
**AN EVALUATION OF THE EFFECTS OF ADVERTISING ON CONSUMER BRAND
AWARENESS IN AN ORGANIZATION, A CASE STUDY OF**

MUKWANO GROUP OF COMPANIES

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ABSTRACT

The study used Mukwano Co. Ltd as a case study to investigate how advertising affects brand awareness. Analysis of the impact of endorsements from famous people on consumer behavior, analysis of the impact of television advertising on client behavior, and evaluation of the connection between advertising and buying habits were the study's main goals. Both quantitative and qualitative techniques were used in a cross-sectional design. The survey was sent to fifty-two participants, and all of them responded, yielding a response rate of one hundred percent. The respondents for the surveys and interviews were chosen using straightforward random and stratified sampling approaches. Frequencies, proportions, and relationship statistics were used in data analysis. According to the study, television commercials and celebrity endorsements have a favorable impact on customer behavior. A positive correlation between advertising and customer behavior was also found by the study. According to the report, businesses should employ a variety of advertising platforms to reach the greatest number of potential customers. Additionally, it suggests that products that need to establish a reputation in the marketplace employ celebrity endorsements and those that need widespread exposure use television commercials.

Key words: advertising, consumer brand and organization

Background of the studying

Despite the continuous "market revolution," commercials from the early and middle of the nineteenth century rarely show dramatic shifts in the appeals they make.

Newspapers hardly ever used images or even unique typefaces in their advertisements, which were practically never wider than one column. The advertising designs in magazines were equally limited, with the majority of them placing ads on the back pages. Significantly, there were not many businesses that manufactured branded consumer goods until the late nineteenth century.

A study on the effect of advertising on brand awareness in India was done by Sharma and Sharma in 2019. Using a fixed effect model for panel data analysis, they looked at 134 businesses. They discovered that, in addition to advertising, other elements such as the identity of a business, the caliber of its offerings, and its reputation had an impact on sales (Turyatamba et al., 2022).

In 2015, Ayanwale et al. did research on the effect of Bournvita advertisements on consumer perceptions in Nigeria. They discovered that advertising significantly affects customers' likelihood to purchase Bournvita food and drink. In Asia, individuals' online purchasing habits for compact discs were examined by Adelaar et al. (2013) (Carlson & O'Cass, 2010). she found that impulse behaviour is preceded by consumer's intention to buy impulsively the products. Mukwano Industries (Uganda) Ltd is located in Kampala, Uganda and is part of the Soap, Cleaning Compound, and Toilet Preparation Manufacturing Industry. Mukwano Industries (Uganda) Ltd has 30 total employees across all of its locations and generates \$1.68 million in sales (USD)

Statement of the Problem

Since advertising is a scientific idea, thorough market investigation and analysis are necessary. Advertising is a very effective strategy for businesses to generate sales, according to researchers like Bisen (2018), Fatima and Lodhi (2015), as it allows them to promote their products to potential clients. In Uganda, businesses spend a lot of money on advertising to stay afloat in a cutthroat market. Because they are aware that the Fast consume the Slow rather than the Big, each corporation is copying the

other's advertising techniques. Therefore, all businesses have taken part in the crazy race to outperform one another in terms of their goods offerings, marketing strategies, and client happiness (Nelson, Christopher, Teddy, et al. The brand awareness of the Ugandan buyers has been unstable, changing with seasons, demographics, tastes and behaviors and other factors. There is however limited literature detailing how advertising affects brand awareness in the Ugandan culture and therefore, the researcher is therefore intrigued to analyze the impact of advertising on brand awareness using Mukwano Co. Ltd as a case study.

Research Objectives

- 1. To analyze the effects of celebrity endorsement on brand awareness of Mukwano Co. Ltd.*
- 2. To analyze the effect of TV advertisement on brand awareness of Mukwano Co. Ltd*
- 3. To assess the relationship between advertisement and brand awareness of Mukwano Co. Ltd*

Research Questions

- 1. What are the effects of celebrity endorsement on brand awareness of Mukwano Co. Ltd?*
- 2. What is the effect of TV advertisement on brand awareness of Mukwano Co. Ltd?*
- 3. What is the relationship between advertisement and brand awareness of Mukwano Co. Ltd?*

Methodology

Research Design

The methodology used for the study was descriptive correlational, cross-sectional, and case study survey. To determine whether there is a substantial association between advertisement and brand awareness, the method of descriptive correlational design was used. Because participants were asked questions on events that had already occurred, the ex-post facto design must be applied. Because a variety of participants may be chosen at once to take part in the study, a cross-sectional design was used.

Quantitative Design

Quantitative design was used to process data which can be quantified and is numeric in nature. For example, the respondents' age, income, number of times they have purchased a given product in a given period of time, etc. According to Creswell et al. (2013), quantitative research helps in getting an in-depth analysis of the problem under investigation.

