

**INFLUENCE OF TELEVISION ADVERTISEMENT TO AUDIENCES ON FASHION:
A CASE STUDY OF URBAN T.V IN CENTRAL UGANDA
KAMPALA DISTRICT**

BY

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DECLARATION

I **BAMWINE DAUSON** do declare that this research report is my original piece of work and has never been submitted in any university or institution of higher learning for any academic research for an academic award, recognize acceptance.

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APPROVAL

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Date: 

DEDICATION

I am dedicating this piece of work to my beloved mother Kellen Maria Kapaapa, my late Aunt, Nasaza Leonald (RIP), my Dear Grand Mother Buloza Maria, my dear uncles, Robert and Micheal for all the inspiration, love and the financial support shown to me in this life time. May the Good Lord reward you with unending blessings.

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MY heartfelt gratitude goes to the Almighty God for the gift of life he has provided me with, without which I could not have done this piece of work.

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ABSTRACT

The study assessed the influence of television advertising to the audience on fashion. The objectives of the study include; establishing the management techniques used by television advertisers to influence the audience; to assess the outcomes of television advertising; find out possible solutions to the negative outcomes of television advertising among others. The research employed descriptive research approach where simple random sampling technique was used to get the sample size which was used to that the problem at hand described in-depth which required collecting information through questionnaire, interviews and a total sample size of 29 informants was interviewed. This size was more preferable due to time limit, the resources available to carryout the research and it was also used to ensure accuracy in data collection and data was analyzed quantitatively and qualitatively inform of: graphs, tables, charts , depending on the convenience and requirements of that data collected, and conclusion were drawn. The major findings of the study was that up to 78% of the respondents continue to be negatively influenced by television advertising such as wastage of resources, among others. Responsible stakeholders such as the government and concerned authorities have done completely little to curb down these problems caused by television advertising. In conclusion therefore, there is need for the government and concerned authorities to join hands to support and improve on the advertising process.

CHAPTER ONE

1.1 Background of the study

In the first decade of the 20th century, innovations leading to the rise of broadcast media brought new opportunities for communication. Communicators could now cast messages to their audiences broadly and with the introduction of television, broadcast media made another advance. In 1949, Television network begun in the United States, the first television set in the United States was introduced by Pioneer corporation, "We bring the revolution home." (According to Tichi, 1991, Pg 12). Within a period of 10years (1946-1955), television penetrated to 66% of American households, (Spigel, 1992).

Advertising is any form of non –personal presentation of a product visually or orally aimed at a targeted audience. Journalistically, advertising is a programme produced and paid for by an organization which conveys a message typically to market a good or service. Before the introduction of broadcast media, producers had to physically distribute their products to audiences, for example book stores. The public has to travel physically to these locations in order to access media products but with the introduction of broadcast media, television in particular, advertising boasted. Advertisers begun using television to reach their audience, the first television advert in the UK was on ITV on 21st, September 1955, advertising Gibbs SR toothpaste, (Nielson media research).

The development of broadcasting fundamentally brought in patterns of media consumption by creating the possibility of largely individualized media experience. Consuming media products and advertisement inclusive were often social activities such as movies or attending concerts, however this was replaced by television, video and DVD rentals which people usually consume in the privacy of their homes. Before the early 1990s, television advertisement was only affordable to large companies who were able to pay big investments, however the advert of small and local business to produce television programs airing on local cable television services, advertising on

television begun to be used by a wider audience because people usually take this information in their homes and up to day television advertisement still holds a bigger position in media. (Spigel, 1992, Neilson media research)

1.2 Problem statement.

Media has played a very positive role to audiences through its societal responsibility. Media informs society, it educates and persuades the public and above all it entertains people. Through television advertising, producers are linked to the public who are their consumers, and also people have been saved the burden of moving around to look for goods and services but rather they sit at home and through watching television, they get to know of new goods and services that are on the market.

However television advertising has negatively affected society, because of it's ability to change people's minds, television advertising has led to degradation both society and human morals. The young generation inclusive has been negatively affected for example, 5 years old Robert took a knife and stabbed his 3 year old brother in the chest, (Robber and Bryan, fall 2000) while watching television, he thought he was playing a game. This shows that there is a problem which has been created by the different commercials, targeting the youth in this particular case. The researcher will therefore focus on the influence of visual media to sell new fashion as a common trend within the 21st century.

