

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 looked at Mukwano Co. Ltd. as a case study to determine how advertising affects brand recognition. The study's key objectives included a research of the impacts of paid advertising on customer behaviour, an examination of the impact of broadcast advertisements on customer behavior, and an evaluation of the relationship between marketing and consumer behaviour patterns. Both qualitative and quantitative approaches were used, using a cross-sectional design. A total of 52 individuals were questioned, and since every single one of them responded, there were 52 respondents overall. The participants for the questionnaires and interviews were chosen utilizing straightforward random and stratified selection approaches. Frequencies, percentages, and relationship statistics were used in the data analysis. According to the study, publicity stunts and television advertisements have an advantageous impact on customer behavior. The study also found a positive relationship between advertising and customer behavior. The report suggests that businesses should employ a variety of advertising platforms to reach the greatest possible number of potential clients. Additionally, it says that firms that want to reach a broad demographic use television ads while businesses that want to win over customers use celebrity endorsements.*

Keywords: advertising and consumer brand awareness

Background of the studying

Whether due to or in spite of its pervasiveness, advertising is a difficult topic to describe. Advertising typically tries to convince viewers to buy a product or service. Yet, "institutionally" advertising has boosted sales for a century while enhancing brand perceptions. Political advertising encourages charitable giving or voting, not making purchases. The difference between advertising and sales promotion is frequently that the former involves intermediate communication aimed towards the public as contrasted to one-on-one interaction with a prospective client. In this region, the boundaries between things are likewise hazy. For instance, right after you log in to Amazon, a screen frequently addresses you by name and recommends books or CDs that it has personally chosen for you based on your prior transactions.

Advertising has evolved throughout American history in response to shifting consumer demands, media technology, and contextual issues. We may start here rather than waste time looking for the exact first advertisement. Many American colonists enjoyed importing British consumer items like porcelain, furniture, and percussions in the eighteenth century but were cautious about becoming unduly reliant on imports.

Despite the ongoing "revolution," commercials from the middle and early middle centuries hardly ever showed sudden shifts in their marketing messaging. Newspaper ads were rarely more than one column wide, and they hardly ever included pictures or even unique typefaces. Few magazine ad designs existed, and the majority of them focused their marketing on the magazine area.

Statement of the Problem

In today's highly competitive economy, businesses largely rely on marketing to advertise their products and services to consumers. Yet, it is unclear if advertising has a substantial impact on consumer brand recognition or if other factors are more crucial. This study tries to evaluate how brand awareness among customers is affected by marketing within a company.

Consumer brand awareness in Uganda has varied throughout time, based on elements including the seasons, demographic, preferences, and consumer habits.

The investigator is curious to examine the impact of advertising on brand recognition because there is little data on how it affects brand awareness in Ugandan culture.

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

Design Quantitative

Quantitative design was used to process quantifiable, numerical data. For instance, the participants' age, income, the number of times they've purchased a specific item in a given period of time, etc. According to Creswell et al. (2013), quantitative research assists in acquiring an in-depth analysis of the topic under study.

Create for Quality

It was used to describe qualitative truths that weren't able to be articulated numerically. This also includes the respondents' ideas and viewpoints. Qualitative research was also utilized to describe the present situation or to investigate linkages, including causes and links. Also, it helped in answering questions concerning the current state of the research issue.

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

To select the appropriate sample for the experiment, the researcher used a number of strategies. Both percentage chance and non-probability sampling techniques are used in this study.

Purposive sampling, a sort of pseudo method, was used in this study to select respondents from the general public. This method allowed the study to pick only the qualified participants from each unit of the study population. The prosecutor in this case made sure that everyone had an equal chance of contributing, including customers of the business, marketing personnel, and sales personnel.

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 Collections Instruments

Survey Questionnaires

Participants in the study completed questionnaires that were self-administered. These were given to the employees of the appropriate organizations. The convenience with which surveys can be measured and evaluated supports the employment of this tool. The survey was utilized because the study gave a lot of consideration to the respondents' opinions, attitudes, feelings, and perceptions, and the whole world in a nutshell. By enhancing the answers from the identity questionnaires, the investigator had the chance to cross-examine a number of important study questions.

This instrumentation was selected because it was thought to be an effective way to generate data that covers the subject in depth. Speaking was another effective strategy for generating data-based

Data Analysis

The data was examined using SPSS. The data was visualized using tables, graphs, pie charts, and triangulate.

It required both monitoring and the narrating of face-to-face discussions to analyze qualitative data. An impressionistic summary was used by the researcher to swiftly examine descriptive method. In order to do this, she took note of the respondents' typical responses to questions on advertising and the ways in which the advertisement process as a whole affects brand awareness.

Results.

Gender characteristic of respondents

Table 1: Gender characteristic of respondents

Sex of respondents	Frequency	Percentage
Male	30	58
Female	22	42
Total	52	100

Source: Primary data 2022

From table 1 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 2. Showing the age brackets of the respondents

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

Source: Primary data 2022

According to the data in Table 2 above, 20 (38%) of the sample's participants were between the ages of 18 and 30 years, 25 (50%) were between the ages of 31 and 45, and 7 (12%) were 45 years of age or older. This suggests that the majority of the workers at Mukwano Co. Ltd. were between the ages of 31 and 45.

Level of Education

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

Table 3. Showing the level of education of the respondents

Level of Education	Frequency	Percentage
Certificate	18	35
Diploma	23	45
Bachelor’s Degree	11	20
Total	52	100

Source: Primary data 2022

It can be seen from table 3 above that 18 (35%) of the population had a certificate, 23 (45%) had a diploma, and 11 (20%) had a bachelor's degree.