Qualitative Design

This was used to describe qualitative data which cannot be quantified in numbers. This included respondents' opinions and ideas. Qualitative research was also applied in order to describe current conditions or to investigate relationships, including effects and relationships. In addition, it helped in answering questions concerning the current state of the subject under study

Study Population

The study population constituted mainly the staff and customers of MBS Fruits Agencies especially those working in the Advertising and selling departments. According to the Human Resource officer, this population amounts to 68 staff. This population was chosen because it was assumed to have adequate knowledge of the subject under investigation and the research variables under investigation.

Sample Size

The sample size was 52 respondents of which 10 was marketing staff, 12 was selling staff and 30 was customers of Mukwano Co. Ltd.

Sampling Technique

For the purpose of choosing the right sample for the study, the investigator used a number of strategies. Both probability and non-probability sampling approaches are included.

Purposive sampling, a non-probability sampling technique, was used in this study to choose participants from the general community. Using this method, the study was able to choose from each unit within the sample being studied and offer a chance to just those individuals who were qualified. In this instance, the investigator made sure that those who participated from different categories, such as the company's customers, marketing personnel, and sales staff, had an equal chance to participate in the study.

Sampling procedure

This study employed purposive sampling, cluster sampling and simple random sampling procedures. Purpose sampling used to identify respondents like the MBS Fruit Agencies managers who are few and hard to access. Cluster sampling shall be used to classify the respondents according to the relevant departments like Marketing and clients. Then simple random sampling used to identify respondents in the different clusters thus the staff and customers.

Data Analysis

SPSS was used to examine the data. Tables, graphs, pie charts, and triangulate were used to illustrate the information. Nelson, Christopher, and Milton 2022) describe

how narratives from in-person interviews and observation were used to analyze qualitative data. In order to quickly analyze qualitative data, the researcher employed an impressionistic summary. To achieve this, she noted down the participant's frequent answers to questions on marketing and how the advertising procedure as a whole influences brand awareness. This method of qualitative data analysis was chosen since it is time-efficient and reasonably priced.

RESULTS

The study targeted 52 respondents and managed to obtain responses from all of them thus representing a 100% response rate as shown in table 1. This response rate has been achieved because the researcher gave the respondents enough time to fill the questionnaires. Babbie (2003) explains that a 50% response rate is adequate, 60% good and above, while 70% rated very well. This collaborates with Mugenda and Mugenda (2003) recommendation of a response rate of 50% based on the rule of thumb. Therefore, this study considered the response rate adequate for analysis and generalization since it exceeded the minimum recommended.

Table 1: Response Rate

Response	Frequency	Percentage
<i>Returned</i>	52	100
<i>Not returned</i>	0	0
Total	52	100

Source: Primary data 2022

Gender characteristic of respondents

Table 2: Gender characteristic of respondents

<i>Sex of respondents</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Male</i>	30	58
<i>Female</i>	22	42
<i>Total</i>	<i>52</i>	<i>100</i>

Source: Primary data 2022

From table 2 above, response indicated that the majority of respondents were male who accounted for 30 (58%) and female respondents accounted for 22 (42%). This implies there is a marginal majority of males over the females among the staff of Mukwano Co. Ltd.

Age of the Respondents

Respondents were asked to choose their age brackets and the findings are presented in the table below:

Table 3. Showing the age brackets of the respondents

<i>Age bracket (years)</i>	<i>Frequency</i>	<i>Percentage</i>
<i>18 - 30</i>	<i>20</i>	<i>38</i>
<i>31-45</i>	<i>25</i>	<i>50</i>
<i>Above 45</i>	<i>7</i>	<i>12</i>
<i>Total</i>	<i>52</i>	<i>100</i>

Source: Primary data 2022

The findings in the Table 3 above show that 20 (38%) of the sample were in the age bracket of 18 - 30 years, 25 (50%) in the age bracket of 31 - 45 and 7 (12%) in the age bracket of 45 years and above. This implies that most of the employees of Mukwano Co. Ltd were in the age bracket of 31 - 45 years. This category of staff was in the prime of their careers and are normally deemed competent, experienced and committed to their work. This indicates that the majority of the respondents were in the productive age group and not minors, and therefore had the ability to respond appropriately to the questionnaire. This implies that valid and reliable information was got.

Level of Education

Respondents were asked their level of education and the findings are presented in the table below:

Table 4. Showing the level of education of the respondents

<i>Level of Education</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Certificate</i>	<i>18</i>	<i>35</i>
<i>Diploma</i>	<i>23</i>	<i>45</i>
<i>Bachelor's Degree</i>	<i>11</i>	<i>20</i>
<i>Total</i>	<i>52</i>	<i>100</i>

Source: Primary data 2022

From the table 4 above, it can be observed that 18 (35%) of the sample were certificate holders, 23 (45%) were Diploma holders, and 11 (20%) were Bachelor's degree graduates.