1.3 Purpose of the study

The purpose of the study was to analyze the influence of television advertisement to audiences, the study was majorly focus on the problems and the negativities caused by television advertising to the society.

1.4.1 General Objectives of the study

The general objective of the study was to assess; "the influence of Television advertisement to Audiences; a case study of URBAN TV Kampala District."

1.4.2 Specific objectives of the study

- 1) To highlight the demographic characteristics of ;
 - a) Age
 - b) Gender
 - c) Marital Status
 - d) Income level
 - e) Level of education
- 2) To determine the management techniques used by television advertisers to influence audience, on fashion.
- 3) To establish the negative outcomes of television advertisement on audience in central Uganda.
- 4) To investigate if there is relationship between the influence of advertising and the audience, when it comes to fashion.
- 5) To find out recommendation to various television advertisers and media companies on the issue concerning television advertisement

1.5 Research questions.

1. What management techniques are used by television advertisers to influence audiences?
2. What are the negative outcomes of television advertisement on audiences?
3. Are there any possible solutions to the negative influence of television advertisement to audiences?
4. What recommendations should be given to various television advertisers and media companies on the issue concerning television advertisement?

1.6 Hypothesis of the study.

Null hypothesis, television advertisement has negatively influenced and affected audiences mainly exploiting the consumer.

1.7 Scope of the study.

1.7.1 Geographical scope

The study was carried out in Makindye Division, Kampala District in Central Uganda. It is one of the most densely populated areas in Kampala and most of the population has access to television, and in industrial area, at the location of vision Group, on 2/4 First Street where Urban T.V is located.

1.7.2 Theoretical Scope

The study was based on cultivation theory which states, “effect of long term television programming on the attitude and behaviors of the audience.” This theory was developed by George Gerbner and Larry Gross of the University of Pennsylvania, these two scholars analyze that television has the power to shape our perceptions of reality and the world around us by affecting our attitudes and certain ways of thinking (Morgan M. 1999, television and it’s viewers: “Cultivation theory research).” According to Robber and Bryan H. (Fall 2000): “Assessing cultivation theory”, television blurs the traditional distinctions of the way people view of their world and it bends people’s reality to its own and it sponsors institutional interests.

1.7.3 Content Scope

The study was to consider information regarding; “Influence of advertising to the audiences, a case study of Makindye Division, Kampala District.” The study was based on advertising as an independent variable and audiences as the dependent variable, however the study was to focus on the negative influence of advertising to the audience.

1.7.4 Time scope.

The study took a period of 8 weeks that is May –June- 2014. Reference is going to be made during the University holiday break that will begin on 10th of May, 2014 thus creating enough time for the research to carry out his research without a lot of stress.

2014 thus creating enough time for the research to carry out his research without a lot of stress.

1.8 Significance of the study.

The study is more likely to be beneficial assistance to the following disciplines;

The study is likely to be important because it will accord policy makers to make policies that will help consider the possible measures to be put in place so as to curb the negative influence of advertising to audiences.

The government is likely to provide regulating bodies in order to solve the problems caused by advertising to the audience, bodies such as national Bureau of Standards (UNBS) are likely to use thus study to betterlise the advertising process.

The study is likely to contribute to an important stream of literature to future academicians that examines the influence of advertising to the audience.

The study is likely to act as a guideline to the new researchers in the field and it is likely to fulfill the gap that earlier researchers left unattended to it is going to be attended to by the present researcher and those to come.

The research is likely to benefit the researcher in such a way that it acts as a partial fulfillment for the award of a Bachelors Degree in Mass Communication of Kampala International University.

The study is likely to be beneficial to advertising companies and agencies as literature to be re-organize and make advertising a better process.

CHAPTER TWO

LITERATURE REVIEW

2.1 Background of television advertisement

Television was introduced in 1949 in the United States, by Pioneer Corporation. Producers and advertisers began using T.V to reach their audiences through advertising on television.

According to Richard Hammond, a news anchor on BBC, (1996) says that television advertising refers to any television program which conveys a message to influence society to achieve interests of the producer.

