EFFECTS OF TELEVISION ADVERTISEMENTS ON THE CONSUMPTION PATTERNS OF THE POPULACE
CASE STUDY OF KIU STUDENTS

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A REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS OF THE FACULTY OF SOCIAL SCIENCES AND LAW FOR AWARD OF A DEGREE IN MASS COMMUNICATION AT KAMPALA INTERNATIONAL UNIVERSITY.

JUNE 2006
DECLARATION

I KANYANGO TIMOTHY GICHIU, declare that to the best of my knowledge this work has never been presented anywhere in any university for any award of a degree.

Sign: ____________________________

KANYANGO TIMOTHY GICHIU

Date: 22.09.06
APPROVAL

This is to certify that this work has been submitted for examination with my approval as supervisor.

Sign

SIMON PETER ONGODIA

Date: 25.04.06
DEDICATION

I dedicate this project to my parents, Mr. and Mrs. Kanyango, not forgetting my brother and sister, Muroki and Chiko.
ACKNOWLEDGMENT

I would like to thank my supervisor Mr. Simon Peter Ongodia, whose insight and wisdom has guided me to completion of this project.

I would like to thank all those in the heavenly city, God the father, the Son and the Holy Spirit and Angel Gabriel for the divine intervention.

I would also like to thank the KIU student respondents without whose help this study would not be as successful.
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ABSTRACT

The study aimed to identify whether television commercials for telecommunication products and services influence the consumption behaviors/attitudes Kampala International University students. The area of study was Kampala International University, an institution of higher education located in Kampala town in Uganda. The researcher has chosen the University intentionally.

These students are male and female above the age of 16 years. They were diverse in terms of tribes, religion, political orientation, income levels, social status, preference and tastes, family background and nationality. The majority of the respondents showed that they watch television at the rate everyday in a week. This group of respondents comprised 46.8% of the total number of respondents.

However, a great deal of respondents, gave a specific comment and attribute to the television adverts on MTN Uganda alone. A total of 33.3% of the respondents said, "Only MTN television adverts are good and attractive". Although this is a positive response towards television adverts, the researcher is trying to investigate their influence to the consumption patterns to the populace, it has raised an issue that, MTN Uganda seem to dominate the media in its advertising campaigns, that is why, most people have noticed more of MTN television advertisements than any other mobile telecommunication company in Uganda.

The study discovered that Television advertising provides satisfactory information to people on various product and services provided by the advertisers and have managed to persuade people to change their attitudes and habits on consumption.

Therefore, the major recommendation resultant from the study is that there should be high restrictions on using the media especially television to advertise products or services, media houses should formulate policies to restrict bad advertisers so that they can protect their audiences from being manipulated by these bad advertisers.
CHAPTER ONE
INTRODUCTION

1.1 Background of the Study.
The researcher will study the effects of Television 'Adverts on the consumption patterns of the populace'. The study will seek to establish the influence of TV advertisements on the consumption habits of the populace. According to Philip Kotler (1990) advertising is any paid form of non-personal presentation or communication of ideas, goods or services by an identified sponsor.

Advertising is believed to have a lot of influence on the choices and tastes when it comes to purchasing. When customers are at the purchasing point (wholesale shops, retail shops, Supermarket etc), do they really consider buying brands that they have seen the adverts about them (Advertising Guide in Uganda; Steadman & Associates).

The study will concentrate on the trends of consumer purchasing behaviors and the effects of television advertising on their choices and purchasing decisions. It is the researcher’s interest to find out if really people buy brands or products because they are influenced by advertising messages they hear, watch or see on products or brands, get to know about them from other people or they already know what the best want from their own choices.

Advertising tells about products or brands, what they do and how they work for them and why one product is better or could be the best to use than others in the market. The researcher’s study concern is to find out from the public if television advertising influences their purchasing behaviors or their choices of products or brands.

The researcher’s focus will be on telecommunication products advertising in Uganda. Two telecommunication companies namely MTN and UTL Mango will be the focus of the study. These companies have been strongly advertising their products and services and the researcher is yet to find out if their Television advertising has had impacts on the consumptions patterns of these products and services.
Kampala International University students will be the researcher's case study simply because they are well exposed to these Television adverts and they are good consumers of telecommunication products and services. For example, most of students have easy access to television as their source of information and entertainment. They either own television sets in their rooms or use the University television sets which are available in each hall of residence. For those who live in the hostels, most of these hostels like Jeep, Sibco, Tudor Knowledge Centre and Max hostel to mention but a few, have television sets for the students.