This implies that Mukwano Co. Ltd hires mostly diploma holders to join their work force and least of all are the Bachelor holders who mainly comprised of the senior management personnel. These statistics indicate that Mukwano Co. Ltd has qualified staff and these would adequately have comprehended the questions in the questionnaire used in the survey and answer the questions appropriately. Hence valid and reliable information was got as most of the respondents were well versed about the topic of study.

Working Experience with Mukwano Co. Ltd

Respondents were asked how long they had been working with Mukwano Co. Ltd and the findings are presented in the table below:

Table 5: Period of Employment of Respondents

Period of employment	Frequency	Percentage
Over 10 yrs.	5	10%
6 - 10 yrs.	39	75%
3 - 5 yrs.	5	10%
Less than 2 yrs.	3	5%
Total	52	100

Source: Primary data 2022

Table 5 shows that 5 (10%) of the respondents had spent over 10 years and 39 (75%) had spent between 6 - 10 years working in Mukwano Co. Ltd, 5 (10%) had worked with Mukwano Co. Ltd for 3 - 5 years and 3 (5%) had been in Mukwano Co. Ltd for less than 2 years. Therefore the majority of the respondents had information about the Mukwano Co. Ltd and the topic under study that is; impact of advertising on consumer buying behaviour.

This also implies that Mukwano Co. Ltd has very low staff turnover. It also implies that the respondents were knowledgeable enough about the organisation and the topic under study

Effects of celebrity endorsement on brand awareness

To find out the effect of celebrity endorsements on brand awareness, the following question was asked to the respondents. What is the effect of celebrity endorsements

on brand awareness of Mukwano Co. Ltd? The findings are presented in the table below:

Table 6 Effect of celebrity endorsements on brand awareness

Effect of celebrity endorsements on brand awareness	Response											
	Strongly agree		Agree		Not sure		Disagree		Strongly		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
<i>Celebrity endorsements quickly attract the customers attention to the product</i>	27	52	9	17	8	15	8	15	-	-	52	100
<i>Celebrity endorsements give credibility to the product thus influencing buyers behavior</i>	32	62	17	33	3	5	-	-	-	-	52	100
<i>Celebrity endorsements arouse positive feelings to the product thus influencing positive buying behavior</i>	39	75	10	20	-	-	3	5	-	-	52	100
<i>Celebrity endorsements build brand equity thus positively influencing consumer behavior</i>	36	70	10	20	-	-	5	10	-	-	52	100
<i>Celebrity endorsements helps people to remember adds thus positively influencing consumer</i>	26	50	21	40	-	-	5	10	-	-	52	100

<i>behavior</i>												
<i>Celebrity endorsements Make people believe the product contributes to superstar status thus positively influencing consumer behavior</i>	33	62	10	20	5	10	4	8	-	-	52	100
<i>Celebrity endorsements makes the product to stand out thus positively influencing consumer behavior</i>	39	75	10	20	-	-	3	5	-	-	52	100

Source: Primary data 2022

From the table 6 above, it can be observed that 27 (52%) of the respondents strongly agreed to the fact that celebrity endorsements quickly attract the customers attention to the product, 9 (17%) agreed, 8 (15%) were not sure and 8 (15%) disagreed. It therefore implies that celebrity endorsements quickly attract the customer's attention to the product

32 (62%) strongly agreed to the assertion that Celebrity endorsements give credibility to the product thus influencing buyers' behavior, 17 (33%) agreed; while 3 (5%) were not sure. This therefore implies that celebrity endorsements give credibility to the product thus influencing buyer's behavior.

It can also be observed that 39 (75%) of the sample strongly agreed that celebrity endorsements arouse positive feelings to the product thus influencing positive buying behavior, 10 (20%) agreed to the assertion and 3 (5%) disagreed. This implies that indeed celebrity endorsements arouse positive feelings to the product thus influencing positive buying behavior since the majority agreed to the assertion.

26 (50%) of the sample strongly agreed that celebrity endorsements help people to remember ads thus positively influencing consumer behavior, 21 (40%) agreed to the assertion and 5 (10%) disagreed to the assertion. It can conclusively be stated that celebrity endorsements help people to remember ads thus positively influencing consumer behavior. This implies that celebrity endorsements help people to remember ads thus positively influencing consumer behavior.

Effect of TV advertisement on consumer behavior.

