
**SALES PROMOTION AND ORGANISATIONAL PERFORMANCE. A CASE STUDY OF AIRTEL
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ABSTRACT: This scholarly study generally explored the impact of Sales promotion on organization performance in Airtel Uganda Limited. Specifically, the study pursued to establish the impact of sales promotion on sales volume, to financial performance (profitability) and promotional packages employed by Airtel Uganda Limited. Moreover, the study adopted a descriptive design, a population target of 100 respondents, and a sample size of 52 respondents which was arrived at by use of Sloven formula by Wilkinson (2005). Data was collected from the study population that included Sale and Marketing, finance, and production department of Airtel Uganda Limited. The study utilized different sampling techniques which included; purposive and convenient sampling techniques. The study adopted a case study and cross-sectional survey designs using

Key words: **sales promotion and organisational performance**

quantitative approaches. The data was analyzed using descriptive statistics, and regression analysis computed using SPSS and content analysis. The findings of the study shown that sales promotion had a significant contribution on Organizational performance with a sig. value of (0.000). Furthermore, sales promotion had 87.8% direct significant relationship with good governance (Sig. = .878), with a ($\beta = 0.006$). Other factors had a smaller contribution on Organizational performance with just 12.2% significance. Therefore, sales promotion had a direct and significant contribution on Organizational performance. Therefore, the study concluded that Sales Promotion had direct significance to organizational performance but this does not deny the fact that little attention is given to Sales and Marketing department, poor technology is

used in the Organization well unorganized record keeping which has hindered the work of other marketers and sometimes cause conflicts between staffs. Therefore, the study recommends that that Sales Promotion should be given much attention and taken as a tool for administrative procedures in Airtel Uganda Limited if its function is to be realized. The management should further ensure that the work of examining financial statements on a daily basis, plan and offer further trainings and development to the marketers to help them recognize their role and improve on their marketing skills since some of them seemed having limited knowledge as far as marketing principles are concerned. This is helps in improving the performance of the organization in at all departmental levels.

Background of the study:

Sales promoting is the system of persuading a potential consumer to buy the product. income promotion is designed to be used as a quick-time period tactic to enhance income; it's far hardly ever appropriate as a method of building lengthy-time period consumer loyalty (Lydia et al., 2023). "Income promotion includes all those activities whose cause is to complement, to coordinate and to make more effective efforts of the sales pressure, of the advertising and marketing branch and of the vendors and sellers to growth sales and in any other case stimulate clients to take more initiative in buying (American advertising affiliation). Munandar, (2016) stated that merchandising is communicating facts between sellers and ability buyers or different human beings to persuade attitudes and conduct (Flavia et al., 2023).

Globally, The international Chamber of trade (ICC) defines sales promotion as: "advertising and marketing devices and techniques which can be used to make goods and offerings greater appealing with the aid of presenting some extra benefit, whether or not in coins or in type, or the expectancy of the sort of benefit as an instance: customer promotions (premiums, gifts, competitions and prizes, e.g. Trade promotions (point-of-sale materials, loose pens and unique terms, diaries, competition prizes, et cetera). Organizational performance alternatively refers to all output and efficiency within the operations of the organization (Isaac et al., 2023). it is able to be measured in phrases of marketplace proportion increase, income, output, competitiveness, performance, price manipulate among others

(Armstrong, 2017). Boom in sales extent is one of the objectives of a few corporations in a aggressive market environment (Micheal et al., 2023). on occasion sales volume is used in measuring the employer's market proportion in an industry. As an instance, in Uganda the marketplace proportion inside the telecommunication enterprise may be measured relying on the income extent of different gamers within the industry (Alex & Kazaara, 2023).

Problem Statement

Each business wishes to "spend cash to make cash"; investing in advertising is not any distinct. The most critical advantage of advertising and marketing is therefore pretty without a doubt improving the business profits through boosting sales. In a tremendously competitive enterprise like telecommunications, every shilling spent have to be justified by the gaining the advertising and marketing efforts pursued (Deus, 2023).