2 Theoretical Framework.
The study will center on the Cultivation Analysis Theory developed by George Gerbner during the 1970s and 1980s. The theory establishes that television cultivates or creates worldview that although possibly inaccurate; it becomes reality because people believe it to be so. The theory addresses the macroscopic questions about the media role in society and represents a hybrid that combines aspects of both macroscopic and microscopic theories. (Stanley J Baran, 2003).

In this case, the theory has brought up the facts to the study that television influence and cultivate people and so do advertising, which is part of the television content that people consume. Therefore, it is in my best interest to study and prove these facts, and establish to what extent television advertising influences consumption patterns of the populace.

3 Statement of Purpose
The study intends to establish the impacts that Television advertising has on the populace and if they influence choice and purchasing patterns of the populace. Human beings are said to be rational and have free choice at the point of abundance (availability of products) and irrational at the point of scarcity (when such products are less available).
This study also seeks to find out if people, at the point of abundance of products or brands are still rational or have free choice or can be driven to choice by advertising.

.4 Research Questions
1. What is the nature of TV adverts on Telecommunication products?
2. What are the impacts of these adverts to the audience?
3. How are the consumers exposed to these messages?

.5 Objectives of the Study.
The general objective is to identify if television commercials for telecommunication products and services influence the consumption behaviors/attitudes Kampala International University students

.6 Specific objectives,
1. To explore the extent to which campus students are exposed to television commercials
2. To find out if these messages are well understood by campus students
3. To find what are the things or issues that advertisers should improve in communicating their messages to the consumers?

.7 Justification.
The study will establish the extent to which people understand and perceive television advertising messages and how people are actually persuaded by these messages to consume telecommunication products. The study will provide opportunity for further research on consumption behaviors as regards to advertising in Uganda.
CHAPTER TWO
LITERATURE REVIEW.

2.0 Introduction
This chapter reviews and analyzes some of the existing literature on the subject. It is not enough to simply list one's wares. It is not enough to invent a better mobile phone service or product, run an ad about it, and hope that people will change their buying habits when you say so. There has to be a secret ingredient, which is called consumer confidence. If it is to work at all, consumer confidence has to be won via advertising.

2.1 Literature Review
Kotler (1990) defines advertising as *any paid form of non-personal presentation or communication of ideas, goods or services by an identified sponsor.* From this definition, we note some elements of advertising which are; non-personal, communication, ideas goods or services and identified sponsor. Therefore any form of advertising has to have all the element of advertising as presented by Kotler. But to add on the elements, advertising have to have the ability to persuade so that it can change and influence people's attitudes.

Seiden (1990) an advertising practitioner wrote in his book that advertising couldn't sell a product to anyone with any basic need for, anyone not in the market for it, anyone who cannot afford it. It makes a satisfied customer and save a bad product.

Christis and Locker (1991) say that advertising is *not a particularly well-liked profession the world over, as much as it is an essential part in the survival and growth of business* (pg 162).

As much as advertising is criticized for it ability to manipulate people to change their attitudes towards even a bad product and its ability to influence the market unfairly, it is still an essential part in the growth of business because it has proved to be useful tool in selling of products and services across industries.
Television advertisements have received so much concern by different scholars because of its effects to the people and the influence it has generated among consumers. Different scholars portray different opinions and ideas in relation to the study and I attempt to analyze these ideas and comments for the better understanding of the subject.

Scholars have argued that television, 'to be specific, has changed into a commercial media that is used as a tool to many advertisers since it has managed to assemble many viewers who are the target audience of the advertisers. "Television is largely entertainment designed with the motive of assembling many viewers of commercial interest to advertisers as possible" (letha Huston et al, 1993, pg 118).

Seiden emphasizes, "Television is the single most dramatic, most effective... medium of mass communication today, mainly because of its audio and visual capabilities and because it has unique ability to capture one's attention regardless of whatever the person may have been doing"

This argument stresses the point that, television advertisement are more effective as compared to other form of media adverts (radio, print) because of its audio and visual capabilities, therefore for better impacts on the consumers advertisers use this the advantage of television for to influence consumers who are at the same time viewers of television content.