In the early to mid – 1990s, television advertisement remained affordable to big companies but in the late 1990s, local business were put to produce television adverts airing on cable T.V services begun operating, a trend that made T.V advertising more cheap (Nielson media research).

Television advertising is one of the communication channels through which the public gets connected through it's ability to inform society about products and services of producers (Harry Hill. 1990s). Harry credits television advertisement as being one of the easiest and less costly producers and media house owners generate income for their business.

However, some scholars have on the other hand discredited television advertising as way through which the public has been exploited.

JB Baran, "introduction to Mass Communication", 4th edition, put it clear that society resources are wasted just because people are persuade to purchase what they would otherwise not need because of influence of adverts. A woman would spend on a new cosmetic being advertised just because wants to look like the same way the advertiser put it.

Society morals have declined due to influence of television programs. Television has a strong nature to shape a view mind into the interests of the sender of the message that is to say the public want to act the same way television personalities behave for

example, the young generation especially the youth resort to the Western way of dress code that is to say miniskirts which is against African way of life (introduction to mass communication", 4th edition, JB Baran).

According to Ron Jeremy, 1991, in his article, "Influence of television to viewers," advertisers aim at maximizing profits for their companies at whatever cost it takes. Branding is used to wrap products to look attractive to consumers but in the actual sense, these products look fairway different from the way they are advertised. This shows us that television advertisement fulfils interests of producers and advertisers but exploits consumers.

2.2 Applicability of Television advertisement to modern society.

Producers use television advertisement to reach out to their consumers, it is through adverts run on television that the public gets to know what is on the market, where to find it and how much it costs without having to move to areas of production.

Television advertising is one way media companies generate money to keep operating, advertising is the major source of revenue to media houses and every advert is charged according to the time it is run or presented to the viewer.

Television stations today apply advertising as a way through which they communicate to their audiences. Advertisements are sometimes presented by show hosts and presenters to communicate to the viewer.

Television channels apply advertisement to entertain the viewer, Musical adverts appear interesting to the public and television runners cannot do without it in order to keep their audience entertained.

2.3 Challenges facing television advertisement.

However much influential television is to the public human beings can never be changed at all times, this has been hard for advertisers to sell their products because the society is at some times not willing to purchase products that are advertised.

Television advertisement is expensive in terms of buying time to run your advert on T.V. A single advert could go for 1million depending on which T.V Station an advertiser has chosen to use. This is hard for advertisers to raise such big amounts of money and yet at the end products may not be purchased.

Television advertisement is limited to urban areas where the majority of the populations have access to television sets, this means that advertiser who use television have a limited market because the rural areas are left out yet they are the majority.

Critics have come up to fight against television advertisement, critics such as JB Baran believes that T.V adverts negatively affect society and African morals and values declined because of television influence, ("Introduction to Mass Communication,"), JB Baran, but society morals have declined by other factors.

2.4 Theoretical perspective.

The study was based on cultivation theory which states, "effect of long term television programming on the attitude and behaviors of the audience." This theory was developed by George Gerbner and Larry Gross of the University of Pennsylvania, these two scholars analyze that television has the power to shape our perceptions of reality and the world around us by affecting our attitudes and certain ways of thinking (Morgan M. 1999, television and its viewers: "Cultivation theory research)." According to Robber and Bryan H. (Fall 2000): "Assessing cultivation theory", television blurs the traditional distinctions of the way people view of their world and it bends people's reality to its own and it sponsors institutional interests.

2.5 Related Studies

Marcom, "marketing communications", October 2012, says that product marketing as opposed to product management deals with more out bound marketing or customer facing tasks (in the older sense of the phrase). For example, products management deals with the nuts and bolts of product development within a firm, whereas products marketing deals with marketing the product to prospects, customers and others. Product marketing as a job functioning within a firm also differs from other marketing jobs such as marketing communication, online marketing, advertising, marketing strategy, public relations, although product marketers may use channels such as online for out bond marketing for their products.

A product is something that is referred to when pitching a new product to the general public. The people you are trying to make your product appeal to is a consumer market. For example, if you are pitching a new video game to the public, your consumer market will probably be the adult male video game market (depending on the type of game). Thus you would carry out market research to find out how best to release the game.

