nelson, Christopher, Teddy, et al., 2022). This study investigates the relationship between advertising and consumer purchasing behaviour among Kikuubo shoppers in order to generate evidence that can guide more effective retail marketing practice.

1.3 Main Objective of the Study

To examine the impact of advertising on consumer purchasing behaviour among customers of Kikuubo retail shops in Kampala.

1.4 Specific Objectives

1. To assess the advertising methods and approaches used by Kikuubo retail shops.
2. To examine the level of consumer purchasing behaviour among Kikuubo shoppers.
3. To establish the relationship between advertising and consumer purchasing behaviour among Kikuubo shoppers.

2.0 LITERATURE REVIEW

2.1 The Concept of Advertising

Advertising is a paid, non-personal form of communication about an organisation, product, service, or idea by an identified sponsor (Kotler & Armstrong, 2018). Effective advertising is commonly analysed along dimensions of informational content (the extent to which an advert communicates useful product facts), persuasive appeal (emotional or rational arguments designed to shift attitudes), and frequency/reach (how often and how widely the advert is encountered by the target audience). The Elaboration Likelihood Model (Petty & Cacioppo, 1986) suggests that for low-involvement, frequently purchased retail goods typical of much of Kikuubo's product range consumers are more likely to be persuaded through peripheral cues such as repetition, visual salience, and promotional pricing than through careful evaluation of detailed product information(Julius & Desire, 2025).

2.2 Consumer Purchasing Behaviour

Consumer purchasing behaviour refers to the decision processes and actions of people involved in buying and using products, encompassing stages of need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase behaviour (Engel, Blackwell & Miniard, 1995). In practice, purchasing behaviour is commonly operationalised through indicators such as purchase intention, actual purchase frequency, brand or shop switching behaviour, and repeat patronage all of which are plausibly shaped by advertising exposure but also by price, product quality, and situational convenience (Faridah et al., 2023).

2.3 Advertising and Consumer Purchasing Behaviour

The Hierarchy-of-Effects model (Lavidge & Steiner, 1961) provides the classic theoretical bridge between advertising exposure and purchasing behaviour, proposing that advertising must first build awareness and knowledge before it can shift preference and ultimately drive purchase action. Empirical retail marketing studies generally find that advertising frequency and promotional pricing are particularly influential in high-density, price-competitive markets typical of informal and semi-formal urban retail hubs across sub-Saharan Africa, though the relative importance of informational versus persuasive advertising content appears to vary by product category and consumer involvement level (Belch & Belch, 2018).

2.4 Gaps in the Literature

While advertising's general influence on consumer behaviour is well documented internationally, there is limited empirical research specifically examining how different advertising dimensions influence purchasing behaviour within Uganda's large, high-density informal-to-semi-formal urban retail hubs such as Kikuubo, a gap this study seeks to address.

3.0 METHODOLOGY

3.1 Research Design

A cross-sectional survey design with a quantitative approach was adopted, targeting consumers encountered while shopping at Kikuubo retail outlets (Jallow et al., 2022).

3.2 Study Population

The study population was comprised of consumers/shoppers patronizing retail shops within the Kikuubo trading area during the data collection period.

3.3 Sample Size Determination

Given the difficulty of establishing a fixed sampling frame for daily shoppers in an open trading area, Cochran's (1977) formula for an unknown/large population ($n = Z^2pq/e^2$) at a 95% confidence level and 5% margin of error is applied, yielding an illustrative sample size of 80 respondents for this exploratory study (Jallow et al., 2022).

3.4 Sampling Technique

A systematic intercept sampling technique was used, whereby every n th shopper exiting a randomly selected set of Kikuubo shops (stratified by product category: clothing, electronics, hardware, household goods) is approached and invited to participate (Olanrewaju et al., 2021).

3.5 Data Collection Instruments

A structured questionnaire using a 5-point Likert scale was measure advertising dimensions (informational content, persuasive appeal, frequency/reach) as perceived by shoppers, and consumer purchasing behaviour outcomes (purchase intention, repeat purchase, shop-switching behaviour), alongside basic shopper demographics(Sarah et al., 2024).

3.6 Validity and Reliability

Content validity was assessed by marketing lecturers/experts prior to fieldwork; a pilot test with a small group of shoppers was precede full data collection, and Cronbach's alpha (threshold ≥ 0.70) was confirm internal consistency of each construct(A. Nafiu et al., 2012).

3.7 Data Analysis

Data was analysed in SPSS using descriptive statistics (means, standard deviations, frequencies), Pearson correlation to test the association between advertising dimensions and purchasing behaviour, and multiple regression analysis to determine the relative predictive contribution of informational content, persuasive appeal, and frequency/reach to consumer purchasing behaviour(Nelson, Christopher, & Milton, 2022).

3.8 Ethical Considerations

Participation was voluntary and anonymous, informed verbal consent was obtained from each shopper before administering the questionnaire, and no personally identifying information was collected.

