

UNIVERSITY OF CAPE COAST

ADVERTISING AND PERFORMANCE OF LACDAN ROOFING
COMPANY, KUMASI

BY

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DECLARATION

Candidate's Declaration

I hereby declare that this dissertation is the result of my own original research and that no part of this work has been presented for another degree in this university or elsewhere.

Candidate's Signature..... Date.....

Candidate's Name: Joseph Amissah

Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines and supervision of dissertation laid down by the University.

Supervisor's Signature: Date.....

Supervisor's Name: Dr. (Mrs.) Gloria K. Q Agyapong

ABSTRACT

Advertising has become a powerful marketing tool in increasingly competitive business environment. This study explored the effect(s) of advertising strategies on sales performance of Lacdan Roofing Company in Kumasi, Ghana. Three constructs measuring advertising strategies including informative, persuasive and reminder advertisements were employed in this study. There were two objectives of the study. The first objective was to determine the effectiveness of advertising tactics employed by Lacdan Roofing Company. The second objective was to investigate the effect(s) of advertising strategies (constructs) on sales performance. The study employed exploratory and confirmatory factor analyses along with structural equation modeling to evaluate a proposed model for understanding the relationships. The results showed that customer perceives local language advertisements tactics employed by the company as the most effective, while newspaper advertisement in the least effective advertising tactics of Lacdan Roofing Company. Again, the findings indicated that informative advertisements, persuasive advertisements and reminder advertisements have a significant effect on sales performance of Lacdan Roofing Company. The study therefore recommends that Management of Lacdan Roofing Company should develop creative advertisements that are persuasive and informative in order to influence consumers purchase decision, hence to improve sales of the company.

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DEDICATION

To my family for their support during the writing of this research report

KEY WORDS

AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
SEM	Structural Equation Modeling
SPSS	Statistical Package for Social Science

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CHAPTER ONE

INTRODUCTION

This chapter of the research discusses the general background to the study, problem statement, research purpose, objectives, questions and hypotheses. The chapter further presents the significance of the study as well the chapter disposition.

Background to the Study

Globally, private and public organizations have being confined in a complex and competitive business environment where consumers are constantly changing their choices and preferences. The dynamics in the business environment continues to change because of globalization, regulatory changes and intense competition (Wing, Nouri & Nilay, 2006). In view of the changes in the business environment, organizations are compelled focus their attention on attracting and retaining consumers by investing more in advertising resources and capabilities (Okyere, Agyapong & Nyarku, 2011). This has become important because consumers are considered the greatest assets and the life blood which convert all firm activities including product and services into cash (Curran & Blackburn 2001).

With this notion of “Consumer as a King” in the minds of consumers, their lifestyle and pattern of demand continue to change. This notion has culminated into a situation where consumers compare different elements of the products before making actual purchase. These elements driving consumers could be

emotionally instinctive or a physical phenomenon. These two are explained by what the consumer see, feel, thinks, belief and attracted to. To understand how and what drives consumers to make a purchase has created a condition where consumers have become an integral element in all marketing strategies of business. Therefore, the ever-changing consumer choices and preferences have loudly informed organizations about the need for effective marketing channels, tools, strategies and tactics such as advertising, sales promotion, publicity and personal selling often referred to as a marketing mix (Kotler, 2007). These strategies are aimed at creating consumer awareness, persuading and informing customers about the existence of a product.

Indeed, when competition is keen and the consumers are faced with brand choices in the market, it becomes imperative for the firm to understand the major factors that can attract the attention of buyers to their brands. These key activities have culminated into what has been widely accepted as “promotion”. Promotion generally defines how an organisation create an optimal mix of marketing communication tools in order to get a product's message and brand from the producer to the consumer. Kotler (2007) discovered that promotion has become a critical factor in the product marketing mix which consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objectives. Of particular interest to this study is to examine the role of advertising.

Clearly, advertising plays a central role in marketing strategies such as promotion (Yousefi, 2016). Importantly, for any promotional activity to be called

advertisement, it must be paid for (Abiodun & Adeyeye, 2011). In the world's complicated society, the concept of advertising has developed into a significant communication system which connects the consumers to the businesses and vice versa (Belch, 2003). Its ultimate function is to set up channels of information and persuasion to sell goods and services or promote an idea (Belch, 2003).

This concept of advertisement dates back to ancient times where societies use symbols, and pictorial signs to attract their product users. Advertising represents a mediated form of communication from a recognized source which is aimed at persuading the receiver of the information to take certain form of action, now or the future (Curran & Blackburn, 2001). Advertising is also a representation of activities to a group or single individual, either visual or audio from an identified person to a group of people or single individual (Etzel, Walker & Stanton, 2007). Clearly the concept of advertising in modern day economic activities involves multiplicity of activities to communicate and persuade the receiver of the information to act in a certain direction.

Given the key elements in the definition of advertising, there are various forms of advertising including informative advertisement, persuasive advertisement, comparison advertisement and reminder advertisement (Abah & Olohiliye, 2015). The benefits of a product or service are changed or strengthened frequently in people's memories, hence continuous information, persuasion and reminder advertisement is important to continually keep the product's memory in the mind of the consumer. In such a view, consumers may go through a process in deciding whether, what, when, where, how, and from whom to purchase.

Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability (Stafford & Stafford, 2003). According to Hadija, Barnes and Hair (2012) consumers do accept advertisements as content they have to participate to get the services. Scholars have opined that advertising must be effective in order to have impact on consumer purchase decisions. Most advertising strategies have been tailored towards consumer's satisfaction and organizational performance (Osogbo, 2014). Positive relationship between the advertisement strategy and sales are reported in US Auto and cigarette industry (Kwoka, 1993). For instance, Sajuyigbe, Amusat and Oloyede (2013) noted that creating high level of awareness through advertising increase sales volume, productivity and profit level.

Indeed advertising is not limited to a particular entity because all commercial entities require high patronage to survive. Lacdan Roofing Company has existed for over 17 years running without effective and clear advertising strategies. Owing to the importance of advertising, management of the company has introduced advertising strategies such as visual media, including television and audio media, such as radio. The company has also introduced innovative advertisement in the print media including newspapers. These advertising strategies have been identified and deployed with the aim of increasing performance of the company, particularly the sales level of the company. Clearly, whether the various tools in the advertising strategy have yielded the expected business performance is a question for empirical studies. Indeed, the ultimate goal of achieving high sale performance in any form is to make the advertising

initiatives very effective and efficient. Again, effective advertising is the one that communicate the right and needed information. For advertising to be effective and yield the required sales performance, it must be appealing, attract attention, command interest, inspire conviction and must provoke interest (Abdullahi, 2014).

To empirically assess the effectiveness and effect of these various advertising strategies on sales performance of the Lacdan Roofing company, this study is eminent. This study is relevant to provide insight to management of Lacdan on the effect of advertisement strategies on sales margins of the company. This study will also outline different advertising strategies relevant to improve the sales volume of the firm.

Statement of the Problem

Advertising is an important platform for companies and purchaser to learn, share product information and interact, purchase and evaluate products (Chappuis, Gaffey & Parvizi 2011; Qualman, 2013). However, scholars such as Edelman (2010) and Barwise and Meehan (2010) argued that, how advertising channels really impact on consumer decisions are yet to be well understood. Yelber and Klein (2010) in their research “Effects of advertisement” found out that some people think advertising is highly deceptive and influences the individual to buy inferior products. Clearly, despite been one of the highest departmental costs in every organization, few studies have given enough attention to investigate the impact of advertising spending on sales performance (O’Neill, Hanson &

Mattila2008). There is therefore an urgent call for studies to investigate the actual influence of advertising on sales performance levels.

Organisations use different advertising platforms such as radio, television, newspaper and social media to advertise their products, yet the effect of these advertising have not been adequately explored (Hoffman & Fodor, 2010). While few studies have investigated the impacts of advertising on sales performance of organisations in Kenya (Adekoya 2011), Nigeria (Akanbi & Adeyeye, 2011), India (Sujata, Sandeep & Abhijit, 2016), limited studies exist in Ghana. There is therefore, the need for extensive research to provide evidence on the actual and/or potential effect(s) of advertising strategies sales performance of businesses in Ghana.

Furthermore, scholars argued that consumers are suspicious of advertisements strategies by firms and rather trust opinions of other consumers. However, other scholars also doubt whether numerous advertisements are noticed by consumers. Gillin (2007) in particular argued that although consumers are increasingly exposed to different advertising strategies, the views of other buyers are regarded as more objective by other consumers than promotional messages from businesses. This view is also shared by Akar and Topçu (2011). Gruber (2006) on the other hand argue that, the unanswered question is whether advertisements are noticeable by consumers and whether those advertisements translate into sales numbers for the firm.

From a contextual basis, Lacdan roofing company uses visual media and audio media such as television, radio, print media and newspapers. However,

there are some inefficiency in the way this Lacdan carries out its advertisements campaigns. For example, Lacdan advertisements, visual media is done in local language (that is AkuapimTwi), a language that can only be understood by a few people in the country. This strategy makes advertisement appealing only to a group of people. The advertisements lack the unique selling proposition in the statements used to differentiate their products from competitors. The adverts are done in the same way as the competitors, which make it hard to differentiate it commercials from others. Also the advertisements of Lacdan do not provide room for further information about their products for clarification.

Purpose of the Study

The purpose of this study is to examine the effect of advertising strategies of Lacdan Roofing Company on sales performance.