Curran in Collins R et al (1986) reveals that "to study any overt attempts by individual advertisers to influence media control would be a misconception of both the nature and significance of advertising influence in which is essentially an impersonal means by which the mass media is fashioned according to the market's needs of economic system and the class inequalities of power, influence and consumption in society.

Advertisers in other words do not influence the media but the mass media are fashioned according to the market needs of the economic system and the class inequalities of power, influence and consumption in society.
Therefore media (including television) is shaped with the economic needs of the market and advertisers use this advantage to exploit the media, through advertising, to satisfy this economic and consumption needs in society.

In Canada ninety nine percent of Canadians aged two and above live in households equipped with television sets where eighty five percent of this population is equipped with cable and satellite programs (Hughes and Rye, 42). Seventy-six percent of Canadians view television at least an average of once a day (Hughes and Rye, 42). Hence a large percent of Canadians are exposed to television commercial. Commercials are also known as advertisements.

In Uganda seventeen percent of Ugandans live in households equipped with television sets. Kampala alone has thirty seven percent of inhabitants living in households equipped with television sets (Steadman and Associates, Advertising Guide in Uganda, Pg 13). My interest in this context is to show how my sample and case study is exposed to television and advertisement.

Denise (pg 179) argue that "television commercials are powerful tools... and not only do they contain images but powerful words, situations and emotions as techniques to persuade television viewers by influencing their attitudes and lifestyles by suggesting how we can best satisfy our innermost urges and aspirations by consumptions". We are able to see, hear, feel and remember the images embedded in these advertisements Denise (179).

In most cases television advertisements have managed to stick into our heads and in many cases we have found our selves sing along with television jingles, or say along with television commercials. This proves that television images, strong words and the emotions portrayed in these commercials really influence people in choices and attitudes.

In a matter of seconds, most young people can mimic a movie or TV character, sing advertising jingle, or give other examples of what they have learned from media. Sadly, these examples may include naming a popular brand of beer, striking a "sexy" pose, or play fighting. Children only have to put a movie into the VCR open a
magazine, click on a Web site, or watch TV to experience all kinds of messages. It really is that easy. (America Academy of Pediatrics).

Gilson (1980) says that "through watching adverts. You are being convinced-slowly, carefully, logically convinced-to make a conscious decision to alter or change your buying habits." Advertising influence people because it is able to model needs and the way in which people experience their gratification. In American culture for example, young women learn how to use cosmetics for self-enhancement early and advertising help them to do it.

A market study carried out in 1980 showed that, teenage girls 12 to 17 (about 13% of the female population) spent over $1 billion annually on cosmetics and beauty aids (about 20% of total beauty products sales to women). On the male side, beer advertising tends to stress traditional concepts of virility-male occupation, male sports-inducing men to drink/buy beer. All this is associated with the social identity people or individuals tend to identity themselves with the roles that people play in television commercials.

This literature review has therefore inspired the researcher on understanding the subject properly. It is therefore evident that advertising has had criticism over years, but all of the critics agree that advertising is a necessary tool in the growth of business because it has proved to influence people's attitudes and buying habits.
CHAPTER THREE
METHODOLOGY

.0 Introduction.
This chapter describes the approach that the researcher employs to collect and analyze data on the effects of television advertisements on the consumption patterns.

The area from which the research was conducted is described and the means of collecting data from the population is also described in this chapter.

The researcher presents how the data will be collected from the sample population, manipulated to get meaningful results and lastly, he will state the problems that he anticipates to encounter when carrying out the study.

.1 Area of Study.
The area of study is the geographical location in which the study will be conducted. The area of study will be Kampala International University, an institution of higher education located in Kampala town in Uganda. The researcher has chosen the University intentionally.

Kampala is the capital city of Uganda with the largest population in the country. Kampala has the largest market for goods and services in Uganda, both from within and outside the country. Therefore Kampala has so many industries and companies providing goods and services including telecommunication services (MTN, Celtel Uganda, and UTL Mango).

Due to this concentration of industries and companies in Kampala, providing consumer goods and services, competition rose and therefore these organizations started to advertise so that they can attract a large proportion of the market to buy their goods and services. This area will therefore appropriate for this study, which attempts to analyze the effects of television advertisements on consumption patterns of the populace.
2 Study Population
The population study is that group of people that a researcher will extract information form and collect the data for the study in order to draw conclusions. In this case the study population is student Kampala International University.