Sinha & Verma, 2017), shows that the enterprise variables together with client philosophy, operational performance and worker motivation of managing are typically, sales merchandising also improves on commercial level, delivers long term blessings to the enterprise, extended logo parity and fee sensitivity of clients (Christopher et al., 2022). Herde and Neslin (2017) mentioned that income promotion therefore increases in product version, will increase in marketplace percentage, improves on sales quantity among others, drastically associated with business performance and this results in higher profitability in an agency (Annet et al., 2023). An overview of

literature (Enaworu et al., 2018), indicates varying pace of music affect time spent in the shop, for example, only song that later will result in better sales (Kotler, Phillip, & Keller, 2016 (Polycarp et al., 2023). Airtel Uganda confined has constantly devoted a number of funds on advertising and in reality, they have got ever permitted an advertising and marketing budget of more than shs.20, 000,000 million per month and this perhaps explains their income quantity increment for quite now not a protracted period of time. Despite of the truth that it

has injected in a lot, there are setbacks too impeding its operations within the market (Allan et al., 2023). As an example, communicating cost to customers, displaying in preference to telling, expertise multi-customers' needs, getting access to the present-day generation and connecting on an emotional level, therefore, forming the idea or compelling the researcher to perform a study to analyze the impact of income merchandising at the Organizational overall performance of Airtel Uganda restricted (Musaibah et al., 2023).

Objectives of the study

- To analyze the impact of sales promotion on sales volume of Airtel Uganda Limited
- To establish the type of sales promotion packages offered by Airtel Uganda Limited.
- To examine the effect of sales promotion on the profitability of Airtel Uganda Limited.

Research questions

- What is the impact of sales promotion on sales volume of Airtel Uganda Limited?
- What type of sales promotion packages offered by Airtel Uganda Limited?
- What are the effects of sales promotion on the profitability of Airtel Uganda Limited?

Methodology

Research design

Kothari (2019) defined a research design as the arrangement of conditions for collection and analysis of data in a manner that aims at combining relevance to the research purpose with the economy in procedure. Therefore, this study based on only quantitative research approaches. This quantitative research approach was used and supported by a well-designed questionnaire that the researcher designed.

Qualitative Research

Qualitative approach was used in recording descriptions of the elements of the study in a form which was not numerical and this helped in getting an in-depth analysis of the problem under investigation (Creswell et al. 2013), Qualitative approach was further applied in order to describe current conditions or to investigate relationships, including effects relationships. In addition, it helped in answering questions concerning the current state of the subject under study.

Quantitative Research

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Quantitative research design was used to capture details of the study which was expressed in numerical terms like percentages, ratios, and population and sample sizes, among others.

Study population

Airtel Uganda limited employs more than 100 people skilled in various capacities but the study targeted the population of 52 respondents that were considered in this study. These specifically covered those in the departments of store/Production staffs, sales and marketing, finance department. This population was chosen because it assumed to have adequate knowledge of the subject under investigation and the research variables under investigation.

Sample Size

Sampling design and study procedures

The researcher carried out a pilot study which involved the use of spearman formulae and this helped her in testing the content validity and reliability of the instruments by computing a correlation coefficient which was reflected in the appendices.

Determination of sample size

A sample size refers to part of the target population that has been procedurally selected to represent the entire population (Mugenda, 1999). The researcher used a sample size of 52 Respondents realized from the total population of 60 people using Sloven formula.

Figure 3.1 Sloven formula Sample size

$$n = N / (1 + N(e)^2)$$

Where;

n= sample size

N= total population

e = constant, k= 0.05

By substitution, $n = 60 / (1 + 60(0.05)^2)$

$$n = 60 / 1.15$$

$$n = 52$$

Calculating sample size;

$$\text{Audit department} = 5/60 * 52 = 4$$

$$\text{Production} = 25/60 * 52 = 22$$

$$\text{Finance} = 30/60 * 52 = 26$$

Where; (n) is sample size, (N) is total population, (e) is sampling error constraint (0.05). Out of the targeted population of respondents (60), a sample size of 52 will represent the study population in Airtel Uganda Limited.

Table 1 Sample Size

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Categories	Population Target	Sample Size	Sampling Techniques
Sale and Marketing department	5	4	Purposive
Production	25	22	Convenient
Finance	30	26	Convenient
Total	60	52	

Source: (Primary data, 2020)

Sampling methods

The study employed both statistical and non-statistical sampling techniques. Statistical sampling techniques included random sampling, systematic and cluster sampling whereby the respondents were grouped into different clusters mainly the managerial staff and the operational staff. Then a random sampling technique was applied on the operational staff since they were many in number. However, since the managerial staffs were few, non-statistical sampling was used and this was mainly purposive sampling.