Research Objective

The main objective of this study was to examine the influence of advertising on sales performance of Lacdan Roofing Company limited. In order to achieve this objective, the following specific objectives are formulated.

Specific research objectives

Based on the research purpose, the following objectives are set for investigation:

1. To assess the perceived effectiveness of advertising at Lacdan Roofing company

Research Questions

The following research questions are asked to answer the research objectives.

1. How effective are the advertising strategies at Lacdan Roofing Company?
2. What are the effect of (Informative, Persuasive and Reminder advertising) advertising strategies on sales performance of Lacdan Roofing company?

Research Hypotheses:

H1: There is a significant positive relationship between Informative advertisement strategies (InfAdv) and Sales Performance (SalPerf)

H2: There is a significant positive relationship between Persuasive advertisement strategies (PsAdv) in and Sales Performance (SalPerf)

H3: There is a significant positive relationship between Reminder advertisement strategies (RemAdv) in and Sales Performance (SalPerf)

Significance of the Study

To management of Lacdan roofing company limited, findings from this study will broaden their knowledge on the significance of the various forms of advertising strategies on sales performance. Management will have better idea on which advertising strategies strongly influence sales performance and which ones do not. Findings will also help management to decide which advertising forms they should place more emphasis in terms of resources. The study also serves to create other research avenues for further studies in the area of advertising and firm performance.

Limitations of the Study

It is necessary to indicate here some limitations of the present study before proceeding further. This study is purely a quantitative study. Therefore the researcher is not able to gather extra information which is not part of the research instrument.

Chapter Organization

Chapter one presents background information, statement of the problem, objectives of the study, significance of the study, limitation of the study and organization of the study. Chapter two provides relevant empirical and theoretical literature reviews; it also defines key terms used in the study and as well as providing the framework of the study. Chapter three presents the design and methodology used in the study. It first provides the research philosophy, research design, population, sampling design, data collection methods, area of the study and the way data was processed as well as the way it was analyzed. Chapter four presents the findings of the study. It also analyze and discusses the findings of the study based on the objectives of the study stated in chapter one. Chapter five concludes the study. It provides a general conclusion from the findings.

CHAPTER TWO

LITERATURE REVIEW

Introduction

The second chapter of this research detailed a review of existing literature in order to provide in-depth knowledge of advertising, advertising effectiveness and advertising strategies. The Chapter discussed the theoretical review, empirical review and proposed a conceptual framework. Within the theoretical review, the chapter discussed the AIDA and Hierarchy of effect theories, Concept of advertising and sales performance. The chapter further discussed the relationship between advertising strategies and sales performance.

Theoretical Review

Attention, Interest, Desire and Action (AIDA) Theory

Several theories and models have been developed to understand how advertisement translate or affect firm performance. One of the earliest attempts to model the effect of advertising was the AIDA model which was attributed to Strong in 1925 but actually originated with E. St. Elmo Lewis around 1898. This theory was developed based on a study of the life insurance industry that describes the four (4) cognitive phases experienced by an individual upon receipt of a new idea or a new product purchased (Michaelson & Stacks, 2011). The model was designed to represent the stages through which a salesperson should use to prospect for sales clients but was later adopted as a basic framework to explain how persuasive communication (mainly advertising) worked to influence

prospect. AIDA theory as an acronym stands for Attention, Interest, Desire and Action.

According to Barry and Howard (1990), as cited in Heath and Feldwick (2007) the AIDA model contains a four-step formula to get attention, attract interest, create desire, and then take action, which is making a purchase. The first element described as attention, shows the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. It could be either positive or negative attention or sometimes, in a worse case, no attention at all. From the advertiser's standpoint, only the first case is a favourable one where the consumer pays positive attention to the advertisement and eventually the brand (Kotler, 2007). Organizations creating attention interest desire and attraction of their products in the market using appropriate channels of communication to reach the mass market thus stimulating demand of existing and new products in the market. Hoek and Gendall (2003) asserted that by creating awareness or attention in consumers, advertising is also said to be able to create interest and desire before triggering attitudes to take action.

The relationship between the theory and this study is that, the AIDA model produces a detail procedure that advertising effects consumer behaviour and purchase decisions, which translate into high business performance such as sales volume. The model is also relevant in establishing and measuring the effect of an advertisement strategy (Wijaya, 2012). Again, the model is important in any advertising study context, by controlling every step of the psychological

transformation that starts from the individual level to see an advertisement up to the purchase made by the individuals involved (Kojima et al., 2010). AIDA model is initiatory and simplest (Aaker & Joachimsthaler, 2000) because it explains how personal selling works and shows a set of stair-step stages which describe the process leading a potential customer to purchase.

Again, the theory provides understanding the tremendous growth of the companies in terms of client base and revenue (Aaker & Joachimsthaler, 2000). They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioural stage (consumer's action) (Aaker & Joachimsthaler, 2000).

It has been consistently argued earlier that the AIDA model has been widely used in marketing activities: either advertising based on traditional methods or online. However, it has also been argued that there is a lack of studies that look at how the AIDA model can be applied in the context of social media marketing. This study, hence, adapts the model to suit marketing strategy for social media usage. Again the study adopted the Hierarchy of Effect theory to better provide explanation to the effect of advertising on sales performance.

Hierarchy of Effects Theory

The Hierarchy of Effects Model was created in 1961 by Lavidge Gary. This marketing communication model, suggests that there are six steps from viewing a product advertisement to product purchase. The basic theme in this theory is that, the job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference and purchase.

Proponents of the traditional hierarchy framework suggest that audiences respond to messages in a very ordered way that is firstly cognitively (thinking), then affectively (feeling) and thirdly conatively (doing). Cognition is typically defined as ‘mental activity’ as reflected in knowledge, beliefs or thoughts that someone has about some aspect of their world (Barry & Howard, 1990). While the affective component is any degree of feeling and emotion, in a general sense, which can be attributed to the brand and conation refers to either intension to perform a behavior (e.g. purchase) or the behavior itself (Egan, 2007).

In relation to this study, it is inferred that customers see many adverts each day but will only remember the brand of a tiny fraction of products. Knowledge of the customer begins when the product is advertised using various communication channels which include; the internet, retail advisors and product packaging. Consumers will quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available (Belch & Belch, 2002).

Liking of the product involves customer willingness to buy a product after information search in the market concerning the product on offer. Preference involves consumers being loyal to a particular brand compared to competitor brands. At this stage advertisers will want the consumer to disconnect from rival products and focus on their particular product. Advertisers will want to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands. Conviction to a product is a stage of creating the customer's desire to purchase the product in the market. Advertisers may encourage conviction by allowing consumers to test or sample the product (Buzzell, 2004).

Purchase involves is the final stage that consumers experience in the buying process. The advertiser may want the customer to purchase their product by emphasizing on the benefits of the product to the consumer (Belch & Belch, 2002). This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without a purchase. For example a variety of payment options encourages purchase whilst a complicated and slow website discourages purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchase and mobile phone technologies should drive competitive companies thus minimizing costs of operation (Alexander, Schouten & Peter, 2005). Having understood the theoretical foundations of the relationship between how advertising influence sales performance, the study develop a conceptual framework.

Concept of Advertising

Many customers have transformed the various ways that they interact with firms and other customers due the fast growing nature of advertising platforms. As a result, firms have also transformed their ways of attracting and maintaining prospective consumers (Leung, Bai & Stahura, 2015). According to Chandra, Goswami and Chouhan (2013); Patino, Pitta and Quinones (2012) and He and Zha (2014) marketers previously would design attractive advertising messages and buy mass media space and hope that it will create brand awareness and preference for consumers. Over the years, developing attractive advertising messages and space without any motive or objective behind such advertising strategy will not yield the expected result for the firm. Organizations may just say advertising is simply way to sell a product to announce what products are available, who made them, and where you go to buy (Moriarty, Mitchel & Well, 2009). Meanwhile, a modern definition of advertising includes other important factors, such as media, audience, and goals.

Advertising has being is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler & Armstrong, 2010). Advertising is a non-personal communication of information usually paid for and persuasive in nature about products, services or new ideas by identified sponsors through various media (Arens, 1999). Advertising can also be defined as bringing a product or service to the attention of potential and current customers. Advertising is found on one particular product or service.

Advertising is a tool of marketing for communicating ideas and information about goods and services to an identified group, which employs paid space or time in the media or uses another communication vehicle to carry its message (Abah & Olohiliye, 2015). Abiodun and Adeyeye (2011) also define advertising as a non-personal paid form of “communication about an organization or its product to a target audience through a mass broadcast medium by an identified sponsor”. Frank (2005) defined advertising as the aim to persuade people to buy. Advertising is the dissemination of information concerning an idea, service or product to compel action in accordance with the intent of the advertiser. Advertising is a controlled identifiable information and persuasion by means of mass communication media (Borden, 2007).

A careful look of the definitions of advertising reveals some important five basic dimensions of advertising: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media (Wijaya, 2012). Ideally, many advertisements are designed to generate increased consumption of those product and service through the creation and reinforcement of brand image and brand loyalty. Thus an advertising plan for one product might be very different from the other product. Again although advertising is used mostly by commercial firms, it is also used by a wide range of nonprofit organizations, professionals and social agencies that advertise their causes to various target publics (Kotler & Armstrong, 2010).