Authors Rex Briggs and Grey, (2006) in their book, "what sticks", calculated that advertisers waste 37% of their marketing investment to either positively or negatively influence society in order to have their product purchased by audiences even if their messages are ineffective.

According to Fred Reichheld (1990s), loyalty advertising is an approach to marketing best on strategic management, in which an advertiser focuses on growing and retaining existing customers at any cost. The subjective assessment by the customer of whether to purchase a product or not based on the integrated combination of the value they receive from advertising disciplines. To the general public, many airline mile programs, and credit card incentive programs are the most visible customer loyalty advertising programs but they mainly satisfy advertisers and less benefit consumers.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Study Areas

Urban television a station is a conglomerate of vision group that broadcasts in English. The station is located at vision Groups headquarters at 2/4 first street, in industrial Area, Kampala, Uganda capital city. The station is one of the major television stations of vision Group that employs a total number of 120 employees and it has an estimated number of 40,000 viewers.

The research will also be carried out in Makindye Division. According to the Kampala Division Map, Makindye Division is one of the most populated areas with a total number of 865,000 people. Most of these people have access to television and the dominant language used is English and it is estimated that 82% of the total population watch Urban T.V. (Vision Group television viewer research, 2013).

3:2 Study design.

Descriptive approach is going to be used so that the problem at hand is described in depth. Respondents will be randomly selected using the rotary method and this will lead to the collection of data related to the problem of the study; "Negative influence of television advertisement to audience."

The techniques and tools that are going to be used in collection of data are; questionnaires, interviews and secondary data like reports and journals.

3.3 Target population.

The target population will include; Urban television viewers and advertisers. Key informants will be the viewers and the advertisers, the viewers will be categorized as male and female. The researcher will work with an estimated population of 60 viewers and 20 advertisers.

3.4 Sample Size

The researcher is going to base on Slovenes formula to come up with a sizeable number to carry his research on.

Slovenes formula

$$n = N \div 1 + N (0.05)^2$$

Where

n = Sample size

N = Target population

1 = Constant

$(0.05)^2$ = Margin of error of constant

Television Viewer		Television advertisers	
Target population (T.P)	Sample Size (SS)	Target population (T.P)	Sample size (SS)
60	40	20	20

This number is more preferable due to time limit and the resources available to carry out the research and it will be used to ensure accuracy in data collection.

3.5 Data collection management and Analysis.

The researcher will compile, grade, edit, classify, code, clear data collected. Data will then be entered into micro excel sheet and statistical methods will be used to analyze the different parameters. Tables will be used as a quantitative way of analyzing the data for easy understanding and comparison.

3.6 Ethical considerations.

An introductory letter from the college of humanities and social sciences will be obtained to enable the researcher access to the respondents of the study. The letter will be addressed to all authorities who may be concerned during the study.

The researcher will make appointments with the respondents accordingly and a promise of confidentiality will be assured. The researcher will make sure that the information provided will be treated with all the confidentiality it deserves and it will be used exclusively for academic research purposes.

The purpose and relevancy of the study will be explained to the concerned persons in order to get the required information.

3.7 Limitations of the study.

- i) There was a problem of respondents not willing to give detailed information about the research problem. This was because of the negative attitude of people towards researcher. Some of the respondents were reluctant to cooperate and release information required for the study.
- ii) There were limited financial resources due to the costs involved such as typing, printing, photocopying, phone calls etc.
- iii) Since it was the first time for the researcher to carryout a research, it was hard for him to get access to the various kinds of information.
- iv) There were obstacles such as hostility of some people especially the advertisers who thought the study would affect their business.
- vi) Some respondents who were given questionnaires did not fill in the requested information while others declined to answer.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSIONS.

4.1. Presentation of Demographic information

This section presents the demographic information of respondents;

4.1.1. Respondents' Age groups

In response to knowing their age groups, the respondents gave the following as illustrated in table 1.

Table 1: The age group of respondents.

Age Group	Audience/Viewer	Advertisers	Percentage
18-26	05	-	12.5
22-31	22	06	55
27-35	05	04	12.5
37-40	08	10	20
Total	40	20	100

Source: Primary Data 2014

When the study related the age group of respondents, it came out with the results as shown in table I above. The research found out that the audience (television viewer) under the age group 22-31 take the highest percentage 55% because this is the group that watches TV a lot and they are affected a lot because they like fashion compared to the age groups. The table also shows that the advertiser respondents under the age group and above take the highest number because there are mostly business men who advertise their business on T.V.