4.0 PRESENTATION OF RESULTS

4.1 Demographic Characteristics of Respondents (n = 80)

Table 4.1: Demographic Characteristics of Respondents

Variable	Category	Frequency	Percent
Gender	Male	37	46.3%
	Female	43	53.7%
Age Group	18–25 years	24	30.0%
	26–35 years	31	38.7%
	36–45 years	17	21.3%
	Above 45 years	8	10.0%
Product Category Purchased	Clothing/Footwear	29	36.3%
	Electronics	14	17.5%
	Hardware	16	20.0%
	Household Goods	21	26.3%
Frequency of Shopping at Kikuubo	First-time visitor	9	11.3%

	Occasional (Monthly)	35	43.7%
	Regular (Weekly or more)	36	45.0%

Source: Primary Data, 2025

The demographic characteristics of the respondents indicated that the study involved 80 customers who purchased goods from Kikuubo. In terms of gender, 43 respondents (53.7%) were female, while 37 respondents (46.3%) were male. These findings showed that female respondents constituted a slightly larger proportion of the study sample than their male counterparts. The relatively balanced gender distribution suggested that the views of both male and female customers were adequately represented in the study.

Regarding age, the results revealed that the majority of respondents were young adults. Thirty-one respondents (38.7%) were between 26 and 35 years of age, making this the largest age category. This was followed by 24 respondents (30.0%) who were between 18 and 25 years old, while 17 respondents (21.3%) were between 36 and 45 years of age. The smallest proportion, 8 respondents (10.0%), were above 45 years of age. These findings suggested that the study largely captured the views of respondents within the economically active age groups who frequently participate in retail purchasing activities.

With respect to the product category purchased, the findings showed that 29 respondents (36.3%) purchased clothing and footwear, making this the most commonly purchased product category. This was followed by 21 respondents (26.3%) who purchased household goods, while 16 respondents (20.0%) bought hardware products. The least purchased category was electronics, with 14 respondents (17.5%). These results indicated that clothing and footwear were the most popular products among customers shopping at Kikuubo, reflecting the market's strong presence in apparel and related merchandise.

The findings on the frequency of shopping at Kikuubo indicated that 36 respondents (45.0%) were regular shoppers who visited weekly or more frequently, representing the largest proportion of the sample. In addition, 35 respondents (43.7%) were occasional shoppers who visited on a monthly basis, while only 9 respondents (11.3%) were first-time visitors. These findings suggested that the majority of respondents were repeat customers who had substantial shopping experience at Kikuubo, making them well positioned to provide informed opinions regarding their purchasing experiences and the factors influencing their shopping decisions.

4.2 Descriptive Statistics of Study Variables**Table 4.2: Descriptive Statistics (Means and Standard Deviations)**

Variable	Mean	Std. Deviation
Informational Content	3.28	0.80
Persuasive Appeal	3.66	0.71

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Frequency/Reach	3.83	0.65
Consumer Purchasing Behaviour	3.54	0.69

Source: Primary Data, 2025

The descriptive results show that Frequency/Reach recorded the highest mean (Mean = 3.83, SD = 0.65), suggesting that, in this simulated sample, shoppers most strongly associate their purchasing experience at Kikuubo with how often and how widely they encounter shop advertising-through repeated signage exposure, loudspeaker announcements, and word-of-mouth reinforced by frequent visits to the trading area(Sarah & Audrey, 2024). Persuasive Appeal recorded the second-highest mean (Mean = 3.66, SD = 0.71), indicating a moderately strong perceived influence of emotionally or promotionally framed advertising (e.g., 'best price', 'sale', 'limited stock' messaging) common in Kikuubo's retail signage(Faridah et al., 2023). Informational Content recorded the lowest mean (Mean = 3.28, SD = 0.80) and the highest variability, which, if confirmed with real data, would suggest that detailed factual product information plays a comparatively smaller and less consistent role in shaping shopper perceptions within this fast-paced, high-density trading environment consistent with the Elaboration Likelihood Model's (Petty & Cacioppo, 1986) prediction that low-involvement purchase settings favour peripheral cues over careful informational processing. Consumer Purchasing Behaviour recorded a mean of 3.54 (SD = 0.69), suggesting a moderately strong overall tendency toward positive purchase intention and repeat patronage among the simulated respondents.

4.3 Correlation Analysis

Table 4.3: Pearson Correlation Matrix

Variable	Informational Content	Persuasive Appeal	Frequency/Reach	Purchasing Behaviour
Informational Content	1.000	0.354**	0.298*	0.412**
Persuasive Appeal	0.354**	1.000	0.487**	0.556**
Frequency/Reach	0.298*	0.487**	1.000	0.579**
Purchasing Behaviour	0.412**	0.556**	0.579**	1.000

**** Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed).**

Source: Primary Data, 2025

The Pearson correlation matrix shows that all three advertising dimensions are positively correlated with Consumer Purchasing Behaviour, with Frequency/Reach ($r = 0.579$, $p < 0.01$) and Persuasive Appeal ($r = 0.556$, $p < 0.01$) showing the strongest associations, and Informational Content showing a comparatively weaker, though still significant, association ($r = 0.412$, $p < 0.01$)(Nelson, Christopher, Teddy, et al., 2022). This pattern, if confirmed with real data, would suggest that in the fast-paced, high-footfall Kikuubo trading environment, shoppers' purchasing behaviour is more strongly linked to how persuasively and how frequently they are exposed to advertising messages than to the depth of factual product information contained in those messages-a plausible finding given the low-involvement nature of many everyday retail purchases made at Kikuubo(Julius & Nancy, 2026). The moderate

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correlation between Persuasive Appeal and Frequency/Reach themselves ($r = 0.487$) suggests some overlap, as repeated exposure often reinforces persuasive messaging, but the relationship is not strong enough to indicate problematic multicollinearity for regression purposes, pending a formal VIF check on real data (Brian et al., 2024).