Many advertising forms exist. Advertising may be done through various media like visual, audio and print media. Visual media may include television, bill boards, posters, prices with company product name and brochures, print media may include newspapers, brochures, stickers, magazines, business cards, new letters, and mobile vehicles. Audio media includes radios. Advertising have always been a major marketing expense for all organizations (Sujata, Sandeep & Abhijit, 2016). Many firms all the world recognizes that the world and their buyers buying processes probably have changed forever. But some companies have not recognized the need to make change in their sales force to boost advertising performance. In dealing with falling or declining sales, it is advisable to invest in advertising with an aim to inform, persuade and remind the customer of the products. This is an investment that firms cannot afford to miss.

Kotler and Armstrong (2010) explained that organizations mostly do their advertising through newspaper, magazines, brochures, audio, and visual media which includes billboards, and television. Consumers as the target audience encounter these advertising messages while watching television, reading magazines, listening to radio, surfing the internet, or even walking down the street. In addition, the internet industry has become a new medium for businesses, especially provides a new living space for the growth and development of enterprises (Hamill, 1997). This mammoth surge of advertising from different sources is basically to reach large number of people so that the firm can widely expose its products (Yousefi, 2016). Advertising gives also knowledge about the

products and also creates and creates the idea in mind of prospective consumers about it (Morden, 1991).

In short, modern advertising should be a strategic communication tool that aims to accomplish something, to create impact such as consumer response in understanding information or persuading someone to do something (Moriarty et al., 2009). To achieve that consumer response, an advertising strategy is driven by objectives (statements of desired consumer response), and these objectives can be measured to determine whether the advertising was effective (Wijaya, 2012). The conceptual definition of Wijaya (2012) indicated various forms of advertising like informative advertising, persuasive advertising, and reminder advertising. These three key forms of advertisement form the fundamental basis of our study.

Positives of Advertising

The overall advertising objective is to help build customer relationship by communicating customer value to a specific target audience during a specific period of time. Identifying advertising objectives is the first step taken in developing an advertising program me. These objectives should be based on past decisions about the target market, positioning, and marketing mix which define the job that advertising must do in the total marketing position. Practitioners as well as academics (Shah, Stark & Akbar 2008, Graham & Frankenberger 2000) indicate a role for advertising in creating strong brands that ultimately can have an influence on firms' performance. Furthermore, Chu and Keh (2006), for instance, indicate that advertising expense contributes to brand value creation.

Firms also rely on advertising to enter an industry and make their way into the market to compete with the already existing firms (Kessides, 1986). Advertising is viewed as one of the potentially important sources of providing needed information to prospective customers. According to Aaker and Myers (1982) advertising is part of a total marketing program and its function is usually to communicate to large audiences, and it often performs this function very efficiently. To better appreciate the direction of the study the next section will discuss the steps in choosing advertising media.

Choosing advertising media

Kotler and Armstrong (2010) specified three major steps that organizations may take into consideration when choosing an advertising media. According to Kotler and Armstrong (2010) these steps include: reach, frequency and impact of the medium selected. Reach is the percentage of people in the target market who are exposed to the ad campaign. Frequency is the measure of how many times the average person in the target market is exposed to the message.

Media impact is the qualitative value of message exposure through a given medium for example for products that need to be demonstrated, messages on television may have a great impact than those on radio since television has both sound and sight. In choosing the type of media, the reach, frequency and impact of the major media types include newspapers, televisions, direct mail, radios and magazines. Media choice is affected by the media habits of target consumers that is, media that reaches target consumer effectively. In some organizations, the

nature of their products means that they are best advertised on televisions and color magazines. Other product may be sold using messages such as radio or television while a technical sale requires magazines and direct mailing or on line. In all the decisions, cost is another major factor in media choice.

Deciding media timing is last step in choosing an advertising media. The company must decide how to schedule the advertising over the course of a year. Continuity or pulsing patterns may be chosen. Continuity means scheduling the adverts evenly within the given period while pulsing means scheduling adverts unevenly over a period of time. Having established the steps in choosing the advertising media, the next section will discuss the variable forms of advertising, thus forming the basis for out independent variables. These variables are based on conceptual definition of Wijaya (2012) that advertisements take various forms of advertising such as informative advertising, persuasive advertising, and reminder advertising.

Forms of Adverting Strategies

Lacdan Roofing Company carries out frequent advertising of their products to increase their sales volume, through taking part in charitable funds in Ghana and even sponsoring sports. The company advertises on radio, television and newspapers. The prime objective of advertising according to Kotler and Armstrong (2010) actually describes the various forms of advertising which informative, persuasive and reminder advertising influencing firm sales performance. At this stage the study discuss these three forms of advertising strategies and how they affect sales performance of an organization.

Sales Performance

Sales in business terms are the actual sales in money values, a company receives after necessary collections are made from different sales channels of the original total production put on the market (McCathy, et al., 1994) .it is sales that stimulate production in a company and consequently profits which are affected by various factors some of which are controllable like quality and others are uncontrollable like competition and general price changes.

Sales performance is an integrated frame work that enables organizations to plan and model sales strategies and ensure timely execution of sales initiatives while ensuring both front line sales people and decisions-markers have visibility into performance. Sales performance represents the next generation of best practices for sales. Sales performance refers to consistent and satisfactory turnover of goods and services produced and put on the market by an organization or company. It is the sole economic goal of companies to have as much goods sold on the market. This facilitates the rate of goods turn over and consequently revenue and increased production. Sales performance also refers to the total amount of firm's output sold to the market especially on monthly or annually basis. This is affected by many factors including customer relationship, marketing management of the firm and sales force skills and motivation and even the pricing of the goods and services.

Sales revenue is the total amount of money that the firm gets from the sale of all its goods and services in a given period of time. This is usually six months or a year if a firm produced only one product or service, the sales revenue will be

the price of the product multiplied by the number of products sold. In the case of more than one product or service the revenue from each needs to be added together. The figure for sales revenue in profit and loss account does not necessarily mean that the firm has received all the money because although they may have sold that quantity of the product, they may still be owed some of the money as debtors (Baker 2001).

Advertising and Sales Performance

Sales performance describes the trend of collections in terms of revenue when comparing different periods (McCathy, 1994). The sales may be in form of offering products or services to consumers in large volumes and quantity at a equitable price. Deriving large sales volume is the core interest of every organization and is based on sales and profit. Indeed when volume goes up, profits rises and management in organizations is made easier.

There exist a large number of studies that examine advertising effects on sales (Yiannaka, et al., 2002), earnings (Graham & Frankenberger, 2000), and more recently on market value or returns of firms (Graham & Frankenberger, 2000, Shah & Akbar 2010, Shah, et al., 2008, Joshi & Hanssens, 2010). Generally, the essence of advertising is to increase sales revenue hence improving sales performance (David, 1988). Advertising combines with a host of other influences to determine what contribution advertising makes to the buyer's purchase decision. The retailer John Wanamaker is said to have remarked that he

knew that only half of his advertising was effective but he was unable to know which half it was.

It is through advertising or other forms of promotion that brands in different market segments can effectively tell people in the market that a product is intended specially for them (Engel 1991, mc Gann and Russell, 1998). The significance of advertising is to let customers know that an established brand is still around and it has certain characteristics, uses and benefits (Fraedrich, Ferrell & Pride, 1989).

Effective advertising can increase sales of advertisers products, and by so doing increase their profits. Advertising provides consumers and other prospects with information about different products that are available to them. This enables consumers to compare and choose between the products and encourages competition. Competition encourages companies to be more price and quality conscious so as to retain customers and clients (Cambridge international college training manual, 2000).

The decision to advertise implies a decision to compete in a new and aggressive way with in the market. This means the provider will no longer rely too solely upon personal sales man ship to gain distribution. Instead he implies his readiness to and intention of speaking directly to consumers in abroad countries. The decision to advertise also helps the marketer to expand his share in the market. Advertisement helps in development and expansion of the market and the consumer acceptance of the product. Indeed, market needs and conditions are changing and therefore there is need for creativity in selling. This will show the

company what to produce so as to satisfy the needs of the users. When companies produce such a commodity and they advertise, there is a possibility of high response in consumption, thus showing the relationship between advertising and sales performance.

Penchman (1992) found out that advertising has a greater potential of building awareness of people hence obtaining a high preference in the market share because a big percentage of the population has one or more of the mass medium such as radios and television. This fact introduces the advertised company to many people. If the advertising actual meet and satisfy the intended purpose it will lead to increase in volume of sales. Pride et al. (1989) further observed that advertising often stimulates demand thus stimulating sales. For advertising to have a direct relationship with sales revenue, the entire market mix must be viewed by the customer as the right one.

Gordon (1993) states that companies advertise in order to compete in a new and aggressive way with in the marker, to increase their market share through increased customer , utilize the low cost way of teaching customers to create marketing approaches. Hecker and David (1988) in their study recognizes that many scholars have heard different views on the effect of advertising on sales performance .however most of them agree that effective advertising will eventually increase revenue. Also people forget very easily and therefore the biggest advertiser in the world will get bankrupt very easily if he stopped advertising. Companies advertise to create familiarity with or of a product, which

helps to create confidence in it. If a product is simply made available, it is important to inform people of its existence.

Empirical Review

Informative advertising and Sales Performance

Informative advertising is used to inform the customers about a new product or feature and to build the image of the company (Kotler & Armstrong, 2010). Informative advertising is used to inform consumers about a new product, service or future or build primary demand. It describes available products and services, corrects false impressions and builds the image of the company (Kotler, 2010).