These students are male and female above the age of 16 years. They have diversity in tribes, religion, political orientation, income levels, social status, preference and tastes, family background and nationality.

Students pursue different courses and have different academic levels. There are the undergraduate students who have not yet attained their first degree, and the postgraduates who are pursuing other degrees or diplomas on top of their first degrees. This study will focus on undergraduate students.

Students also differ also in terms of areas of residence. There are those known as residents, who live in campus Halls of Residence and non-residents who live outside campus in Hostels or they commute from home. The researcher will deal with both residents and non-resident students to gather the information for the study. For resident students, the researcher will select Lincoln, Gandhi and Mandela Halls. For non-residents students, the researcher will select Jeep and Sibco Hostel (Kabalagala) which are located in Kabalagala. The hostels accommodate both boys and girls.

3 Why select this population?
The researcher has a number of reasons for his selection of students of Kampala International University as his study population.

One, their diversity in sex, tribes, income levels, tastes and preferences which make them appropriate to the study.

Two, the exposure of the students to advertisements, television advertisements of the mobile telecommunication companies.
Three, students have access to television, for those living in the halls of residence in campus, their entertainment rooms are equipped with television sets, those living in the hostels, they are also provided with television sets in their entertainment rooms.

However, a good number of Kampala International University students own television sets in their rooms.

Four, is that a good number of Kampala International University students own mobile phones and use the services that the mobile telecommunication companies provide.

Five, is that the researcher chose these students as his study population on the assumption that they could make rational decisions. This is because of their age (matured people) and because they have attained a substantial degree of education.

4 The Sample Population.
A sample population is a proportion of the population that the researcher wants to study, which gives an adequate reflection of the whole population that interest him.

Since a researcher could not sample all the students of Kampala International University about the effects of television advertisements on the consumption patterns of the populace, especially on the television commercials of MTN and UTL Mango, that is why the sample was selected to reflect and represent the whole population.

This sample will be selected using one sampling method. This is because only one research instrument was used to gather the information from the sample population. The Random Sampling Method was used to select thirty students who answered questionnaires designed for this study. Twenty students will be randomly selected from Lincoln, Gandhi and Mandela Halls with the last ten randomly picked for Jeep and Sibco Hostels.

Therefore thirty students we selected randomly to respond to thirty questionnaires designed for this study. This method of sampling will enable the researcher to get respondents whose predispositions and preferences he did not know about before.
Therefore the respondents were neutral, unbiased and diversified, making it possible to generalize the data to reflect the whole population of the Kampala International University students.

5 Data Collection.
The researcher will conduct a survey to collect data for this study. Surveys are particularly well suited to the study of individual's attitudes since the researcher can hardly tell people's knowledge, attitudes and opinions. A survey therefore is a good technique to collect this kind of data important for this study.

In conducting the survey, the researcher will use one instrument of survey research, which is, a self-administered questionnaire.

6 Instrument of Data Collection.
6.1 Self Administered Questionnaires.
To collect data from the sample population, thirty self-administered questionnaires designed and thirty respondents answered the questions individually without consulting any other person by each respondent.

Self-administered questionnaires will be appropriate since they eliminated bias and outside influence to the respondents. This is because they answered the questions personally without consulting someone else and without knowing how other respondents answered the questions in the questionnaires.

These questionnaires comprise of both close-ended and open-ended questions. Close-ended questions are those, which needed to be answered by choosing an appropriate provided in the questionnaires. Open-ended questions are those, which give a respondent a chance to answer the questions according to their views, ideas and opinions, they are not limited.
7 Data Processing.

The data that will be gathered will be processed/transformed into quantitative analysis. Self-administered questionnaires were first edited which involved finding and collecting errors in the respondent's answers. It will be crosschecked to see if all the applicable questions have been answered appropriately and clearly.

Answers will then be coded. Coding is a system by which the various answers to a particular question are classified into meaningful categories.

8 Data Analysis.

The processed data will then be analyzed. The coded responses will be studied and explained to enable the researcher draw conclusions which reflect the objectives and justifications for the study.