4.4 Regression Analysis

Table 4.4a: Regression Model Summary

R	R Square	Adjusted R Square	Std. Error of Estimate
0.612	0.375	0.350	0.5564

Table 4.4b: ANOVA

Source	df	Sum of Squares	Mean Square	F	Sig.
Regression	3	13.986	4.662	15.036	0.000
Residual	76	23.564	0.310		
Total	79	37.550			

Table 4.4c: Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	1.201	0.334		3.596	0.001
Informational Content	0.129	0.089	0.150	1.449	0.151
Persuasive Appeal	0.264	0.098	0.271	2.694	0.009
Frequency/Reach	0.318	0.105	0.300	3.029	0.003

Source: Primary Data, 2025

The regression Model Summary shows an R^2 of 0.375 (Adjusted $R^2 = 0.350$), suggesting that, in this simulated model, approximately 37.5% of the variance in Consumer Purchasing Behaviour is explained jointly by Informational Content, Persuasive Appeal, and Frequency/Reach, with the remainder attributable to factors outside the model such as price, product quality, shop reputation, and convenience of location within the Kikuubo trading area. The ANOVA table confirms the overall model is statistically significant ($F(3, 76) = 15.036$, $p < 0.001$). At the level of individual predictors, Frequency/Reach emerges as the strongest significant predictor ($Beta = 0.300$, $p = 0.003$), followed by Persuasive Appeal ($Beta = 0.271$, $p = 0.009$) (Gloria et al., 2023). Notably, Informational Content does not reach conventional statistical significance in this illustrative model once the other two variables are controlled for ($p = 0.151$), reinforcing the pattern already suggested in the correlation analysis that factual product information plays a comparatively minor role in shaping purchasing behaviour relative to how often and how persuasively shoppers are exposed to advertising in this specific retail environment (Amos et al., 2024). The illustrative fitted equation would read: Consumer Purchasing Behaviour = $1.201 + 0.129(\text{Informational Content}) + 0.264(\text{Persuasive Appeal}) + 0.318(\text{Frequency/Reach})$.

5.0 DISCUSSION OF RESULTS

If borne out by real data, these illustrative findings would align closely with the Elaboration Likelihood Model (Petty & Cacioppo, 1986), which predicts that in low-involvement purchase contexts typical of the everyday clothing, household, and hardware goods sold at Kikuubo consumers are persuaded predominantly through the peripheral route (repetition, promotional framing, visual and auditory salience) rather than the central route of careful informational evaluation (Wegulo et al., 2023). This would also be consistent with the Hierarchy-of-Effects model's (Lavidge & Steiner, 1961) emphasis on repeated exposure as a precondition for moving consumers from awareness through to purchase action; the strong role of Frequency/Reach in the illustrative model reflects exactly this repetition-driven mechanism (Lydia et al., 2023). The comparatively modest overall R^2 (below 40%) would be consistent with the broader retail marketing literature's recognition that advertising is only one of several drivers of purchase behaviour—price competitiveness and product availability, both central features of Kikuubo's trading dynamics, likely account for a substantial share of the unexplained variance and should be incorporated into future, more comprehensive models.

6.0 CONCLUSIONS

1. Advertising particularly its frequency/reach and persuasive appeal dimensions appears likely to be positively and significantly associated with consumer purchasing behaviour among Kikuubo shoppers.
2. Informational content, by contrast, appears to play a comparatively minor and statistically less reliable role in shaping purchasing behaviour once frequency and persuasive appeal are accounted for, consistent with the low-involvement nature of many Kikuubo retail purchases.
3. A substantial share of purchasing behaviour is likely explained by factors outside advertising altogether, such as price and product availability, both central to Kikuubo's competitive trading environment.

7.0 RECOMMENDATIONS

- Kikuubo retailers should prioritize advertising approaches that maximize frequency and repeated exposure (consistent signage, regular promotional announcements) alongside persuasive, emotionally resonant messaging, given their comparatively stronger association with purchasing behaviour.
- Retailers should not over-invest in detailed informational advertising content at the expense of frequency and persuasive appeal, given the comparatively weaker and statistically non-significant role of informational content in this illustrative model.
- Given the likely importance of price and availability alongside advertising, retailers should consider integrating promotional pricing cues directly into their advertising messaging rather than treating advertising and pricing strategy separately.
- Future research should collect real primary data from a larger, more representative sample of Kikuubo shoppers, and should incorporate price and product-availability variables to build a more complete model of purchasing behaviour.

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