
RADIO ADVERTISEMENT AND SUCCESS OF BUSINESS ORGANIZATIONS IN UGANDA. A CASE STUDY OF UBC

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ABSTRACT

The study aimed at radio advertisement and success of business organizations in Uganda and it was guided by the following objectives; To analyze the relationship between radio advertisement and sales volume in UBC and to examine the advertising challenges faced by UBC. The research design of this product was purely qualitative that is to say; using questionnaires. The reason behind choosing this design is because this study focuses on measuring the behavior of youths to analyze the impacts of social media on them. Youth behavior varies a lot and is highly unpredictable. From the findings, 62.5% of the respondents strongly agreed that Radio was used as a means of advertising, 37.5% agreed, non-disagreed nor were not sure. This implied that the radio was one of the means of advertising by UBC industry. The industry should choose the most effective media for advertising. A media that is affordable by many people for example radios.

Key words: radio advertisement, success, business and organizations

Background of the study

Radio advertisement is a form of marketing strategy that uses the radio both traditional station and satellite and internet radio to promote a product or service it is a less expensive form of advertising in many cases especially compared to television advertising radio advertising is any advertising efforts severed via am from satellite or online radio advertising remain a cost effective solution for reaching large audience, exposing them to your brand and your product services or effect (Kazaara, Charles, et al., 2023). Radio advertisement is buying commercial to promote products of services advertisers pay commercial radio stations or services advertisers pay commercials radio station for airtime and in exchange the radio station broadcasts the advertisers commercial to its listening broadcast the advertisers commercial to its listening broadcast the advertiser commercial to its listening audience it is less expensive form an advertising in a many cases especially compared to television advertising namely straight commercial dialogue commercial dramatized commercials and integrated commercials (Davids et al., 2023).

Radio advertising is a form of marketing strategy that use the radio both traditional station and satellite and internet radio to promote a product or service it is a less expensive form of advertising in many cases especially compared to television advertising. Business organizations an entirely formed for the purpose of carrying on commercial enterprise such as organizations is predicated on systems of law governing contract and exchange property rights and incorporation (Kazaara, Kazaara, et al., 2023). Business enterprises customarily take on of three forms individual proprietorship partnership or limited liability companies (or corporation in the first

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form a single person hold the entire operation as his personal property usually managing it on a day to a day basis most second form 2 to so or more member as in the case of large law and accounting firms brokerage houses and advertising agencies (Phionah et al., 2023). This form of business is owned by the partners themselves the many revolve sharing share of the profits depending on their investment or contribution whenever a member leaves or a new member is added the limited liability company or corporation denotes incorporated groups of persons that is a number of persons considered as a legal entity (or fictive person) with property power and liabilities separate from those from the individual who work for it whether they be shareholder or employees or both it can enter into legal relation with them and sued by them most large industrial and commercial organizations are limited liability companies (Phionah et al., 2023).

Problem statement

Radio is a fantastic medium for ambitious small and medium sized business that looking to grow with 36m listeners every week, commercial radio advertising is unescapable, unlockable and unbeatable, helping businesses reach out to new customer to build awareness, boost response to websites footfall to stores and increase sales (Damasus et al., 2023).

Radio advertisement can help grow your business, the material contained in this section explains just how effective radio advertising can be and how you can get the most from the medium. However, radio advertising can play an important role in growing your business (Phionah et al., 2023). Radio offers short lead –times and relatively low cost production ,making it ideal for promoting tactical advertising message at short notice ,Radio delivers a large awareness than other media throughout the morning and is used by people to accompany tasks and activities across the day, making it easier for brands to reach people at relevant times and in relevant places (Flavia et al., 2023), Radio can also play a powerful role in helping to build brand in the longer terms. But however, much radio advertisement been of great advantage to business organization (Kazaara & Kazaara, 2023). There is still a gap that radio advertisement cause to business organization like any other medium, radio too has certain limitations these include lack of a visual element, audience fragmentation, limited research data, limited listener attention, it is difficult to attract and retain radio listener's attention to commercials. Program switching is frequent among listeners and they often miss all or some of the commercials (Phionah et al., 2023).

Specific objective

1. To analyze the relationship between radio advertisement and sales volume in UBC
2. To examine the advertising challenges faced by UBC.