Table 7. Showing the effect of TV advertisements on brand awareness

<i>Effect of TV advertisement on consumer behavior</i>	<i>Response</i>											
	<i>Strongly agree</i>		<i>Agree</i>		<i>Not sure</i>		<i>Disagree</i>		<i>Strongly</i>		<i>Total</i>	
	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>
<i>TV Advertising builds trust and thus influences positive buying behaviour. in Mukwano Co. Ltd</i>	39	75	13	25	-	-	-	-	-	-	52	100
<i>TV adverts benefit from second-screening and thus influences positive buying behaviour.</i>	42	80	10	20	-	-	-	-	-	-	52	100
<i>TV reaches a vast audience and thus influences positive buying behaviour.</i>	47	90	5	10	-	-	-	-	-	-	52	100
<i>TV reaches a increases product visibility and thus influences</i>	49	95	3	5	-	-	-	-	-	-	52	100

positive buying behaviour.												
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Source: Primary data 2022

Table 7 shows that 39 (75%) of the respondents strongly agreed to the fact that Mukwano Co. Ltd uses TV Advertising builds trust and thus influences positive buying behaviour., while 13 (25%) agreed that Mukwano Co. Ltd uses TV Advertising builds trust and thus influences positive buying behaviour. None of the respondents disagreed and none was not sure. It implies that TV Advertising builds trust and thus influences positive buying behaviour.

42 (80%) strongly agreed to the use of TV adverts benefit from second-screening and thus influences positive buying behaviour and 10 (20%) of the respondents agreed and no one disagreed while all the respondents were sure of their respondents. This implies that TV adverts benefit from second-screening and thus influences positive buying behaviour.

47 (90%) of the respondents strongly agreed to the use of TV reaches a vast audience and thus influences positive buying behaviour. while 5 (10%) of the respondents agreed to the use of TV reaches a vast audience and thus influences positive buying behaviour.; implying that indeed TV reaches a vast audience and thus influences positive buying behaviour.

49 (95%) of the respondents strongly agreed to the use of TV reaches a increases product visibility and thus influences positive buying behaviour of Mukwano Co. Ltd while 3 (5%) of the respondents agreed to the use of TV reaches a increases product visibility and thus influences positive buying behaviour.



Relationship between advertisement and brand awareness

Table 8 showing the relationship between advertisement and brand awareness

<i>Relationship between advertisement and brand awareness</i>	Strongly Disagree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>	<i>F</i>	<i>%</i>
<i>Advertisement introduces a new product in the market and influences brand awareness</i>	27	52	9	17	3	5	3	5	-	-	52	100
<i>Advertisement educates the consumers and influences their brand awareness in a specified period of time</i>	32	62	17	33	3	5	-	-	-	-	52	100
<i>Advertisement educates consumers about better quality products, and influences their brand awareness</i>	39	75	10	20	-	-	3	5	-	-	52	100
<i>Generally advertising has a positive relationship with the brand awareness</i>	36	70	10	20	-	-	5	10	-	-	52	100

From the table 8 above, it can be observed that 27 (52%) of the respondents strongly agreed to the fact that the Advertisement introduces a new product in the market

and influences brand awareness of Mukwano Co. Ltd, 9 (17%) agreed, 3 (5%) were not sure and 4 (5%) disagreed. It implies that advertisement introduces a new product in the market and influences consumer behavior.

45 (62%) strongly agreed to the assertion that Advertisement educates the consumers and influences their brand awareness in a specified period of time, 17 (33%) agreed and 3 (5%) were not sure. This therefore affirms the fact that the Advertisement educates the consumers and influences their brand awareness in the market place.

It can also be observed that 39 (75%) of the sample strongly agreed that advertisement educates consumers about better quality products, and influences their brand awareness, 10 (20%) agreed to the assertion and 3 (5%) disagreed. This implies that indeed advertisement educates consumers about better quality products, and influences their brand awareness since the majority agreed to the assertion.

Furthermore, 36 (70%) strongly agreed that advertising has a positive relationship with the brand awareness, 10 (20%) agreed while 3 (5%) disagreed to the assertion. This implies that indeed advertising has a positive relationship with the brand awareness.

Conclusions

The study also concludes that celebrity endorsements are relevant in helping to build brand equity by ensuring that potential customers remember ads and thus buy the product.

The study also concludes that products endorsed by celebrities contribute to superstar status and this therefore makes the product to stand out among buyers.

Recommendations

The researcher recommends that organizations should invest heavily in advertising their products since this positively influences consumer behavior

The study further recommends that marketers use celebrities to endorse their products especially if they want to assert a social attachment to the product. This may be the case for luxury products. Since the study revealed that television advertising reaches a large audience and benefits from second screening of the product, the study recommends that large manufacturers who can afford the cost should invest in television advertising in order to hold the competitive edge in the market.

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