4.1.2. Respondents' Gender

This sector presents the gender of respondents, having been asked their gender differences; the following results were obtained as shown in table 2 below:

Table 2:The gender of respondents

Gender	Audience/Viewer	Advertisers	Percentage%
Male	10	12	25
Female	30	08	75
Total	40	20	100

Source: Primary Data 2014

According to table 2, the demographic characteristic discussed is the respondents' sex differences; it clearly shows the makeup of the study population which was further divided into 10(25%) males and 30(75%) female. There were females than males as intended by the researcher and as explained in chapter three under sample size.

4.1.3. Respondents' marital status

Respondents were asked to show their marital status and the following results were obtained:

Table 3: Marital status of the respondents

Response	Audience	Advertisers	Percentage (%)
Single	30	-	75
Married	05	20	12.5
Divorced	05	-	12.5
Total	400	20	100

Source: Primary Data 2014

In our table 4, efforts were made in this study to find out whether marital status affected the research and the research came up with the following results; 12.5% married, 12.5% divorced, 75% were single. The mere fact that the majority of the respondents were single is a pointer to the fact that these are the people who are mostly influenced by TV advertising especially when it comes to fashion.

4.1.4. Respondents' income level

The respondents' income level was one of the needed requirements and the following results were given.

Table 4: Income level of respondents

Income level	Audience	Advertisers	Percentage (%)
Rich	10	16	25
Middle class	25	4	65.5
Poor	05	-	12.5
Total	40	20	100

Source: Primary Data 2014

From table 4 above, the research found out that the middle class respondents take the highest percentage because they can afford advertising expenditures and they have access to TV, the rich respondents occupy the biggest number because they strongly advertise on TV. However, the poor respondents have the lowest percentage as seen in the table. This is because they can't afford advertising on TV and most of them don't have access to television sets.

4.1.5. Respondents' level of education

The education level of respondents was one of the major needed requirements in the questionnaire and the following results were given.

Table 5: The education level of respondents.

Education level	Audience	Advertisers	Percentage (%)
Secondary level	-	-	-
Tertiary level	04	-	10
Diploma	10	5	25
Degree	26	15	65
Total	40	20	100

Source: Primary Data 2014

Table 5 shows that the level of education of respondents is high with degree holder 65%, diploma level 25% and tertiary level 10%, therefore better qualification levels offered our research reliable information.

4.2. Responses on management techniques used by television advertisers to influence audience on fashion.

According to the research objective number 2, the respondents were asked whether they had any knowledge on the management techniques used by television advertisers to influence them and the following results were obtained.

Table 6: The responses on the management techniques used by television advertisers to influence audiences

Response	Audience	Advertisers	Percentage(%)
Yes	05	20	14.5
No	35	-	85.5
Total	40	20	100

Source: Primary Data 2014

As the table shows, a big percentage (85.5%) of the respondents said that they had no knowledge on the management techniques used by TV advertisers. These are mainly the audience who just watch these adverts which look interesting to them. They had no clue of how advertisers wrap up their information and which methods they use to convey their messages, however, the advertisers have knowledge about techniques used by TV advertisers to send out their messages to the audiences.

4.3. Responses on the negative outcomes of television advertising to audiences on fashion

Negative outcomes of television advertising to audiences on fashion, being our objective number 3, saw the following results given by the respondents after filling in the questionnaires and they are given as follows;

Table 7: The negative outcomes of television advertising to audiences when it comes to fashion

Response	Audience	Advertisers	Percentage
Waste of resources (money)	08	4	25
Expensive and costly	20	12	50
Fake products put on market	10	2	20
Big benefits to advertisers and producers	02	2	5
Total	60	20	100

Source: Primary Data 2014

Table number 8; shows the negative outcomes of television advertising to audiences, the biggest number of respondents came from those who said goods and products that are advertised on TV are costly and expensive with 50%, this was followed by wastage of money with 25% since people end up buying what they don't even need, Fake products followed with 20% and big benefits to the advertiser and producer takes 5% of the respondents' view.