Purposive sampling

Purposive sampling is the sampling method that involves the use of the researcher's own judgment or common sense during the selection of information based on a certain purpose regarding the participant (s) from whom they believe to be having information that the researcher wants. Therefore, basing on this, purposive sampling was employed on Audit department being key departments because they knew and had relevant answers to questions that the researcher wanted to find out.

Data collection instruments

Questionnaire

Hannan (2007) defines questionnaire as a device that is used to gather information about peoples often by asking respondents to give views about a subject. The questionnaires were used to collect all the required data for the research and field staff, credits officers, managers and the clients of Airtel Uganda Limited was questioned. The instrument that was used was a questionnaire form. These questionnaires contained both open and closed-ended questions for research.

Data Analysis

Galetto (2016), defined data analysis as a process of bringing order, structure and meaning to mass of information collected through editing, coding, and classifying the collected data. On view of the data collection, the researcher

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applied both descriptive and statistical analysis. Therefore, descriptive analysis like editing and classifying was used for qualitative data derived from interviews, while statistical analysis like the mean and standard deviation were used for quantitative data derived from questionnaires using SPSS (Nelson, Christopher, & Milton, 2022).

RESULTS

Table 1 Showing Impact of sales promotion on sales volume in organizations

Options	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree	Mean	Std. Dev
The level of customer satisfaction affect sales volume in organizations	5.9	11.8	8.8	44.1	32.4	3.91	1.083
High Level of Local competition affect sales volume in organization	2.9		11.8	44.1	41.2	4.21	.880
Geographical location affect sales volume in organizations			5.9	58.8	35.3	4.29	.579
The extent of advertisement affect sales volume in organizations	2.9		11.8	47.1	38.2	4.18	.869
The extent of Marketing done affect sales volume in organizations			20.6	44.1	35.3	4.15	.744
Geographical location of a company determines its sales volume.	2.9	5.9	11.8	50.0	29.4	3.97	.969
Average						4.11	

Basing on the table 1 above, the findings retrieved from the SPSS clearly show that 5.9% and 11.8% of the respondents either strongly disagreed or disagreed with the statement that Sales promotion has an impact on sales volume, 8.8% of them were not sure whether it increases sales volume or not but the majority of them either agreed or strongly agreed with 44.1% and 32.4% that Sales promotion increases in sales volume. When it came to the statement that high Level of Local competition affect sales volume in organization, only 2.9% strongly disagreed, 11.8% were not sure with whether it does the Level of Local competition affect sales volume in organization or not while most of the respondents positively agreed or strongly agreed with 44.1% and 41.2% that really Sales promotion does the work of increasing sales volume in organization. None of the respondents either strongly disagreed or disagreed with the view that Sales promotion provides insight on sales volume to an organization, some with 5.9% were not sure with the statement, and the majority of them with 58.8% and 35.3% showed a positive response in agreement with the statement that Sales promotion increases in sales volume (Faridah et al., 2023). Only 2.9% of the respondents strongly disagreed with statement that the extent of advertisement affects sales volume in organizations by following established regulations, and none of them disagreed, 11.8% were not sure meanwhile, most of them with 47.1% and 38.2% either agreed or strongly agreed with the statement. In continuous investigation on the contribution of internal audit to good governance, none of the respondents agreed with the view that geographical location affect sales volume in organizations, 20.6% were not sure while 44.1% and 35.3% either agreed or strongly agreed with statement. When the researcher posed a question on whether geographical location of a company determines its sales volume, 2.9% and 5.9% either strongly disagreed or disagreed with the statement, 11.8% were not sure with it but 50.0% and 29.4% either agreed or strongly agreed with statement showing a positive response respectively. From Table 1 above, the average mean was found to be 4.11 and basing on the legend above, it shows that sales promotion has a very high impact on sales volume in organizations (Filstar, 2023).