Presumably every advertisement includes some element of information, about the advertised brand or products. Informational advertisements, which may include television, news-paper, social media among other however, as one which provides consumers with factual (presumably verifiable), relevant brand data in a clear and logical manner such that potential buyers have greater confidence in their ability to assess the merits of buying the brand after having seen the advertisement. An important aspect of informative advertising is that an advertisement can be designed with the intention of providing information, but it does not become an informative advertising unless it is perceived as such by consumers. Consequently, the study argues that, the design and creative nature of the informative advertisement should be geared towards informing the relevant information needed for purchase decision.

Informative advertising can affect the way consumers rank a brand's attributes, such as color, taste, smell, and texture (Waiya, 2012). Informative advertising's role, therefore, is to make consumers, whatever their current state of attitudes toward, information about, or images of a brand, more informed about the brand and more generally favorable to it. Informative advertising must produce some sort of mental change in the consumer: he or she must think differently about the brand after being exposed to successful information about the products (Weilbacher, 2001).

Indeed studies have emphasized the effect of informative advertisement of sales performance. Theoretically, informative advertising can have a direct influence on firm performance through its impact product volumes of the advertising firms. Informative advertising thus have an indirect influence on firm performance by virtue of its ability to inform to people which influence sales and profitability of a firm (Srinivasan & Hanssens 2009; Joshi & Hanssens, 2010). Palda (1965) for instance, provides a unique analysis of effects of advertising on sales which revealed that informative advertisements affect sales performance. Results in Palda (1965) indicate that advertising is an intangible asset that is subject to amortization and that, on the average, 95 percent of the advertising expenditures were amortized during a period of almost seven years.

Empirical study by Zia and Shahzad (2015) also assessed the role of advertising on sales performance in Pakistan. The study was explorative in nature and likewise attempted to make a quantitative evaluation of informative advertising on sales performance of Bata shoes and Service shoes industry. It was

understood that albeit the majority of the organizations bore witness to the way that informative advertising is powerful in boosting sales.

Persuasive advertising and Sales Performance

Persuasive advertising is one used to build selective demand for a brand by persuading consumers that it offers the best quality for their money that they will spend. Persuasive advertisement ideally persuades a customer to accept sales calls and to purchase now. In some organization across the globe some persuasive advertising has become comparison advertising, in which a company directly or indirectly compares its brand with one or more other brands and thus, convenience the customer to choose their instead of the customer.

Though advertising cannot change consumers' deeply rooted values and attitudes, it may succeed in transforming a person's negative attitude toward a product into a positive one (Wijaya, 2012). For instance, serious or dramatic persuasive advertisings are more effective at changing consumers' negative attitudes. Effective persuasive advertisement through television, radio among others have been shown to be more effective at shaping attitudes when consumers already have a positive image of the advertised brand (Solomon, 2011), thus translating into increase in sales performance.

A study by Ali Shah, Hassan Mirza and Abbas (2013) examined effects of advertising on firm performance using different models and methodologies. Using a sample of listed firms in consumer goods sector in Pakistan, the study found a positive and statistically significant influence of persuasive advertising on sales.

Consistent with some of the empirical evidence in the developed markets (Shah, et al., 2008, Shah & Akbar, 2010, Joshi & Hanssens, 2010) persuasive advertising has a strong, positive, and statistically significant influence on market values of the sample firms.

Reminder advertising and Sales Performance

The third form of advertisement is reminder advertisement. Reminder advertisement is the form of advertising used to keep consumers thinking about the product or service. This form of advertisement is mostly important for mature products or services or where the customer was previously exposed to the products. Reminder advertisement reminds customers that the products may be needed in the near future, where to buy the product and maintaining top of mind product awareness. Reminder advertising can be done through print media which includes newspapers, magazines, brochures, Audio media for example Radio, and visual media which includes billboards, and television (Kotler & Armstrong 2010).

From previous empirical findings, several studies have confirmed the effect of reminder advertisement on sales performance of a firm. Using unbalanced panel data of 34 meat-processing firms in Greece, Yiannaka, Giannakes and Tran. (2002) report total advertising by the firms aimed reminding the customer of the sector as a very important determinant of their sales. Using Chinese data, Zhou, Zhou and Quyang (2003), show that reminders advertising have a long-term effect on sales of consumer durables, but find no long-term

effects on sales of consumer nondurables. Furthermore Osinga, Leeflang and Wieringa (2010) report that in general, direct to consumer advertising aimed at reminding the customer has only a modest sales impact.

Similarly, empirical study by Notta and Oustapassidis (2001), examining the influence of various media advertising on sales and profitability, find that only TV advertising has an influence on profitability in the Greek food manufacturing sector. Eng and Keh (2007) in their study showed a consistent result to the effect that advertising expense aimed at reminding the customer leads to higher return on sales, assets and the effects last up to four years.

Kirtis and Karahan (2011) studied whether advertising is a cost-effective and revenue booster marketing strategy for business organizations after the global economic recession. The study indicated that the use of reminder advertising as a marketing tool is a marketing strategy that can save business costs, many consumers can be reached in a short period of time and the information can be disseminated quickly.

Lessons Learnt

A great deal of research into the relationship between sales response and advertising strategies indicated that it is a function with increasing returns. That is with more and more input, one gets more and more returns. This function rises slowly at first and then more rapidly before customers finally get to accept the brand being advertised. In view of this, most advertising campaigns and tools must overcome a substantial inertia in the market. As the impact of repeated

messages and resulting consumer learning attracts a large group of consumers, and sales per unit increase rapidly.

As time passes, returns to advertising diminish because demand has, to a large extent been satisfied and more advertising input in terms of creativity and investment is necessary to convert a prospect into a consumer. In general this response function has been found to exhibit increasing returns as advertising expenditure is increased.

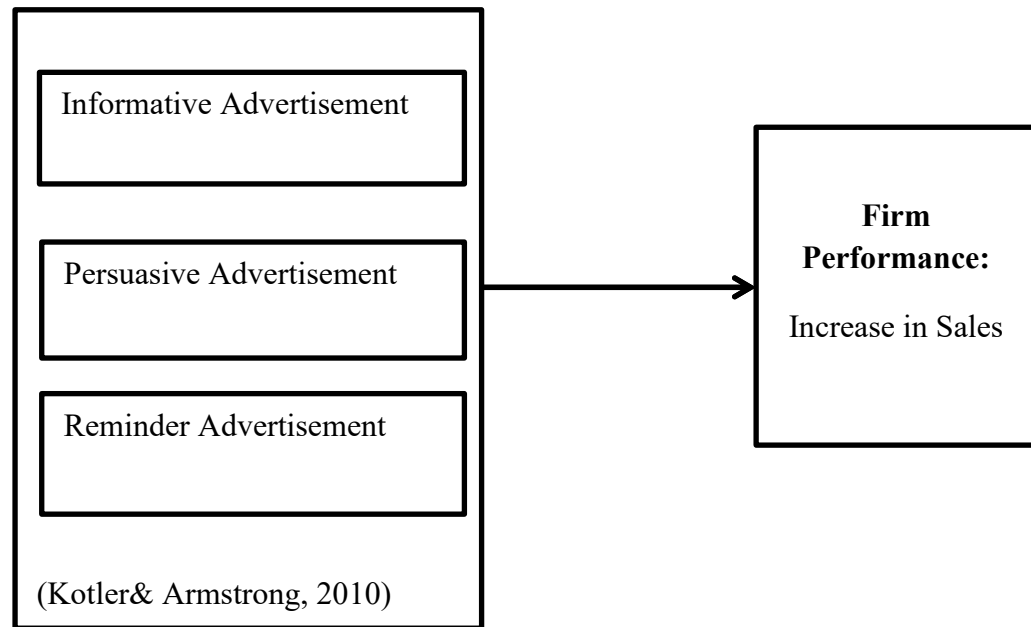
Conceptual Framework

The conceptual framework represents the research study by stressing on patterns of elements and their relationship with other concepts (Fisher, Kulindwa, Mwanyoka, Turner & Burgess, 2010). The conceptual framework explains the relationship between advertising strategies and Sales performance. Advertising in this study entails advertising that are placed by businesses, either visual, audio and audio visual media which includes include television, bill boards, posters, prices with company product name and brochures, print media may include newspapers, brochures, stickers, magazines, business cards, new letters, and mobile vehicles. Audio media includes radios, commercials, sponsoring events, taking part in trade shows, celebrity advertising, email advertising.

Figure 1: Conceptual Framework for Advertising and Sales performance

Advertising

Sales Performance



Source: Amissah (2017)

The conceptual framework explains the relationship between three forms of advertising and sales performance. The study conceptualise that Lacdan will improve the sales margins when they develop, deploy three forms of advertising three forms of advertising. Therefore the study conceptualises that informative advertising, reminder advertising and persuasive advertising increases sales margin. The constructs for these advertising forms are Informative advertising, Reminder advertisement and Persuasive advertisement, and they were adopted from Kotler and Armstrong (2010).

Chapter Summary

This chapter begun with theoretical and empirical review of literature relating to advertising, types of advertising where three main types of advertising were identified. After extensive review of AIDA theory the researcher presented a conceptual framework to explain the relationship between advertising and sales performance

CHAPTER THREE

RESEARCH METHODS

Introduction

Chapter three of this research report discussed research approach, research design, study area/organization, sample procedure, data sources, population, sample and techniques, data collection, reliability and validity, ethical consideration, fieldwork and data handling and analysis. The chapter also provided justification regarding why these research methods were used.