9 Limitations to the Study.

The researcher anticipates that during the process of data collection, the researcher will face several problems, which will account for the obstacles to the study.

Students will generally be busy. This may cause the researcher to consume a lot of time to convince and ask the students to fill the questionnaires. Some may even want to be paid some amount of money for them to fill the questionnaires.

Some of the students may leave some of the questions on the self-administered questionnaires unanswered and without these answers; it may be difficult for a researcher to figure out the opinions of the respondents.
CHAPTER FOUR
DATA PRESENTATION AND ANALYSIS

.0 Introduction

This section of the dissertations deals with all the findings a researcher got while finding out the effects of television advertisements on the consumption patterns of the populace.

This study concentrated on the effects of television commercials by MTN and UTL Mango, which are among the mobile telecommunication companies operating in Uganda, on the consumption patterns of the people who consume these goods and services.

.1 Findings from Questionnaires.

Thirty questionnaires were distributed to thirty respondents and all of them were returned back to the researcher. Therefore the response was 100% perfect in general.

All the respondents agreed that they watch television, but their average rate of watching per week varies from one to another.

The following table shows this rate of television viewing, the number of people in each category is out of thirty people:

.1.1 Table Showing the Rate of Television Viewing per Week

<table>
<thead>
<tr>
<th>Rate</th>
<th>No of respondents (out of 30)</th>
<th>Respondents in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 time</td>
<td>06</td>
<td>20</td>
</tr>
<tr>
<td>2 times</td>
<td>04</td>
<td>13.3</td>
</tr>
<tr>
<td>3 times</td>
<td>03</td>
<td>10</td>
</tr>
<tr>
<td>4 times</td>
<td>01</td>
<td>3.3</td>
</tr>
<tr>
<td>5 times</td>
<td>01</td>
<td>3.3</td>
</tr>
<tr>
<td>6 times</td>
<td>01</td>
<td>3.3</td>
</tr>
<tr>
<td>7 times</td>
<td>14</td>
<td>46.8</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 1: Rate of Television Viewing per Week
Majority of the respondents 46.8%, watch television at the daily rate in a week, making them more appropriate for the study because the researcher needed to know some information from the people who are watch television at a good rate in a week. All the respondents agreed that they have ever seen television advertisements on MTN and UTL Mango products and services. The following table shows the general opinion of the respondents on the television advertisements on MTN and UTL Mango that they have seen before:

1.2 Table showing general opinion of the Television commercials on MTN and UTL Mango.

<table>
<thead>
<tr>
<th>General comments</th>
<th>No of respondents (out of 30)</th>
<th>Respondents in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good</td>
<td>04</td>
<td>13.3</td>
</tr>
<tr>
<td>Attractive</td>
<td>04</td>
<td>13.3</td>
</tr>
<tr>
<td>Very good</td>
<td>02</td>
<td>6.7</td>
</tr>
<tr>
<td>Only MTN Ads are good</td>
<td>10</td>
<td>33.3</td>
</tr>
<tr>
<td>Persuasive</td>
<td>04</td>
<td>13.3</td>
</tr>
<tr>
<td>Exaggerated</td>
<td>05</td>
<td>16.7</td>
</tr>
<tr>
<td>Segregating</td>
<td>01</td>
<td>3.3</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 2: General Option of Television Commercial on MTN and UTL

According to the table above, the general opinion of respondents on television advertisements on MTN an UTL Mango in Uganda is good because the data shows that very few people did not respond positively to these advertisements.

13.3% percent of people said that the ads were good, another 13.3%, said the ads were attractive, 6.7% said that the ads were very good, 13.3% said that the ads were persuasive.

There was a remarkable comment that the respondents delivered, saying that, only the television advertisements for MTN were good and creative. And in this category of comment and opinion, the largest number of respondents 33.3%, gave this opinion and supported it.
16% of the respondents claimed that the television advertisements were exaggerated. 3.3% of the respondents said that the television advertisements on these mobile telecommunication companies are segregating. One of the respondent commented that "the adverts concentrate on the certain age group say (18-35years) and social class of people who can afford their services". This to me as a researcher is a good observation that other researcher may take interest in studying how television advertisements segregate people in the society.

All the respondents agreed that they own mobile phones, which are of course, connected to one the mobile telecommunication networks in Uganda. The following table shows the different subscription distribution among the sample population.