Table 2 shows the regression analysis of the impact of Sales promotion on Sales Volume

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Sales promotion	3.538	.480	.005	7.374	.000
	.159	.121		1.315	.878
- Dependent Variable: Sales Volume - Predictor: Sales Promotion					

From table 2, the scale of regression analysis showed that Sales promotion had a significant contribution on sales volume with a sig. value of (0.000). Furthermore, sales promotion had 87.8% direct significant relationship with sales volume (Sig. = .878), with a ($\beta = 0.006$). Other factors had a smaller contribution on sales volume with just

12.2% significance. Therefore, sales promotion had a direct and significant contribution on sales volume of Airtel Uganda Limited (Nelson et al., 2023).

The type of promotional packages employed by Airtel Uganda Limited.

Table 2 Shows the type of promotional packages employed by Airtel Uganda Ltd

Options	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree	Mean	Std. Dev
Sales promotion and other forms of promotional pricing are widely used in Airtel Uganda limited	5.9	11.8	2.9	47.1	32.4	3.88	1.175
Intense marketing practices show that promotions are the favorite advertising tool	2.9	2.9	8.8	58.8	26.5	4.03	.870
Direct premiums, referral premiums among others are used to reward purchasers and sales persons	2.9	8.8	17.6	32.4	38.2	3.94	1.099
Continuity programs retain brand users over a long time period by offering ongoing motivation or incentives	2.9	20.6	17.6	47.1	11.8	3.44	1.050
There is use of incentives as a marketing strategy to induce customers	2.9	6.6	20.6	38.2	29.4	3.82	1.058
Intense marketing practices show that promotions are the		5.9	20.6	41.2	32.4	4.00	1.888

favorite advertising tool							
Average Mean						3.85	

From the Table 3, the findings retrieved from SPSS evidently reveal that 5.9% and 11.8% of the respondents either strongly disagreed or disagreed with the view that sales promotion and other forms of promotional pricing are widely used in Airtel Uganda limited, 2.9 were not sure whether Sales promotion and other forms of promotional pricing are widely used in Airtel Uganda limited or not while 47.1 and 32.4 either agreed or strongly agreed with the statement (Flavia et al., 2023). These findings are in line with the International Chamber of Commerce (ICC) where "Marketing devices and techniques which are used to make goods and services more attractive by providing some additional benefit, whether in cash or in kind, or the expectation of such a benefit for example : Consumer promotions (premiums, gifts, competitions and prizes, e.g. on the back of breakfast cereal boxes) ,Trade promotions (point-of-sale materials, free pens and special terms, diaries, competition prizes, et cetera) (Lydia et al., 2023).

Respondents were asked as to whether intense marketing practices show that sales promotions are the favorite advertising tool of Airtel Uganda Limited, it was established that 5.8% disagreed, 8.8% were not sure with the while the majority 85.3% of the respondents supported the view that intense marketing practices show that sales promotions are the favorite advertising tool. The researcher further established that direct premiums, referral premiums among others are used to reward purchasers and sales persons with 70.6% agreeing which gives internal assurance to the organization as it coordinated and complements services for the benefit of the organization, 17.6 were not sure of the role of promotional packages offered while 11.7% disagreed. With the view that continuity programs retain brand users over a long time period by offering ongoing motivation or incentives, 2.9% and 17.6% of respondents were not sure but 47% and 11.8% of respondents either agreed or strongly agreed with the view, thus sales promotion assumes high sales volume, market share and profitability of an organization effectively (Armstrong, 2017), thereby attaining set programmes and goals (Annet et al., 2023).

Meanwhile, 10.5% of the respondents disagreed with the statement that that the use of incentives as a marketing strategy to induce customers regularly, 20.6% of the respondents were not sure with the statement while 67.6% of the majority respondents supported the view.

The researcher further established and noted that 73.6% of the respondents were not sure that intense marketing practices show that sales promotions are the favorite advertising tool of Airtel Uganda limited, 5.9% disagreed while 20.6% were not sure. This implied that the majority supported that fact that intense marketing practices show that sales promotions are the favorite advertising tool of Airtel Uganda Limited. From Table 3 above, the average mean was found to be 3.85 and basing on the legend above, it shows that sales promotion had a high contribution on organizational performance (Godfrey et al., 2023).