Research Approach

Generally, research methodology can be quantitative or qualitative. In this study the researcher employed a quantitative research method, which basically supports the positivist claims for knowledge development (cause and effect relationship, questions and hypothesis testing and use of theories). Quantitative research approach was employed because it is relevant for the research survey design, questionnaire data collection instrument and analysis (Cooper & Schindler, 2011; Creswell, 2009). This quantitative method entails systematic and empirical approach which involves quantifying through the assistance of mathematics and statistics (Bryman & Bell, 2007). The principal aim of this research was to examine the influence of advertising on sales performance. The researcher deemed it feasible to employ quantitative approach because the study is premised to assess a cause-effect relationship.

Research Design

Research can be divided into three main categories: exploratory, descriptive and causal. Each has its advantages and disadvantages; each has its optimal use in certain types of situation. As the spectrum of research category is traversed from exploratory, through descriptive, to causal, there tends to be an increasing degree of formality, and a decreasing degree of flexibility, in the way in which the research can be carried out. In the case of this study, the research adopted a causal research design to study the relationship between advertising strategies and sales performance of Lacdan Roofing Company. The survey design also allowed collection of quantitative data, attaining opinions, attitudes, and descriptions as well as cause-and-effect relationships (Saunders, et al., 2011).

Study Area

Lacdan is a manufacturing company located in the city of Kumasi off Santasi - Kotwi road. It was established in 2000 and it deals in the production of a variety of roofing sheets and all kinds of poly bags including sachet water rubbers. The company produces various roofing materials for all categories of customers in the Kumasi and its neighboring communities. The company, over the years has not been very effective in its advertising strategies. The effect of this has been fluctuations in sales margin for the company. In the past four years, expected sales of Lacdan Roofing Company have differed from their actual sales as shown in the table below. In the year 2007 there was a slight increment in sales volume and started declining from year 2008 to 2009.

Table 1- *Summary of Annual Report 2009 to 2010*

YEARS	EXPECTED SALES	ACTUAL SALES
2007	Gh20m	Gh21m
2008	Gh25m	Gh20m
2009	Gh23m	Gh20m
2010	Gh21m	Gh19m

Source: Annual Report 2009 to 2010

Study Population

Population is the target group that the researcher is interested in gaining information and drawing conclusions (Leedy & Ormrod, 2001). The population of this study includes customers who directly respond to adverts by purchasing the companies' product. These people were chosen because they translate advertising initiative into actual sales for the organization. The population was made up of 123 (one hundred and twenty three) active customers of Lacdan Roofing Company. Hair, Hult, Ringle and Sarstedt(2014) noted that for a survey research design, a sample size of more that 100 is adequate. The aim to take the entire population for the study was to try and limit the probability of errors occurring, maximize the accuracy of the population estimates and enhance the generalization of the results obtained. The entire list of the population was obtained from the sales department of the Lacdan Company where all clients' records are kept.

Sampling Procedure

The idea of sampling is to select some elements in a population (Cooper & Schindler, 2014). Burns and Bush (2014) noted that a sample size has an effect on the accurate representation of the population. Owing to the small sample size of customers), a census approach was used where all active respondents were used for the study. A census method is used where data are collected from each and every item of the population, results in a more accurate and reliable data (Prasad, Rao & Sasidher, 2015) Farooq, Waseem, Khairi and Mazhar (2015) added that data collection through census method gives an opportunity to the researcher to have an intensive view and investigation of the problem.

Sources of Data

The study sourced data from mainly from a primary source. The primary source of data was extracted from responses from the population using semi-structured questionnaire.

Data Collection Instrument

In order to address the research questions and to examine the stated hypotheses, the data collection instrument employed for this study was a semi-structured questionnaire (see Appendix A). In this study, a questionnaire was used to collect primary data from the respondents. This questionnaire was self-developed by the research based on extant literature review. Questionnaire was considered appropriate because in a survey research a large sample/data is required to yield the desired level of data precision, accuracy and reliability

(Saunders, et al., 2011). Again, the questionnaire allowed respondents to provide further relevant information which is not explicitly required and it is also relatively less expensive.

Measurement of Questionnaire

The study variables, both dependent (Sales performance) and independent (Informative, Persuasive and Reminder advertising) were measured on a five point Likert scale ranging from 1 = Least disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree. According to Hasson & Arnetz (2005) a Likert scale makes items or variables to be measurable, both researcher and respondents understand and are more responsive, makes coding and interpretations easier. The research questionnaire has four sections (Section A-D). Section A focused on demographic characteristics of the respondents, Section B focused on the effectiveness of advertising. Section C focused on the three advertising forms while Section D focused on the effect of advertising on Sales performance. The construct were measured as formative. This is because the organisations employ these advertising forms as the main components of advertising. Informative, persuasive and reminder advertising come together to form the main advertising component of the company

Pre-testing

Ten (10) questionnaires were printed and given to colleagues to complete as a pre-test. This was done to ensure clarity of understanding of the questions. A pilot test was conducted to ensure clarity of the questionnaire and that the questionnaire as a whole and the individual questions are defined as succinctly as

could reasonably be expected (Podsakoff, Mackenzie & Lee 2003). This was done to reduce problems in the comprehensive stage of the response process as suggested by Chang, van Witteloostuijn and Eden (2010). After rewording and redesigning the questionnaires, it was ready for administering. After pre-testing, some of the questions were reworded while others were changed to make them clearer.

Data Handling and Analysis

After data collection, the raw data was analyzed through a systematic process of selecting, categorizing, comparing, synthesizing and interpreting data to provide explanation and make meaning. Completed semi-questionnaires were edited, coded and entered into SPSS version 21. Preliminary data analysis was done to clean and eliminate unengaged responses. After, structural equation modeling (SEM) is used to analyze and interprets the research findings.

Structural equation modelling is a contemporary statistical technique which is beneficial because of its ability to take into consideration errors that previous statistical tools could not take into consideration (Edwards & Bagozzi, 2000). Bagozzi and Yi (2012) provided a summary of the benefits that are derived from using structural equation modelling. Apart from taking error into consideration, the statistical technique also has the capacity to test models which possess several dependent variables. The test of both moderating and mediating variables is also possible with the use of structural equation modelling.

Data preparation and entry

According to Saunders et al. (2011), there are a number of activities that must be undertaken after data has been collected before the commencement of the analysis. The data was inputted into the Statistical Package for Social Sciences (SPSS). However, before performing the actual analysis, some preliminary data analysis (PDA) was run to ensure the dataset was cleaned and cleansed. Data screening was done to delete non-engaging responses (on the sale measurement items), thus, responses with a standard deviation of zero, since they had no variation in their responses. This is also consistent with Baumgartner and Homburg (1996) who asserted that, these processes ensure that the data is error free and suitable for analysis purposes.

Reliability and Validity Concerns

In this study, validity was taken into consideration. For example, because the questionnaire was constructed by the researcher, it is designed on the basis of the researcher's needs in relation to the study topic. This brings advantages in the sense that it measures exactly what the researcher intends to measure.

To ensure reliability of the study, two main criteria were adopted which includes: Cronbach alpha and composite reliability mostly used in structural equation modeling (Hair, et al., 2014; Hair, Sarstedt, Matthews, & Ringle, 2015). To ensure validity in this study, construct validity measures such as: convergent validity and discriminant validity were employed. Discriminant validity identifies the extent to which the study constructs differ from other

constructs (Rezaei, 2015; Rezaei & Ghodsi, 2014); while the convergent validity ensures that the study constructs are truly reflected of their indicators (Rezaei & Ghodsai, 2014; Rezaei, 2015). Discriminant validity used construct correlations and cross-loading criterion while convergent validity employed Average Variance Extracted (AVE) and factor loadings (Kim, Hwang, Zo & Lee, 2014; Rezaei, 2015).

Ethics and Confidentiality Issues

Neuman and Wiegand (2000) states that ethics in research span from entire research process, the research subjects, the nature of the problem being investigated, the reporting of the theoretical background/ framework, the context in which the research is conducted, the data collection and analysis methods used, and data reporting. This means that the research questions and interview schedule should be framed objectively within the theoretical framework to ensure confidence in the research process (Neuman & Wiegand, 2000).

In addressing ethical issues, a precautionary approach was adopted. An introductory letter of permission to obtain data/information was obtained from the Department of Marketing and supply chain management, University of Cape Coast Business School. The purpose and the objectives of the study were explained to the participants to eliminate any possible misunderstanding. Respondents were assured that any answers provided would be kept with all anonymity and confidentiality (see in Narteh, 2013). Finally, they were given the assurance that there are no rights or wrong answers. According to Podsakoff et al. (2003, p. 888) “these procedures should reduce people’s evaluation apprehension

and make them less likely to edit their responses to be more socially desirable, lenient, acquiescent and consistent with how the researcher wants them to respond”.

According to Neuman and Wiegand (2000) the following are especially important: The aims of the research should be communicated to the research subjects, Participation in the research study should be voluntary, information provided by participants should be treated as confidential at all times (i.e. no information on any particular subject should be released). In this current study, the ethical uprightness of the study was maintained by the respondents and researchers. The organization and respondents/participants were promised of their privacy.

Confidentiality processes were followed to enable respondents rank their responses honestly without fear. The study guaranteed participants/ respondents of protection, security of their identities and assured them that, their answers will not be shown to any third party. On conclusion of the study, none of the specific scores was provided to the organization participating in the study, only the overall results pertaining to the company.

