
**IMPACT OF ADVERTISING ON CONSUMER BUYING BEHAVIOUR
A CASE STUDY OF MBS (MIGADDE BLICK AND SONS) FRUIT AGENCIES LTD**

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ABSTRACT

The study examined the effect of advertising on consumer buying behaviour using MBS Fruit Agencies as a case study. The objectives of the study were: to analyse the effect of celebrity endorsements on consumer behavior; to analyze the effect of television advertisement on consumer behavior and to assess the relationship between advertisement and consumer behavior. A cross-sectional design was adopted using both quantitative and qualitative methods. The study targeted 52 respondents and all of them returned the survey questions, indicating a response rate of 100%. Simple random and stratified sampling techniques were used to select the respondents to respond to questionnaires and interviews. Data analysis involved frequencies, percentages and relational statistics. From the findings, it was observed that 27 (52%) of the respondents strongly agreed to the fact that the Advertisement introduces a new product in the market and influences consumer behavior of MBS Fruit Agency Ltd, 9 (17%) agreed, 3 (5%) were not sure and 4 (5%) disagreed. It implied that advertisement introduced a new product in the market and influences consumer behavior. 45 (62%) strongly agreed to the assertion that Advertisement educated the consumers and influenced their consumer behaviour in a specified period of time, 17 (33%) agreed and 3 (5%) were not sure. The study recommends that organizations should use different advertising channels to maximize on winning buyers for their products. It also recommends that products which need to require a status in the market should use celebrity endorsement while those that need wide coverage should use television adverts.

Key words: advertising and consumer buying behaviour

Background of the study

Advertising is one of the components of the product mix, which is one of the four components of the marketing mix: product, price, place and promotion. Advertising is an advertising strategy used to create a product in the minds of consumers to make a purchasing decision (Latif & Abideen, 2011). It is a communication tool used by business people. Advertising affects personal behaviors, attitudes and lifestyles (Faridah et al., 2023).

It is an important communication tool between producers and consumers. In order for the company's product to be famous, it must invest in advertising, especially in advertising (Leiss et al., 2008). Latif and Abideen (2011) argue that advertising has the potential to help consumers choose brands. Advertising is not an easy word to define, regardless of its location. Most advertisements try to persuade the viewer to buy a good or service (Lestari, 2020).

But for a century, "agency" advertising has focused on building reputation, not sales. Political ads ask for votes (or donations), not purchases. Often times, writers also know the difference between advertising and sales, which means that it's more of a compromise for the audience than communication with a potential person. Here and the lines are blurring. For example, when you log into Amazon. Cell phone calls can be equally stressful, even if we classify them as advertising or sales (Oscar et al., 2023). Consumer buying behavior is defined as the mental, emotional and physical activities that people do to choose, buy, use and dispose of goods and services to meet pressures and needs (MacCallum & Austin, 2000). It includes shopping and other activities related to consumption in which people exchange.

Malik, Ghafoor and Iqbal (2014) Define consumer behavior as the study of the processes involved in the selection, purchase, use and disposal of goods, services, ideas or information by individuals or groups and

Ugandan Consumer Behavior Buyers are not fixed, change with seasons, population, taste and behavior, etc. (Frank et al., 2023). However, there is limited information on how advertising influences consumer behavior in Ugandan culture, so researchers were interested in using MBS Fruit Agencies Ltd to examine the impact of advertising on consumer behavior. In-depth market research and analysis. Researchers such as Mulaik et al. (2009) and MacCallum and Austin (2015) said that advertising is an effective tool for companies to generate sales because through this advertising medium they can show company products to people with potential (Christopher et al. People, 2022)).

In Uganda, companies spend a lot of money on advertising to survive in the competitive market. All companies copy other support equipment because they know that it eats slowly rather than big and small. As a result, all companies are in a fierce competition to stay one step ahead of each other in terms of products, advertising tools and customer satisfaction (Nelson, Christopher, Teddy et al., 2022).

The consumption patterns of consumers in Uganda are irregular and vary according to factors such as season, demographics, tastes and habits. However, there is some literature describing how advertising influences consumer behavior in Ugandan culture, so the researchers wanted to use MBS Fruit Agency Ltd to examine the impact of advertising on consumer purchasing behavior.

Research Objectives

- 1. To analyze the effects of celebrity endorsement on consumer behaviour.*
- 2. To analyze the effect of TV advertisement on consumer behavior*
- 3. To assess the relationship between advertisement and consumer behaviour*

Research Questions

1. *What is the effect of celebrity endorsement on consumer behaviour?*
2. *What is the effect of TV advertisement on consumer behavior?*
3. *What is the relationship between advertisement and consumer behavior?*

Methodology

Research Design

The study adopted a descriptive correlational a cross-sectional and case study survey research design. The descriptive correlational design was used to establish whether there was a significant relationship between advertising and the consumer behavior. The ex-post facto design was used because respondents were asked things that had already happened. The cross-sectional design was employed because a cross-section of respondents we selected to participate in the study all at once.

Quantitative Design

Quantitative design was used to process data which could be quantified and was numeric in nature. For example, the respondents' age, income, number of times they had 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 could not 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 was 60 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 as recommended by Kreijic and Morgan, (1970), of which 10 were marketing staff, 10 were selling and marketing staff and 20 were customers of MBS Fruit Agencies Ltd.