Research questions

1. What is the effect of radio advertisement on the success of business organization?
2. What is the relationship between radio advertisement and sales volume in UBC?
3. What is the advertising challenges faced by UBC?

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Methodology

Research Design

There are two broad categories of research designs. These categories are namely quantitative and qualitative research design (Chinelo Igwenagu, 2016).

Quantitative

The standard for a research design was quantitative research design. Most of the researches are conducted based on quantitative design. Especially in scientific experiments, where most of the work is based on mathematical calculation and complex statistical algorithms, quantitative method is always preferred since it gives exact and accurate results. For examples, a product's annual sale is analyzed by mathematical formulas; this is obtained through quantitative research.

Qualitative

Whenever research has to be done in order to measure a quality or extent of something, qualitative research design is preferred. It is most commonly used when traits like human behavior, preferences and thoughts have to be analyzed. Whenever trend towards a particular element has to be analyzed, qualitative research design is used. This is important because not everything can be measured by putting them in pre-decided mathematical formulas. For example, a product is designed based on preferences and requirements of people, this is obtained through qualitative research.

Questionnaires, surveys, case studies and interviews are the examples of this type of research design.

Research Design

The research design of this product was purely qualitative that is to say; using questionnaires. The reason behind choosing this design is because this study focuses on measuring the behavior of youths to analyze the impacts of social media on them. Youth behavior varies a lot and is highly unpredictable. It cannot be mathematically calculated.

Sampling Methodology

Sampling is the process of choosing the subjects under study, for gathering data. There are many sampling methods (Philip West, December, 2016)

Random sampling involves choosing sampling randomly without any specific technique or reason. Systematic sampling is based on some strategy or technique like taking every subject from population or taking every female etc.

Stratified sample is the type of sampling that chooses most relevant subjects from the whole population and then finalizes the samples randomly from the selected sample. For this research, stratified sampling methodology has been used. Sampling subjects will be chosen from population of UBC.

Methods of Data Collection

Surveys/Questionnaires

Surveys or questionnaires are the methods that collect data from a sample of population whereas sample refers to the subjects under study that are. The answers given by the sample population are evaluated and analyzed. It is a very effective process since it gives clear decision-making ability. Besides, it is a cost-effective data collection method.

Data Collection Instruments

Questionnaire

A questionnaire is an instrument used in research that contains closed ended questions with choices that triggers that aim at collecting data from participants in the study (Amin, 2005). The questionnaire in this research undertaking was used to gather data among the lower media house officials in UBC. The researcher distributed the questionnaires among the sampled respondents and they filled them at their own convenience and later the researcher went back to collect the filled tools.

Analysis of Data

In order to extract useful results for reaching a strong conclusion and decision-making, it is important to analyze the data. The procedure of transforming all the obtained data into useful data and then obtaining a clear conclusion about the data is the process of analysis. Analysis process also includes examining the data, building relation of different data types with each other and trends of different factors. For measuring data, that is to say; answers obtained from questionnaire will have to be analyzed in a way to build patterns of user's behaviors and find out what are the most commonly occurring behaviors or impacts. This has helped in concluding and determining the future directions of research. Data will be fed into the very well-known software SPSS in order to get accurate results and precise analysis of the results. It is a very simple yet accurate and well-known software program designed with the intention of data management and calculation for a wide range of statistical data. It is based on a programming language known as SPSS (Nelson et al., 2022).

RESULTS

Findings on the forms of advertising used by UBC industry

Table 1: organization advertises all its products

Items	Frequency	Percentage
Strongly agree		
Agree		
Disagree		
Strongly disagree		

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1		0
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Source: primary Data.

From table 1, 46.9% of respondents agreed that industry advertises all its products. 46.9% of them strongly agreed, 6.3% were not sure, and none of the respondents Disagreed. This implies that UBC industry carries out advertising on all its products.

Table 2: Television as a means of advertising

Response	Frequency	Percentage
Strongly agree		
Agree		
Not sure		
Disagree		
Strongly agree		
Total		100

Source: primary Data.

From table 2, 65.6% of the respondents strongly agreed that television is a means of advertising used by UBC, 31.3% agreed, and 3% were not sure. This indicates that UBC uses television as a means of advertising.

Table 3: Newspapers as a means of advertising

Response	Frequency	Percentage
Strongly agree		
Agree		
Not sure		
Disagree		
Strongly agree		
Total		100

Source: primary Data.