Chapter Summary

This chapter was introduced by discussing the study organization. The chapter further outlined the research methodology/approach that was used in the study. It recognized quantitative research approach and quantitative correlation method as the study design. The population of the study was made up of all employees Lacdan Roofing Company. Census method was used sample the entire

population. Questionnaire was used to collect data on 123 respondents. 101 returned questionnaires were considered valid for analysis. The chapter ended reliability and validity and ethical consideration.

CHAPTER FOUR

RESULTS AND DISCUSSION

Introduction

This current chapter focuses on presenting the findings of the analyzed data collected. The data analysis is presented in three parts: the first presented the demographic characteristics of respondents; the second examined the perceived effectiveness of advertising strategies; and the third, examined the relationship between the use of advertising strategies and sales performance.

This chapter presents quantitative analysis in order to meet the research objectives that were set in the first chapter. The analysis commences with the descriptive statistics of the sample that were selected out of the total population. Afterwards, exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) findings were highlighted. The results of a series of reliability and validity tests that were conducted in order to determine the suitability of the items were presented. Furthermore, this chapter also presents both the measurement and the structural model and the mediating results based on the conceptual framework after collected data was submitted to structural equation modeling. In analyzing the data only 101, out of 123 questionnaires were considered valid for the study.

Descriptive Information of Respondents

Descriptive statistics was performed to understand the characteristics of the respondents and how the respondent's characteristics are likely to influence the study findings.

Table 2-Descriptive Statistics: Demographic Profile of Respondents

Profile of Respondents		Freq.	(%)
Gender	Male	44	43.6
	Female	<u>57</u>	<u>56.4</u>
		<u>101</u>	<u>100</u>
Age	18-24	27	26.7
	25-34	19	18.8
	35-44	43	42.6
	45-55	10	9.9
	55 +	<u>2</u>	<u>2.0</u>
		<u>101</u>	<u>100</u>
Educational Level	Senior High School	4	4
	Diploma	68	67.3
	Degree	13	12.9
	Post-Graduate	<u>16</u>	<u>15.8</u>
		<u>101</u>	<u>100</u>
Employment Status	Unemployed	2	2
	Salaried worker	48	45.5
	Self-employed	43	42.6
	Retired	<u>10</u>	<u>9.9</u>
		<u>101</u>	<u>100</u>
Length of period of purchase	Less than 5	72	71.3
	6-10	21	20.8
	10-15	8	7.8
	15+	<u>0</u>	<u>0.00</u>
		<u>101</u>	<u>100</u>

Source: Field Data, Amissah (2017)

There were 44 males and 57 females representing 43.6 % and 56.4% respectively out of a sample size of 101 respondents. This result implies and even distribution of both sexes, hence the possibility of gender skewness is eliminated.

Again, majority of 43 of the participants were between the ages of 35-44 representing 42.6% of the sample size while a minimum number of 2 respondents were 55 and above representing 2% of the sample size. This suggests that the respondents have enough knowledge and understanding of the advertisement strategies of the company, hence the ability to correctly answer the research questions.

On educational background, majority of 68 representing 67.3% of the sample size hold Diploma degree while only 4(4%) respondents have completed senior high school representing 4%. A careful look at the result implies that respondents have sufficient educational knowledge to read and understand the research instrument.

Respondents had varied employment levels as well. The findings indicated that 75 of the respondents representing 24.2% were unemployed while 10 respondents who were retired workers representing 9.9% of the respondents.

In terms of length of business with Lacdan roofing company, 73 of the respondents representing 71.3% had done business with the company for less than 5 years while only 8 participants representing 7.8% have been with the company for between 10-15 years. This result means that respondents have been with the company for a long period and they understand the effect of the advertising strategies.

Descriptive information of questionnaire statement

In table 3, research scales were used to solicit responses. 26 items displayed in the table below represented the components of the 4 main constructs depicted in the conceptual framework for the study. Advertising Strategies had three constructs which included Informative advertisement (InfAdv), Persuasive Advertising (PsAdv) and Reminder Advertisement (RemAdv). The measure of effectiveness of advertising had one constructs Perceived Effectiveness (PcvEffect). The dependent variable which was Sales performance had 1 Construct (SalPerf). Table 3 Descriptive Statistics: Variable Code, Mean, SE Mean and Std. Deviation.

Table 3- *Descriptive Statistics of Questionnaire Statement*

Measurement Statement	Item Code	Mean	Std. Dev
Radio and small voice notifications of Lacdan always informs me about roofing products from Lacdan company	InfAdv1	3.4	1.27
Newspaper advertising of Lacdan informs to me to buy roofing products from Lacdan company	InfAdv2	3.37	1.29
Beautiful and nice package of the roofing products informs me to buy roofing from Lacdan	InfAdv3	3.34	1.23
Colourful television adverts of Lacdan roofing informs me to buy roofing products from Lacdan company	InfAdv4	3.32	1.17
Posters, hand-bills and billboards of Lacdan informs me to buy their products	InfAdv5	3.29	1.29
Colourful television adverts of Lacdan roofing persuade me buy roofing products from Lacdan company	PsAdv1	3.96	.979
Radio and small voice notifications convince me buy roofing products from Lacdan company	PsAdv2	4.01	.848
Newspaper advertising of Lacdan makes me buy from Lacdan company	PsAdv3	3.83	.95
Beautiful and nice package of the roofing products persuade me buy roofing from Lacdan	PsAdv4	3.59	1.01
Posters, hand-bills and billboards of Lacdan help me buy their products	PsAdv5	3.55	1.18

Colourful television adverts of Lacdan roofing always remind me about roofing products of Lacdan company	RemAdv1	3.40	.98
Radio and small voice notifications makes me remember roofing products from Lacdan company	RemAdv2	2.95	1.06
Newspaper advertising remind me of roofing products from Lacdan	RemAdv3	3.47	.89
Beautiful and nice package of the roofing products help me remember roofing from Lacdan company	RemAdv4	3.56	.90
Decent posters, hand-bills and billboards of Lacdan assist me remember their roofing products	RemAdv5	3.20	1.03
I remember and buy products of Lacdan because of their creative social media pages (youtube, facebook, instagram)	RemAdv6	3.45	1.04
I perceive local language radio adverts to be effective	PcvEffct1	3.2	1.08
I perceive Newspaper adverts to be effective	PcvEffct2	2.85	1.08
I perceive Packaging to be effective	PcvEffct3	2.66	.94
I perceive Social Media to be effective	PcvEffct4	2.92	1.11
I perceive Billboards, handbills and Posters to be effective	PcvEffct5	2.89	1.06
I buy more roofing products from Lacdan because of their radio adverts persuade me to buy more from them	SalPerf1	3.54	1.01
I increase my purchase of roofing products from Lacdan because Newspaper adverts informs, persuade and remind me to buy more	SalPerf2	3.46	1.01
I purchase more from Lacdan because their adverts remind me anytime I want roofing products	SalPerf3	3.40	.97
I buy more from Lacdan because their adverts always keep the image of the products on my mind	SalPerf4	3.17	1.10
Nice packaging of Lacdan company makes me buy more roofing products from Lacdan	SalPerf5	3.06	1.18
Valid N (listwise)			

Source: Field Data, Amissah(2017)

From the table 3 the highest mean was 4.01 (Radio and small voice notifications convince me buy roofing products from Lacdan company) while the lowest mean was 2.66 (I perceive Packaging of Lacdan roofing Company to be effective). The implication of this finding in that among the 26 research scales, customer are more aware of radio and voice notification adverts of Lacdan Roofing. This findings in very essential as it show which of the specific advertising tactic

employees are mostly aware. In the same vein, customer do not perceive packaging tactic of the company as effective

Exploratory Factor Analysis

Principal Component Analysis was undertaken with Eigen values greater than 1. A Varimax Rotation was conducted and small co-efficients were suppressed. The absolute value was 0.5. The principal component analysis was conducted based on the responses of the 26 scales on the likert scale with the aid of SPSS version 20. The correlation matrix indicated a lot of coefficients with acceptable values of 0.3 and above.

In addition, Kaiser (1970) asserted that the suitable value for the Kaiser-Meyer-Olkin (KMO) should be 0.6 or above. The value for the KMO was .800. Bartlett's Test of Sphericity (Bartlett 1954) reached statistical significance (Approx.: Chi-square= 1304, df. 210, sig. 0.000) which aided the correlation matrix to be factorised. Table 4 KMO and Bartlett's Test Results

Table 4-KMO and Bartlett's Test Result

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.800
Bartlett's	Approx. Chi-Square	1304.1
Test of		07
Sphericity	Df	210
	Sig.	.000

Source: Field Data, Amisshah (2017)

Table 5-Rotated Component Matrix

Items	Variables	Rotated Component Matrix		Internal Consistency
		Varimax	Total Variance Explained	Cronbach's Alpha
Factor 1	InfAdv1	0.896	83.339	0.949
	InfAdv2	0.908		
	InfAdv3	0.948		
	InfAdv4	0.868		
	InfAdv5	0.876		
Factor 2	PsAdv1	0.670	61.463	0.810
	PsAdv2	0.797		
	PsAdv3	0.818		
	PsAdv4	0.805		
	PsAdv5	0.733		
Factor 3	RemAdv1	0.615	49.048	0.787
	RemAdv2	0.643		
	RemAdv3	0.774		
	RemAdv4	0.818		
Factor 4	SalPerf1	0.837	62.127	0.836
	SalPerf2	0.836		
	SalPerf3	0.788		
	SalPerf4	0.737		
Factor 5	PcvEffct1	0.669	60.684	0.837
	PcvEffct2	0.777		
	PcvEffct3	0.774		
	PcvEffct4	0.700		
	PcvEffct5	0.847		

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax

Source: Field Data, Amisshah (2017)

Data dimension or reduction was done in order to drop some scales or items that were inappropriate for further analysis in the research. As a result, rotated component matrix was undertaken and the threshold was set at 0.5. All variables that did not load and those that fell below 0.5 were dropped.