4.4. Remedies being taken to make television advertising a better process.

With accordance to the research question IV, the respondents were asked whether they have any views about the remedies being taken to overcome the negative outcomes of television advertising to the audiences on fashion.

Table 8: The remedies being taken to overcome the negative outcomes of television advertising to audiences on fashion.

Response	Audience	Advertisers	Percentage
Initiatives to raise awareness about techniques used by TV advertisers	02	02	10
Policy enforcement concerning television advertising	03	-	7.5
New regulations and laws concerning television advertising	10	3	20
Providing community with television sets	25	15	62.5
Total	40	20	100

Source: Primary Data 2014

The table shows the remedies being taken to the negative outcomes of television advertising to the audience, 62.5% of the respondents said one of the biggest solutions that should be put in place is providing television sets to the community in order to link up producers to audiences. 20% of the total respondents identified coming up with new regulations and laws concerning television advertising to reduce fake products that are sold to audiences yet they are expensively sold. Not only that but also 7.5% of the total respondents said, there should be policy enforcement concerning television advertising to punish advertisers who exploit audiences through ways like sending out fake products to audiences, however the least response 10% came from respondents who said that initiatives to raise awareness about techniques used by television advertisers to help audiences distinguish between the different adverts that are run on TV.

CHAPTER FIVE

SUMMARY OF THE MAJOR FINDINGS, RECOMMENDATION AND CONCLUSION.

5.1. SUMMARY

Personal Data

As per the study carried out in Makindye Division, Kampala district and around industrial area on plot 2/4 first street where urban TV is located, the findings of the study in reference to the gender of the respondents was that majority of the respondents of Makindye Division, were females. This is proved with the fact that 35 or 38% of the respondents were females and 25 or 42% were males. This may be due to the fact that they are our major target in the research, the females being the majority when it comes to fashion.

In the analysis of the tabulation to know about the respondents' age, many agreed that they are between 22-31 which is represented by 32% . This shows that the biggest number of respondents were university graduates who understand the concept of advertising. Another argument was that the given age group of 37 and above are the majority who advertise on TV, they are mainly businessmen who look for market for their products. This shows that the study areas are dominated by workers.

In analysis to know the marital status of the respondents, the following was obtained , in our table 3, efforts were made in this study to find out whether marital status affected much of the participation in the research and the research came up with the following results; 50% single, 33% married, 17% divorced. The more fact that the majority of respondents were single is a pointer that our research targeted this group because they are the first priority when it comes to fashion.

In Table 5, there was an analysis of the education qualification of the respondents and the findings were that 48% were shown to be having degree as their qualification standards. And hence force, it is clear that the majority of the respondents in our study areas are university graduates who are likely to become future advertisers. As in table 5, 2% of the respondents are low educates at secondary level, so much as they are few, they were still able to deliver information that was required for the study.

5.2. Recommendations of the study

This focused on what the government and concerned authorities should do a lot to improve on the advertising process.

5.2.1. The Government

The government should do the following so as to improve on the advertising process.

The government should put up more advertising companies and agencies to boost the process of advertising. This will allow a good number of advertisers to send out their messages to the public.

Government should provide resources for advertising process to television stations. Resources like capital, machinery and studio equipments should be provided to media houses to improve on and make advertising a more interesting process.

The government should create a nationwide awareness and sensitization about advertising. Government urgently needs to embark on a massive nationwide sensitization and advocacy campaign with specific focus on the importance of advertising.

5.2.2. Concerned authorities

Media authorities should embark on the fight against fake products that are advertised on television and other media companies. This will help reduce on the exploitation of the audience through advertising fake products.

Media authorities should come up with regulations and laws guiding the advertising process. This will help advertisers and television owners run advertising process as according to the rules and regulations.

Concerned authorities like media authorities should embark on enforcement of policies governing advertising process. Advertisers who violate such laws should be punished and penalized for breaking the laws.

5.3. General Recommendation

The government and concerned authorities cannot be the only source of remedy to overcome the negative influence of TV advertising, but a variety of solutions can be put in place to work hand in hand and make advertising a better and more interesting process.

Research and knowledge base, improving policy response through country level, promotion research, collecting data and compiling statistics particularly concerning advertising and especially when it comes to fashion.