Sampling Technique

The researcher employed several techniques to select the appropriate sample for the study. These included both probability and nonprobability sampling techniques.

In this study a purposive sampling, a non-probability sampling was employed in selecting respondents from the population. This technique enabled the study to give an opportunity to only eligible participants by selecting from each unit within the population of the study. In this case, the researcher ensured that participants from different categories like sales staff, marketing staff and clients of the company had equal chance to participate.

Sampling procedure

This study employed purposive sampling, cluster sampling and simple random sampling procedures. Purpose sampling was used to identify respondents like the MBS Fruit Agencies managers who were few and hard to access. Cluster sampling was used

to classify the respondents according to the relevant departments like Marketing and clients. Then simple random sampling was used to identify respondents in the different clusters thus the staff and customers.

Data Collections Instruments

Survey Questionnaires

This study used self-administered questionnaires for the respondents. These were distributed among the staff in their respective departments. The justification for using this instrument is that questionnaires are easy to quantify and analyze. In addition, the questionnaire was used because the study focused on opinions, attitudes, feelings and perceptions of the respondents.

Interviews

An interview guide consisting of structured questions was designed and administered to the customers of MBS Fruit Agencies Ltd. Information solicited by this instrument helped the researcher enhance responses from the self-administered questionnaires and this made it possible for the researcher to cross examine some key issues in the research. The choice of this instrument was made because it was considered a good method for producing data which dealt with the topic in depth. Interviewing was a good method for producing data based on informants' priorities, opinions and ideas. Informants had the opportunities to expound on their ideas, explain their views and identify what they regarded as the crucial factors.

Data Analysis, Interpretation and Presentation

Data was analyzed using SPSS. It was presented in form of tables, graphs, pie charts and triangulation (Nelson, Christopher, & Milton, 2022). Qualitative data analysis was done by narrative as was recorded during face-to-face interview and through observation. The researcher used a quick impressionist summary in analyzing qualitative data; she summarized key findings by noting down the frequent responses

of the respondents during the interview on various issues concerning advertising and how the whole process of advertisements affects the consumer behavior. This technique of qualitative data analysis was chosen because it would save time and it not very expensive.

RESULTS

Effects of celebrity endorsement on consumer behaviour

To find out the effect of celebrity endorsements on consumer behaviour, the following question was asked to the respondents. What is the effect of celebrity endorsements on consumer behaviour of MBS Fruit Agency Ltd? The findings are presented in the table below:

Table 1 Effect of celebrity endorsements on consumer behaviour

Effect of celebrity endorsements on consumer behaviour.	Response											
	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		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</i>	32	62	17	33	3	5	-	-	-	-	52	100

<i>influencing buyers' behavior</i>												
<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 behavior</i>	26	50	21	40	-	-	5	10	-	-	52	100

<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 2020

From the Table 1 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 customers 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 buyers' behaviour.

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 adds 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 adds thus positively influencing consumer behavior. This implies that celebrity endorsements help people to remember adds thus positively influencing consumer behavior.

33 (62%) strongly agreed that celebrity endorsements make people believe the product contributes to superstar status thus positively influencing consumer behavior, 10 (20%), 5 (10%) were not sure and 4 (8%) disagreed. It can therefore imply that celebrity endorsements Make people believe the product contributes to superstar status thus positively influencing consumer behavior

39 (75%) of the respondents strongly agreed that celebrity endorsements make the product to stand out thus positively influencing consumer behavior. 10 (20%) agreed and 3 (5%) disagreed to the assertion. This implies that celebrity endorsements make the product to stand out thus positively influencing consumer behavior.

Effect of TV advertisement on consumer behavior.***Table 2. Showing the effect of TV advertisements on consumer behaviour***

<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 disagree</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 MBS Fruit Agency 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 an</i>	49	95	3	5	-	-	-	-	-	-	52	100

increases product visibility and thus influences positive buying behaviour.												
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Source: primary data 2020

Table 2 shows that 39 (75%) of the respondents strongly agreed to the fact that MBS Fruit Agency Ltd uses TV Advertising builds trust and thus influences positive buying behaviour., while 13 (25%) agreed that MBS Fruit Agency 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 MBS Fruit Agency 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 consumer behaviour**Table 3 showing the relationship between advertisement and consumer behaviour*

<i>Relationship between advertisement and consumer behaviour</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 consumer behavior</i>	27	52	9	17	3	5	3	5	-	-	52	100
<i>Advertisement educates the consumers and influences their consumer behaviour 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 consumer behaviour</i>	39	75	10	20	-	-	3	5	-	-	52	100
<i>Generally advertising has a positive relationship with the consumers behaviour</i>	36	70	10	20	-	-	5	10	-	-	52	100

From the Table 3 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 consumer behavior of MBS Fruit Agency 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 consumer behaviour 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 consumer behaviour 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 consumer behaviour, 10 (20%) agreed to the assertion and 3 (5%) disagreed. This implies that indeed advertisement educates consumers about better quality products, and influences their consumer behaviour since the majority agreed to the assertion.

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

Conclusions

Finding reveals that there is a positive relationship between advertising on consumer buying behaviour and the researcher therefore concludes that:

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

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.

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