The table 4 indicates the various constructs and items that loaded well. On perceived effectiveness of advertising, all five (5) were maintained. Out of a total of 26 items, 23 loaded very well. All the items in the four constructs were maintained with the exception of two items (RemAdv5 and RemAdv6) under Reminder advertising. In terms of the dependent variable, Sales Performance, one item (SalPerf5) was dropped because of it did not load on any factor.

Internal consistencies were examined through the use of Cronbach Alpha and item-total correlation values. The retained scales or items met the threshold for Cronbach alpha of 7.0. According to Cronbach (1951), the Cronbach Alpha value should be 7.0 or above before a data collection instrument can be deemed reliable. Reliability is defined as the degree to which measurement duplicates outcomes that are consistent if the procedural measurement steps are repeated (Malhotra & Birks, 2007).

To determine the over Variance Explained by the five factors, total variance for all the variables was extracted which shows that all the factors account for 70.148 of the total variables.

Confirmatory Factor Analysis

The codes of the variables that were used in the exploratory factor analysis were maintained at the confirmatory factor analysis. Model fit criteria commonly used in absolute fit are chi-square (χ^2), goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), root-mean-square residual (RMR) and Root-Mean-Square-Error of Approximation (RMSEA). These criteria are based on differences between the observed and model-implied correlation or covariance matrix (Hair et al., 2014). Comparative fit deals with whether the model being considered is better than a competing model in accounting for observed data. Comparative fit assessment is based on the examination of a “baseline” model in comparison with theoretically derived models (Kelloway, 1998). Some criteria in this category include normed fit index (NFI), comparative fit index (CFI) and the relative non-centrality index (RNI).

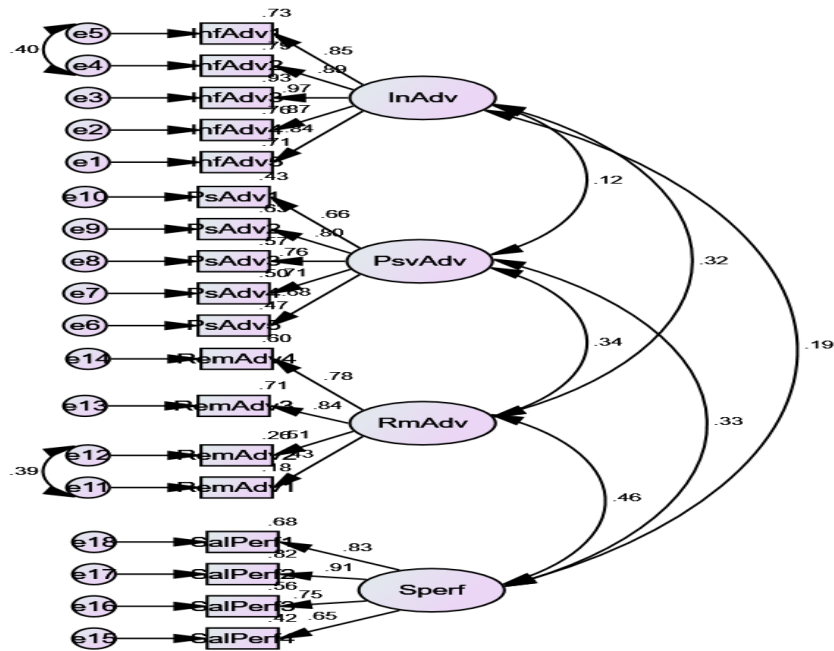
The following fit indexes were used to evaluate how well the measurement model fit the data collected, with each one having conventionally acceptable values: Root Mean Squared Error of Approximation ($RMSEA \leq 0.08$), Goodness of Fit Index ($GFI \geq 0.90$), Normed Fit Index ($NFI \geq 0.90$) and Comparative Fit Index ($CFI \geq 0.90$) (Bagozzi and Yi, 2012; Hair et al., 2014). The sufficiency of the theorised model’s creation of a covariance matrix is evaluated by the χ^2 goodness-of-fit value; it also estimates coefficients compared with the observed covariance matrix. However, since the value of χ^2 is affected by the sample size, a large number of participants can cause χ^2 to be inflated when assessing model fit (Hu & Bentler, 1999).

Many researchers have applied the method that divides the value of χ^2 by degrees of freedom instead of relying only on the overall χ^2 and its associated test of significance. It is typically suggested that a χ^2/df ratio (Normed Chi square) of less than 3 is favourable for a large sample. These fit indices were employed to assess the strength and acceptability of the construct measurements. The selection of these fit indices was based on the classification proposed by Kline (2005) and Byrne (2013) as being the most commonly accepted criteria in social sciences.

In view of the fact that the variables did not achieve some of the indicator means that some items (questions) must and be deleted to achieve a model fit or improvement in Fit of Measurement Model. Therefore three items were deleted to achieve the model fit indices. These items include: (RemAdv5; RemAdv6 and SalPerf5). The figure below therefore shows the final result (model) after the items (mentioned above were deleted).

Final Measurement Model

Figure 2: Final Measurement Model



Source: Field Data, Amisshah(2017)

The final measurement model achieved after some items were deleted. InfAdv represents Informative Advertisement, PsAdv represents Persuasive Advertisement and RemAdv represents Reminder Advertisement. These are the constructs for the independent variable (Advertising Strategies). Sales Performance which is the dependent is represented by and Sperf. Perceived effectiveness of advertising strategy was not included at this stage. Table 6 shows the fit indices.

Table 6-Model Fit Measures for Final Measurement Model

Measure	Estimate	Threshold	Interpretation
CMIN	185.863	--	--
DF	127	--	--
CMIN/DF	1.463	Between 1 and 3	Excellent
CFI	0.946	>0.95	Acceptable
SRMR	0.076	<0.08	Excellent
RMSEA	0.068	<0.06	Acceptable
PClose	0.087	>0.05	Excellent

Source: Field Data, Amissah(2017)

The above results were generated by the AMOS version 21. Other fit indices obtained are GFI .837, AGFI .781, NFI .850, IFI .997, TLI .935, CFI .946, RMSEA .0068. These are consistent with Hu and Bentler (1999) and Bagozzi and Li (2012) for model fit.

Validity and Reliability of Final Model

In order to further determine the fitness of the final model, a correlation matrix was deployed.

Table 7-Correlation Matrix

	InAdv	PsAdv	RmAdv	Sperf
InAdv	0.886			
PsAdv	0.122	0.722		
RmAdv	0.337	0.195	0.663	
Sperf	0.319	0.326	0.462	0.789

Source: Field Data, Amisshah (2017)

Validity and reliability of final models

From Table 8, the three were no validity concerns as far as the variables studying the relationship between advertising and sales performance was concerned. The results above presents the validity test results after model fit for the final measurement model. InAdv, PsAdv, RmAdv where the constructs for the independent variable, Sperf was for the dependent construct.

Table 8-Validity and Reliability of Final Model

	Items	Standardized Loadings	CR	AVE	Cronbach α
IfAdv	InfAdv1	0.891	0.948	0.785	0.949
	InfAdv2	0.911			
	InfAdv3	0.948			
	InfAdv4	0.887			
	InfAdv5	0.875			
PsAdv	PsAdv1	0.653	0.844	0.521	0.836
	PsAdv2	0.788			
	PsAdv3	0.830			
	PsAdv4	0.813			
	PsAdv5	0.741			
RemAdv	RemAdv1	0.796	0.745	0.67	0.749
	RemAdv2	0.744			
	RemAdv3	0.821			

	RemAdv4	0.855			
SalPerf	SalPerf1	0.850	0.867	0.623	0.861
	SalPerf2	0.868			
	SalPerf3	0.802			
	SalPerf4	0.741			

Source: Field Data, Amissah (2017)

The reliability measures in this study are above the acceptable satisfactory levels (Cronbach's alphas $> .70$, Average Variance Extracted $> .50$, composite reliability $> .70$) as recommended by scholars (Fornell and Larcker, 1981). Furthermore, the factor loadings (ranging from 0.64 to 0.9) showed good convergent validity. The resulting validity and reliability indicators of the final measurement model together with their correlations are displayed above. Thus, the measurement model represented above is regarded as the model which adequately fits the data for this research.