Table 4 shows the regression analysis of the contribution of Sales promotion packages employed by Airtel Uganda

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
Sales promotion		3.538	.480	.005	7.374	.000
		.159	.121		1.315	.878
- Dependent Variable: Organizational Performance - Predictor: Sales promotion						

From table 4, the scale of regression analysis showed that sales promotion had a significant contribution on Organizational performance with a sig. value of (0.000). Furthermore, sales promotion had 87.8% direct significant relationship with good governance (Sig. = .878), with a ($\beta = 0.006$). Other factors had a smaller contribution on Organizational performance with just 12.2% significance. Therefore, sales promotion had a direct and significant contribution on Organizational performance.

The effect of Sales promotion on the profitability of Airtel Uganda Limited

Table 5 Showing the Effect of Sales promotion on profitability

OPTION	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree	Mean	Std. Dev
Marketing Strategies influences decisions of most customers.	2.9	5.9	14.7	44.7	32.4	3.97	1.000
Sales Promotions are one of the marketing strategies that shape the brand of the service, product and image			2.9	50.0	41.2	4.41	.560
Marketing Strategies build reputation of the company and its products		2.9	5.9	47.1	44.1	4.32	.727

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Sales promotion contributes a lot to the profitability of an organization	8.8	8.8	11.8	52.9	17.6	3.62	1.155
Sales promotion play a great role in monitoring and promoting good financial management		2.9	11.8	47.1	38.2	4.21	.770
Sales promotion offers administrative procedures in the management of financial activities	2.9		11.8	58.8	26.5	4.06	.814
Average						4.09	

From the table 5, the finding extracted reveal that 2.9% and 5.9% of respondents either strongly disagreed or disagreed that marketing Strategies influences decisions of most customers at Airtel Uganda Limited, 14.7% were confused meaning not sure with it, although 44.7% and 32.4% either agreed or strongly agreed with the statement. To find out whether sales promotion is one of the marketing strategies that shape the brand of the service, product and image, none of the respondents either strongly disagreed or disagreed, only 2.9% of them were not sure with it but the majority of respondents with 50.0% and 41.2% showed a good response and either agreed or strongly agreed with the view indicating that Sales promotions are one of the marketing strategies that shape the brand of the service, product and image really play a great role in increasing the profitability of an organization. When it came to the statement that marketing strategies build reputation of the company and its products, no one strongly disagreed although 2.9% of the respondents disagreed with the less percentage, 5.9% of them were not sure with it but the majority with 47.1% and 44.1% either agreed or strongly agreed with the statement by highly responding to it with positive responses indicating that sales promotion increases profitability in the organization (Mark et al., 2023). However, when the researcher posed the statement that sales promotion offers administrative procedures in the management of financial activities, the lesser percentage of respondents with 8.8% and 8.8% either strongly disagreed or disagreed with it, 11.8% were in confusion or not sure while the majority of the respondents either agreed or strongly agreed that sales promotion offers administrative procedures in the management of financial activities with 52.9% and 17.6%.

On the matter that sales promotion offers administrative procedures in the management of financial activities, none respondents strongly disagreed but 2.9% just disagreed with it, 11.8 were not sure whether it does it or not although the majority of the respondents with 47.1% and 38.2% agreed or strongly agreed with the fact indicating that sales promotion play a great role in in the management of financial activities. Addition to the contribution of sales promotion to financial performance, 2.9% of the respondents strongly disagreed with the statement that Internal aids in proper allocation and utilization of finances, no one just disagreed but still 11.8% of them were not sure whether sales promotion aids in proper allocation and utilization of finances or not meanwhile, the majority of respondents with the highest percentage (58.8 and 26.5%) either agreed or strongly agreed that sales promotion aids in proper allocation and utilization of finances in Airtel Uganda Limited. From Table 5 above, the average mean was found to be 4.09 and basing on the legend above, it shows that sales promotion highly contributes to financial performance of the organization (Oromo et al., 2023).