<table>
<thead>
<tr>
<th>Network</th>
<th>No of respondents (out of 30)</th>
<th>Respondents percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Celtel Uganda</td>
<td>08</td>
<td>26.7</td>
</tr>
<tr>
<td>MTN Uganda</td>
<td>12</td>
<td>40</td>
</tr>
<tr>
<td>UTL Mango</td>
<td>10</td>
<td>33.3</td>
</tr>
</tbody>
</table>

Source: Primary Data

**Table 3: Subscription Distribution**

Majority of the respondents 40%, are connected to MTN Uganda followed by 33.3% who are connected to UTL Mango. 26.7% are connected to Celtel Uganda. To find out how did the respondents got to know about MTN and UTL Mango, they had different things to say and the table below shows how the subscriber's of MTN and Mango got to know about the networks and their goods and services.
1.4 Table showing how respondents got to know about MTN and Mango networks.

<table>
<thead>
<tr>
<th></th>
<th>No of respondents (Out of 23)</th>
<th>Respondents in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through advertising</td>
<td>16</td>
<td>69.6</td>
</tr>
<tr>
<td>Through mends</td>
<td>05</td>
<td>21.7</td>
</tr>
<tr>
<td>Through media</td>
<td>02</td>
<td>8.7</td>
</tr>
</tbody>
</table>

Source: Primary Data  
Table 4: How Respondents got to know about MTN and Mango

The majority of the respondents 69.6% said that they got to know about the mobile telecommunication networks through advertising, 21.7% of the respondents said that they got to know about the networks through their mends and families. 8.7% said that they got to know about the networks through media generally. Therefore this shows that general advertising had played the major role on informing the people on these networks on mobile telecommunication.

The following table is going to show if respondents were influence by television commercials on buying and connecting to either MTN or UTL Mango. The respondents were to reveal if at all television advertisements on MTN and UTL Mango had any influence on their purchasing the services.

.5 Table showing if television advertisements on MTN and UTL Mango had any influence when respondents are purchasing the services.

<table>
<thead>
<tr>
<th></th>
<th>No of respondents (out of 30)</th>
<th>Respondents in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influenced</td>
<td>22</td>
<td>73.3</td>
</tr>
<tr>
<td>Not influenced</td>
<td>08</td>
<td>26.7</td>
</tr>
</tbody>
</table>

Source: Primary Data  
Table 5: Whether Television Advertisements on MTN and UTL Mango had any Influence when Respondents are Purchasing the Services

The table shows that most of the respondents were influenced by the television advertisements during their purchase of the goods and services of MTN and UTL Mango.
Those who were influenced comprised 73.3% of total respondents and those who were not influenced by television advertisements comprised of 26.7% of the total respondents.

Explaining how television advertisements on MTN and UTL Mango influenced the respondents on their purchase of the services, the following were found:

<table>
<thead>
<tr>
<th>Explanations</th>
<th>No of respondents (out of 20)</th>
<th>Respondents in percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on rates, services and coverage</td>
<td>11</td>
<td>55</td>
</tr>
<tr>
<td>To know a better network to join</td>
<td>07</td>
<td>35</td>
</tr>
<tr>
<td>Holiday packages</td>
<td>02</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Primary Data

Table 6: Explaining how respondents were influenced by the television advertisements on MTN and UTL Mango goods and services.

On this category, most of the respondents 55% claimed that the television advertisements gave them information on coverage, rates and service, which these networks provide to people. 35% of the respondents said that the television advertisements directed them to know which better network to join and connect on. 10% of the respondents claimed that the advertisements informed them on the holiday packages which are normally offered by these mobile telecommunication companies to their customers and to attract other people to join in.
CHAPTER FIVE
CONCLUSION AND RECOMMENDATIONS.

1 Introduction.

This chapter is going to discuss the findings that the researcher got from the study and the conclusions he made from the study according to what he found out from the study.

Moreover, the researcher is going to give recommendations in different areas and angles, which are associated with the study.

1 Conclusions.

The majority of the respondents showed that they watch television at the rate everyday in a week. This group of respondents comprised 46.8% of the total number of respondents.

Therefore this means that the population was well exposed to the television advertisements, the mobile telecommunication companies communicate to their publics in Uganda.