Enhancing policy and legal process regarding the investigation and management of advertising and prosecution of anyone being included in spoiling the process of advertising. The government and concerned authorities should review and address policy to establish good practice of advertising.

5.4. Areas for future research

Since the study aimed at finding the influence of television advertising to audience on fashion, research findings revealed that little has been done to curb down the negative impact television advertising has done to society; hence the need to find out the major reasons behind the outcomes of television advertising and how to overcome such problems by future researchers.

5.5. Conclusions.

The study aimed at finding out what effects television advertising has done to audiences on fashion; a case study of Urban television and Makindye Division, Kampala district, to identify outcomes of television advertising and provide solutions to overcome these outcomes to the audience who it comes to fashion.

Lastly, in order to overcome the negative outcomes of television advertising, there should be monitoring of advertising companies to make advertising safer for both the advertiser and the audience.

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APPENDICES

**APPENDIX I: QUESTIONNAIRE
KAMPALA INTERNATIONAL UNIVERSITY.
COLLEGE OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF MASS COMMUNICATION
P.O BOX 20000, KAMPALA.**

Topic: “INFLUENCE OF TELEVISION ADVERTISEMENT TO THE AUDIENCE ON FASHION”. A CASE STUDY OF URBAN T.V IN UGANDA.

This questionnaire is aimed at establishing the influence of television advertising to the audience.

You have been considered one of the urban television viewers.

Please help in responding to the following questions as honestly as possible. The information given will be taken with confidentiality it serves and shall be used solely for the purpose of the study.

Thank you

Signature

BAMWINE DAUSON

FACE SHEET

1. What is your age?

- a) 18 -22 ☐
- b) 23-27 ☐
- c) 28-32 ☐
- d) 33-37 ☐

2. What is your gender, tick the right box

Male ☐ Female ☐

3. What is your Educational Level.

- a) Secondary level ☐
- b) Tertiary level ☐
- c) College /University level ☐

4. Do watch Urban television? Tick the right box

Yes ☐ No ☐

5. What types of adverts does Urban Television run?.....

6. Do television adverts influence you in any way?

Positive ☐ Negative ☐

7. If positive or negative television state it

8. Do you think television should run adverts?

Yes ☐ No ☐

If yes or no, why?

9. What do you think Urban television gains from advertising?.....

10. Any remedial measures that authorities can put in place to make advertising a better process?

THANK YOU

APPENDIX II: QUESTIONNAIRE
KAMPALA INTERNATIONAL UNIVERSITY.
COLLEGE OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF MASS COMMUNICATION
P.O BOX 20000, KAMPALA.

Topic: “INFLUENCE OF TELEVISION ADVERTISEMENT TO THE AUDIENCE ON FASHION”. A CASE STUDY OF URBAN T.V IN UGANDA.

This questionnaire aims at establishing the influence of television advertising to the audience.

You as an advertiser with Urban television have been chosen to be my respondent.

Please help in responding to the following questions as honestly as possible. The information given shall be treated with confidentiality it deserves and shall be used solely for the purpose of the study.

Thank you.

Signature:

BAMWINE DAUSON

Researcher.

FACE SHEET

1. What is your age?
 - a) 22-26 ☐
 - b) 27-31 ☐
 - c) 31-35 ☐
 - d) 36-40 ☐
2. What is your gender? Tick in the right box.
☐ Male ☐ Female
3. What is your level of education
 - a) Certificate level
 - b) Diploma level
 - c) Degree level
 - d) Masters level
4. For how long has you advertised with urban television?
5. Which group of people watch urban television a lot?.....
6. What kind of advertisement do you advertise on urban T.V?
7. How much do you pay for an advert on T.V?
8. How do you benefit from advertising on T.V?
9. How do your adverts influence the society?
10. If positive or negative, state how?
11. Do you believe television should charge you for advert?
12. Any remedial measures that authorities can put in place to make advertising better?
.....

APPENDIX IV
ESTIMATED BUDGET FOR RESEARCH

ITEM	QUANTITY	COST (Ug shilling)
SECRETARIAL WORK	-	200,000/=
TRANSPORT	-	380,000/=
BINDING	-	150,000/=
GRADE TOTAL	-	730,000/=