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The Influence of Advertising on Market Performance in Uganda's Cosmetics Industry: A Case Study of Movit Products Limited.

The study investigated the influence of advertising on market performance at Movit Products Limited. Specific objectives were; to establish the influence of persuasive advertising on market performance of Movit Products Limited; to establish how informative advertising influences market performance of Movit Products Limited and find out the relationship between online advertising and market performance of Movit Products Limited.

The research design was a cross section survey based on quantitative approaches. The study population comprised of employees of Movit Products Limited. The method used for data collection was by questionnaire. Data was analysed by use of computer software called the Statistical Package for the Social Sciences (SPSS) Version 20 for quantitative purposes. The data from questionnaires was computed into descriptive and inferential statistics in form of frequencies, percentages, means, standard deviation, correlations and regression. Based on the data and research findings, it was revealed that there is a positive significant relationship between persuasive advertising and market performance ($r=.402$, $p=.000$), there was also a positive significant relationship between informative advertising and performance ($r=.410$, $p=.000$). Also there was a positive significant relationship between online advertising and market performance ($r=.520$, $p=.000$). It was, therefore, concluded that persuasive advertising is not commonly used at Movit products limited; there is belief that informative advertising is based on research hence its preference and online advertising has not been fully embraced by the organisation. It is, therefore, recommend that there is need to manage persuasive advertising, informative advertising and online advertising especially in designing the messages to appeal to the market and the company needs to adopt social media and other online means of advertising.

Key Words: Advertising, Market Performance, Uganda's Cosmetics Industry, Movit Products Limited