However, all the respondents 100% agreed that they have ever seen the television advertisements on MTN and UTL Mango, about the products and services, which are provided by these companies in Uganda. Therefore all the respondents were appropriate sample for data collection for the study and to a great extent; the researcher was able to utilize this advantage for the success of the day.

The respondents moreover, gave out their comments and opinions of what they really think of these television adverts on MTN and UTL Mango products and services. In general, the opinion of the respondents to these adverts is good and promising, making it positive, since 13.3% said that the adverts were good, 13.3% said that the adverts were attractive and another 13.3% said that the adverts were persuasive. Therefore, combining these percentages, you get 39.9% positive response against
20% negative response for both television advertisements on MTN and UTL Mango networks companies in Uganda.

However, a great deal of respondents, gave a specific comment and attribute to the television adverts on MTN Uganda alone. A total of 33.3% of the respondents said, "Only MTN television adverts are good and attractive". Although this is a positive response towards television adverts, the researcher is trying to investigate their influence to the consumption patterns to the populace, it has raised an issue that, MTN Uganda seem to dominate the media in its advertising campaigns, that is why, most people have noticed more of MTN television advertisements than any other mobile telecommunication company in Uganda.

Moreover, 40% of the total respondents are subscribed to MTN, 33.3% are subscribed to UTL Mango and 26.7% of total respondents are subscribed to Celtel Uganda. This data emphasize the popularity of MTN and shows that, due to the fact that a larger percentage of respondents claimed that only MTN television advertisements are good, it gives a reason as to why also a larger percent 40% of total respondents are subscribed to MTN Uganda.

Therefore, we have a connection in this case, that the more you advertise and create awareness of your products or service, the more you are likely to attract more customers to consume your products or services, as proved by the findings of this study. As Seiden (1990) put it "advertising...is an essential part in the survival and growth of business" (pg 162).

The respondents also had an opportunity to explain how they got to know and familiarize with the products and services, which the mobile telecommunication companies provide in Uganda. The majority, 69.9% of the respondents claimed that they got to know and familiarize with these products and services through advertisements that they see, listen and read about through the media. This information continues to strengthen the role that advertising play in the selling of product or service and to the general growth of businesses.
This is because advertising informs, influence and persuade people to change their attitudes and habits in favor of the products and services being advertised.

However, 73.3% of the total respondents agreed that television advertisements on MTN and UTL Mango had influenced their choice and purchasing habits, whenever they were in a position and point of buying mobile telecommunication products or services.

Therefore this shows that the majority was actually influenced by television advertisements in their consumption patterns of products and services provided by mobile telecommunication companies in Uganda.

These television adverts had influenced the people in various ways. 55% of the total respondents said that the adverts provided them with information on rates, services and coverage provided by different networks. 35% claimed that the television commercials directed them to know which better network to join is, and the last 10% of total respondents claimed that the adverts helped them to know about the holiday packages offered by the companies in Uganda.

Generally, the researcher was able to conclude the following after analyzing the data collected for the purpose of this study:

1. People watch television and managed to see the advertisements on mobile telecommunication products and services and understand them.

2. Television advertising provides satisfactory information to people on various product and services provided by the advertisers and have managed to persuade people to change their attitudes and habits on consumption.

3. Television advertisements influence people's attitudes and purchasing habits, causing positive effects on consumption patterns of the populace.
2 Recommendations.

As a result of the study, the researcher has the following recommendations to make:

Advertising as an important part in the survival and growth of business, should be enhanced and conducted in a fair manner for the purpose of developing different industries in Uganda. The government however should be able to regulate advertising so as to avoid unfair advertising and other dangers that advertising may bring to business.

Television commercials, as put by Denise (pg 179) "television commercials are powerful tools... and not only do they contain images but powerful words, situations and emotions as techniques to persuade television viewers by influencing their attitudes and lifestyles by suggesting how we can best satisfy our innermost urges and aspirations by consumptions". This explains the effectiveness of television commercials to the people.

In so many cases advertisers attempt to utilize this advantage to manipulate viewers to buy low quality or fake products at the expense of other good products in the market.

Therefore, I recommend that, there should be high restrictions on using the media especially television to advertise products or services, media houses should formulate policies to restrict bad advertisers so that they can protect their audiences form being manipulated by these bad advertisers.
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