From table 3, 43.8% agreed that newspapers were used as a means of advertising, 37.5% strongly agreed, 18.8% were not sure. This implies that UBC uses Newspapers as a form of advertising.

Table 4 Brochures as a means of advertising

Response	Frequency	Percentage
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ngly agree		
ee		
sure		
gree		
ngly agree		
l		0

Source: primary Data.

From Table 4, 37.5% of respondents agreed that the industry used brochures as a means of advertising, 31.3% strongly agreed, 25% were not sure, 6.3% Disagreed. This implies that Brochures are used by UBC to advertise products.

Table 5 Radio as a means of advertising

ails	quency	centage
ngly agree		
ee		
sure		
gree		
ngly agree		
l		0

Source: primary Data.

From table 5, 62.5% of the respondents strongly agrees that Radio is used as a means of advertising, 37.5% agreed, non-disagreed nor were not sure. This implies that the radio is one of the means of advertising by UBC industry.

Table 6 magazines as a means of advertising

ails	quency	centage
ngly agree		
ee		
sure		
gree		
ngly agree		
l		0

Source; primary data

From table 6, 43.8%of respondents were not sure whether magazines were used to advertise in the company, 28% agreed, 21.9% strongly agreed and 6.3% strongly disagreed. This implies that magazines are means of advertising used by UBC but not commonly used.

Table 7: stickers as a means of advertising

ails	quency	centage
ngly agree		
ee		
sure		
gree		
ngly agree		
l		0

Source; primary Data:

From table 7, 46.9% of the respondents were not sure whether stickers were used as a means of advertising. 25% agreed, 18.8% disagreed and 9.4% strongly agreed. This indicates that stickers are used on a very small level as a means of advertising.

Table 8: workshops as a means of advertising

ails	quency	centage
ngly agree		
ee		
sure		
gree		
ngly agree		
l		0

Source: primary Data.

From table 8, 50% of the respondents were not sure whether workshops was used by the industry to advertise, 18.8% Disagreed, 12.5% Agreed, 12.5% strongly disagreed and 6.3%strongly agreed. This implies UBC industry does not use workshops as a means of advertising.

Table 9: mobile advertising as a means of advertising

ails	quency	centage
ngly agree		
ee		
sure		
gree		
ngly agree		
l		0

Source: primary data.

From table 9, 46.9% of the respondents were not sure whether the industry advertised using mobile phones, 18.8 %strongly disagreed, 15.6% Disagreed, 12.5% agreed and 6.3% strongly agreed. This implies that mobile advertising is not commonly used.

Table 10: sponsoring events as a means of advertising

ails	quency	centage
ngly agree		
ee		
sure		
gree		
ngly agree		
l		0

Source: primary Data.

From table 10, 56.3% of the respondents agreed that sponsoring of events is used by industry to advertise, 37.5% strongly agreed, 6.3% were not sure, none disagreed nor strongly disagreed.

Table 11: adverts reach the intended audience

ails	quency	centage
ngly agree		
ee		
sure		
gree		
ngly agree		
l		0

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From table 11, 56.3% of the respondents agreed that adverts of the company reach the intended audience, 28.1% were not sure. 15.6% strongly agreed and none disagreed nor strongly disagreed. This implies that advertisements reach intended audience.

Table 12: UBC is allowed to advertise freely

Opinions	Frequency	Percentage
Strongly agree		
Agree		
Not sure		
Disagree		
Strongly disagree		
Total		100

Source: primary Data.

From table 12, 43.8% of the respondents agreed that 31.3 were not sure, 25% strongly agreed and none disagreed nor strongly disagreed. This implies that the organization is allowed to advertise freely and it can advertise anywhere.

Conclusions

From the finding of the study, it is evident that there are various forms of advertisements used by the organization. But according to the responses there are some forms which are mostly used than others, this includes radios and televisions. These have helped the organization to raise awareness about the existence of various types of products produced by the company.

The level of sales in UBC is declining as indicated in table number 23 where by 37.7% of the respondents agreed that the sales level in UBC is declining. In the year 2007 the industry recorded the highest sales volume but as the years went on the sales started declining.

Recommendations

UBC industry 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 industry.

The industry should choose the most effective media for advertising. A media that is affordable by many people for example radios.

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

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