This suggests that Mukwano Co. Ltd hires the majority of diploma level to join their workforce and the least amount of bachelor's degree holders, who primarily make up senior management staff.

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 4: 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 4 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.

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 5: Effect of celebrity endorsements on brand awareness

	Response

Effect of celebrity endorsements on brand awareness	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
	Celebrity endorsements quickly attract the customers attention to the product	27	52	9	17	8	15	8	15	-	-	52
Celebrity endorsements give credibility to the product thus influencing buyers behavior	32	62	17	33	3	5	-	-	-	-	52	100
Celebrity endorsements arouse positive feelings to the product thus influencing positive buying behavior	39	75	10	20	-	-	3	5	-	-	52	100
Celebrity endorsements build brand equity thus positively influencing consumer behavior	36	70	10	20	-	-	5	10	-	-	52	100
Celebrity endorsements helps people to remember adds thus positively influencing consumer behavior	26	50	21	40	-	-	5	10	-	-	52	100
Celebrity endorsements Make people believe the product contributes to superstar status thus positively influencing consumer behavior	33	62	10	20	5	10	4	8	-	-	52	100
Celebrity endorsements makes the product to stand out thus positively influencing consumer behavior	39	75	10	20	-	-	3	5	-	-	52	100

Source: Primary data 2022

As seen in table 5 above, 27 respondents (52%) believed that celebrities instantly draw customers' focus on the goods, trailed by 9 individuals (17%), 8 participants (15%) who concurred but were uncertain, and 8 participants (15%) who disapproved. Therefore, it implies that product endorsements are an efficient way to spark consumers' attention.

32 (62%) strongly agreed, 17 (33%) also did agree, and 3 (5%) were unsure that endorsers boost a product's credibility and affect consumer conduct. So, it stands to reason that publicity stunts of products give them validity and influence the consumer activity.

Also, it can be seen that 3 (5%), agreed with the assertion that endorsements enable customers to sense great about the item, which in turn motivates them to buy it, whereas 10 (20%) and 3 (5%) disagreed with it. Given that the premise was accepted by the vast majority of respondents, this shows that endorsements do in fact elicit favorable emotions about the business and seriously influence consumer behavior.

Endorsements enhance the recall of commercials, which influences consumer behavior, according to 26 (50%) of the sample. Also, 5 (10%) people disagreed with the statement, while 21 (40%) agreed. It is indisputable that celebrity endorsements increase the recall value of commercials, which benefits consumer behavior.

Effect of TV advertisement on consumer behavior.

Table 6: Showing the effect of TV advertisements on brand awareness

Effect of TV advertisement on consumer behavior	Response											
	Strongly agree		Agree		Not sure		Disagree		Strongly disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%

TV Advertising builds trust and thus influences positive buying behaviour. in Mukwano Co. Ltd	39	75	13	25	-	-	-	-	-	-	52	100
TV adverts benefit from second-screening and thus influences positive buying behavior.	42	80	10	20	-	-	-	-	-	-	52	100
TV reaches a vast audience and thus influences positive buying behaviour.	47	90	5	10	-	-	-	-	-	-	52	100
TV reaches a increases product visibility and thus influences positive buying behaviour.	49	95	3	5	-	-	-	-	-	-	52	100

Source: Primary data 2022

Table 6 shows that 39 (75%) of the respondents believe that Mukwano Co. Ltd uses Television advertisements to build trust and therefore encourage good purchasing behavior, while only 13 (25%) of the participants believe that Mukwano Co. Ltd utilizes Television advertisements to achieve the same results. No responders expressed a strong disagreement or uncertainty. It implies that Television advertising encourages trust, which has an impact on morally righteous buying decisions.

The use of TV commercials advantages from foremost and so stimulates favorable purchase behaviour, according to ten (20%) respondents who agreed, no one objected, and 42 (80%) who respondents agree. This implies that TV commercials benefit from 2nd and hence have a favorable impact on customer choice.

Relationship between advertisement and brand awareness

Table 7: showing the relationship between advertisement and brand awareness

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

According to Table 7 above, 28 % of the respondents (52%) strongly agreed that the advertisement introduces a novel product to the marketplace and influences Mukwano Co. Ltd's brand image, while 9 respondents (17%), 3 respondents (5%), and 4% of the survey participants (%) disagreed. In other words, advertising impacts consumer choices and helps market new products.

Advertisements educate consumers and increase awareness of a brand over time, according to 45 (62%) strongly agreeing, 17 (33%) agreeing, and 3 (5%) disagreeing. This demonstrates that the marketing educates people and improves how they view a brand in the marketplace.

Conclusions

After finding a positive correlation between branding and marketing recognition, the researcher concludes that using celebrities in promoting is one of the best tactics. This provides the item credibility and elicits pleasant feelings, which makes it possible for it to immediately grab the customer's attention.

The study also determines that recommendations are essential for establishing brand equity since they help make advertising memorable and persuade customers to purchase the product.

The study comes to the further conclusion that celebrity endorsements offer items superstardom, which increases their distinctiveness in consumers' views.

Recommendations

The study gives companies its go to spend a great deal of cash on promotion of products since it has a positive impact on consumer behavior. The report also advises marketers to use well-known individuals to promote their goods, particularly when they want to convey a communal feeling. It's possible that this is true for expensive items. The study offers guidance to large businesses that can pay for to spend on tv commercials in order to maintain the edge over their rivals because it demonstrates that television ads reach a 're positive and benefit from repeated doses of the product. In accordance with the study, leveraging various advertising channels is vital to maximizing the advantages of influencing customer behavior.

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