Table 6 shows regression analysis on Effect of Sales promotion on profitability

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	3.538	.480	.026	7.374	.000
Sales promotion	.159	.121		1.315	.758
- Dependent Variable: Profitability - Predictor: Sales Promotion					

From table 4.11, the magnitude of regression analysis showed that sales promotion had a significant contribution on profitability of an Airtel Uganda Limited with a sig. value of (0.000). Furthermore, sales promotion had 75.8% direct significant relationship with financial performance (Sig. = .758), with a ($\beta = 0.026$). Other factors had a smaller contribution on profitability with just 24.2% significance. Therefore, sales promotion had a direct and significant contribution on financial performance (profitability).

Table 7 shows how Extraneous Variables effects organizational performance.

Statements	Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree	Mean	Std. Dev
Marketing department is fully funded by the		2.9	5.9	38.2	52.9	4.41	.743

organization to meet all the obstacles in the field.							
Offices are conducive for the staff to execute their duties	8.8	11.8	23.5	29.4	26.5	3.53	1.261
Staffs are sometimes paid for overtime duties	14.7	2.9	17.6	44.6	20.6	3.53	1.285
The market size interferes with the work of marketing in Airtel Uganda Limited	8.8		17.6	58.8	14.7	3.71	1.031
Government policies and regulations influence the work of Marketing department	2.9	2.9	11.8	52.9	29.4	4.03	.904
Marketing department staff have the required qualification to perform their work		8.8	2.9	50.0	38.2	4.18	.869
Average Mean						3.89	

Source (primary data, 2020)

Basing on the table 7 above, the finding retrieved from SPSS clearly reveal no respondent strongly disagree with the statement that Marketing department is fully funded by the organization to meet all the obstacles in the field, 2.9% of them disagreed, 5.9% were not sure whether Marketing department is fully funded by the organization to meet all the obstacles in the field or not while 44.6% and 20.6% of them either agreed or strongly agreed with it. When it came to the statement that offices are conducive for the staff to execute their duties, 8.8% and 11.8% of the respondents either strongly disagreed or disagreed, 23.5% of them were not sure but 29.4% and 26.5% either agreed or strongly agreed with it. When the researcher posed a statement that Staffs are sometimes paid for overtime duties, 14.7% and 2.9% either disagreed or disagreed with it, 17.6% were not sure although 44.6% and 20.6% either agreed or strongly agreed with the statement. 8.8% of respondents strongly disagreed with the statement that Government policies and regulations influence the work of Marketing department at Airtel Uganda Limited, 17.6% were not sure, while 58.8% and 14.7% either agreed or strongly agreed with it. 2.9% and 2.9% equally strongly disagreed or disagreed with the statement that government policies and regulations influence the work of Sales and Marketing departs, 11.8% of them were not sure but still 52.9% and 29.4% either agreed or strongly agreed with the statement.

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When the researcher posed a statement that Marketing department staff has the required qualification to perform their work, none of the respondents strongly disagreed, 8.8% of them disagreed, 2.9% were not sure whether department staff has the required qualification to perform their work or not, however, 50.0% and 38.2% of the respondents either agreed or strongly agreed. From Table 7 above, the average mean was found to be 3.89 and basing on the legend above, it shows that Sales Promotion highly contributes to financial performance.

Conclusions

The scale of regression analysis showed that sales promotion had a significant contribution on good governance with a sig. value of (0.000). It also had had 87.8% direct significant relationship with good governance (Sig. = .878), with a (β = 0.006). Other factors had a smaller contribution on good governance with just 12.2% significance. Therefore, sales promotion had a direct and significant contribution on sales volume and is reviewed as a very high contributor in enhancing organizational performance in Airtel Uganda Limited.

The magnitude of regression analysis demonstrated that sales promotion had a significant contribution on organizational efficiency with a sig. value of (0.000). It also had 87.4% direct significant relationship with organizational efficiency (Sig. = .874), with a (β = 0.021) while other factors had a smaller contribution on organizational efficiency with just 12.6% significance.

Recommendations of the study

First and foremost, the researcher recommends that sales promotion should be given much attention and taken as a tool for maximizing sales in Airtel Uganda Limited if its function is to be realized. In additional, sales and marketing department should realize and uphold its role in safeguarding the assets of the Airtel Uganda Limited from misallocation and mismanagement. The researcher recommended so because when she posed a question that sales promotion aids in safeguarding the assets of the organization, the majority of them disagreed with the statement, therefore, this means that there is need to recognize such a function (Nelson, Christopher, Teddy, et al., 2022).

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