Analysis of Research Objectives

Analysis of Objective One: Effectiveness of Advertising strategies

The Objective one of the study sought to investigate how effective customers perceive the advertising strategies introduced by Lacdan roofing to be effective. Five main Questions based on the advertising strategies by Lacdan roofing company were used. A five point Likert-scale was employed where respondents were asked to answer to the extent to which they agree that the advertising strategies of Lacdan are effective. Table 9 shows the result of perceived effectiveness of advertising strategies of Lacdan roofing company

Table 9-Effectiveness of Advertising Strategies at Lacdan Roofing

Company

Advertising strategies	Item Code	Mean Statistic	Std. Dev. Statistic
I perceive local language radio adverts to be effective	PcvEffet1	3.2178	1.08263
I perceive Newspaper adverts to be effective	PcvEffet2	2.85149	1.080612
I perceive Packaging to be effective	PcvEffet3	2.6634	.94103
I perceive Social Media to be effective	PcvEffet4	2.9208	1.11070
I perceive Billboards, handbills and Posters to be effective	PcvEffet5	2.8911	1.05736
Valid N (listwise)	101		

Source: Field Data, Amissah (2017)

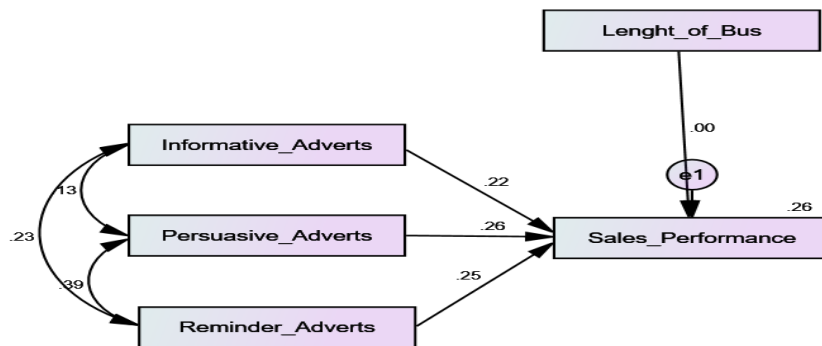
Table 9 shows that customers perceive and respond to radio adverts by Lacdan roofing company to be effective with a Mean Value of 3.2178 out of 5.000. The least effective advertising strategy is Newspaper adverts introduced by Lacdan. The result from this descriptive statistics does not suggest that customer respond same to sales or purchases.

Structural Model: Testing Independent and Dependent Relationship

At this stage the study employed Structural Equation modelling to test the relationship between the three study hypotheses and one independent variable. The study also controlled for length of period at which the customer has been in business with Lacdan roofing company.

Analysis of Objective two

Figure 3: Independent and Dependent Variable Relationship



Source: Field Data, Amisah (2017)

Hypothesis relationship with the independent variable which are Informative advertising, Persuasive Adverts and Reminder Adverts and the

dependent variable, Sales performance are tested with frequency of a control variable.

The final diagram to explain objective two was also assessed for final fitness. The following fit indices were achieved. The model fit indices are GFI 0.986, AGFI 0.929, NFI 0.935, IFI 0.987, and TLI 0.952. CFI 0.986, RMSEA 0.047, PCLOSE 0.405. These are consistent with Hu and Bentler (1999) and Bagozzi and Li (2012) for model fit.

Table 10-Hypothesis Test Results for Dependent and Independent Variables (Objective two)

Hypothesis	Relationship	β Estimate	SE	T-Values	P-Values	Outcome
<i>Hypothesis 1: Informative Advertising has a Positive relationship Sales Performance</i>	InfAdv---> SalPerf	0.216	0.100	2.451	0.014	Supported
<i>Hypothesis 2: Persuasive advertising has a Positive relationship with Sales performance</i>	PsAdv --->SalPerf	0.261	0.108	2.796	0.005	Supported
<i>Hypothesis 3:Reminder Advertising has a Positive relationship with Sales Performance</i>	RemAdv->SalPerf	0.246	0.094	2.588	0.010	Supported

Source: Field Data, Amissah (2017)

Table 10 explains the direct relationship among the various constructs of the independent variable (Advertising Strategies) and the dependent variable (Sales Performance).

Informative advertising which is a construct for advertising strategies does have a significant relationship with sales performance and as a result of that, the hypothesis is supported. This is because, a construct or a variable must have a t -value ≥ 1.96 and p -value ≤ 0.05 in order for the relationship to be supported and since the relationship between informative advertisement and Sales performance has t -value < 1.96 which is 2.451 and a corresponding p -value of 0.014 which is less than 0.05, there is a significant relationship.

Persuasive advertising which is a construct for advertising strategies has a significant relationship with Sales performance and as a result of that, the hypothesis is supported. This is because, a construct or a variable must have a t -value ≥ 1.96 and p -value ≤ 0.05 in order for the relationship to be supported and since the relationship between Informative advertisement and Sales performance has t -value is > 1.96 which is 2.796 and a corresponding p -value of 0.005 which is less than 0.05, there is a significant relationship.

Reminder advertising which is a construct for advertising strategies has a significant relationship with sales performance and as a result of that, the hypothesis is supported. This is because a construct or a variable must have a t -value ≥ 1.96 and p -value ≤ 0.05 in order for the relationship to be supported. In this finding, reminder advertising and sales performance has t -value of

2.588 > 1.96 at p-value of 0.010 < than 0.05, the researcher confirms that there is a significant relationship between reminder advertisement and sales performance.

Discussion of Findings

The discussions of the findings are presented below

Regarding objective one, our study result show that customer perceive advertising strategy as effectiveness. However, the fact that customers perceive local radio adverts as effective does not mean that it will translate into sales. Again, the study performed regression analysis to examine how perceived effectiveness of advertisement of Lacdan roofing influence sales performance. The result therefore proved that perceived effectiveness translate into actual performance of sales.

Regarding objective two, three hypotheses were formulated using three advertising strategies (independent variable) and Sales Performance (dependent).

H1: There is a positive relationship between Informative advertisement and Sales performance

The research finding indicated that Informative advertisement influence Sales performance at Lacdan roofing company. This is because; the relationship between Informative advertisement and Sales performance is supported. Thus, advertisement aimed at informing customers improves sales performance of the company. Although the hypothesis is confirmed, a careful look at the findings

shows that informative advertising had the least β -estimate (2.16) and p-value of 0.0014. This means that informative advertising represent the least influencing advertising strategy among the advertising strategies of Lacdan roofing company. This finding support previous studies such as Srinivasan and Hanssens (2009); Joshi and Hanssens, (2010) who asserted that informative advertisement influence consumers to purchase more products hence improve sales of the company.

H2: There is a positive relationship between Persuasive advertising and Sales performance

The finding supported the hypothesis that there is a significant relationship between informative content of a social media advertisement and Sales performance. Thus, persuasive advertising directly influences Sales performance. From the findings, persuasive advertising had the highest β -estimate (2.61) and p-value of 0.005. This finding implies that apart from adverts to inform customers, persuasive adverts have the strongest ability to influence consumers. This is not to indicate that informative adverts do to impact sales performance, but persuasive adverts influence sales more than just informative. This confirms finding of Solomon (2011) who asserted that the presence of persuade and convince the general public to purchase more product when buying.

H3: There is a positive relationship between Reminder Advertising and Sales performance.

The finding supported the existence of a positive relationship between Reminder Advertising and sales performances. Thus, Reminder Advertising directly influences sales performance. From the findings, reminders advertising average β -estimate (2.46) and p-value of 0.010. The implication here is that Reminder advertising represents the average advertising strategy influencing sales performance Lacdan roofing company. The finding of the research confirms Eng & Keh (2007); Osinga et al. (2010); Yiannaka et al. (2002); Zhou et al. (2003) who asserted that reminder advertisement has a long term effect on sales performance of firms.

Thus, all including Informative advertisement, Persuasive advertising and Reminder Advertising of Lacdan roofing company directly influences Sales performance. However, Persuasive advertising strongly influence sales performance, followed by Reminder advertising and Informative advertising. The study confirms previous studies by Zia and Shahzad (2015); Shah et al. (2009), Shah and Akbar (2010), Joshi & Hanssens (2010) and Maria and Carlos (2014).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Summary

Objective was to determine the perceived effectiveness of Advertising strategies. As a result, the study results showed that customer perceives local language advertisement as the most effect, while newspaper advertisement in the least effective. The result also revealed that, perceived effectiveness has a significant relationship with actual sales performance.

On objective two, the findings indicated that there was a significant relationship between Informative advertisement and Sales performance at lacdan Roofing company. Again, there was a significant relationship between Persuasive advertising and Sales performance. Also, there was a significant relationship between Reminder Advertising and Sales performance. All the three constructs: Informative advertisement, Persuasive advertisement and Reminder Advertising reflect in more purchases leading to improvement in sales performance.

The study sought to ascertain the Advertising strategies with the use of constructs which were Informative advertisement, Persuasive advertising and Reminder Advertising on Sales performance which was the dependent variable. Perceived effectiveness of advertising strategies which was the first objective of this study represented the responses of customers on how effective they perceive advertising strategies of Lacdan Roofing Company. There were two objectives of the study. The first objective was to the effectiveness of Advertising strategies at Lacdan Roofing Company while objective two assesses the effect of advertising

on sales performance. The constructs for advertising strategies were Informative advertisement, persuasive advertising and reminder advertising.

The study used census sampling approach with a sample size of 101 respondents to undertake exploratory factor and confirmatory factor analysis with the use of AMOS version 21. Confirmatory factor analysis (CFA) was performed to confirm how well the variables represented the constructs. Cronbach's alpha was used to assess the reliability of the measurements.

Conclusion

Customer of Lacdan perceive Radio adverts in local language as the most effective advertising strategy while customers perceive Newspaper adverts as the least effective advertising tool.

Perceived effectiveness of Advertising tools of Lacdan influences the purchase effort/decision and subsequently influences actual purchases

The study also concludes that Informative advertising, Persuasive advertising and Reminder Advertising significantly affect Sales performance of Lacdan roofing company in Kumasi.

The study also concludes that sales improvement at Lacdan roofing company is accounted for by persuasive advertising.

The findings contribute to academic knowledge in the area of advertising and sales performance. The research findings also provides a basis for investment in advertising at Lacdan and the need for Ladcan to recognize advertising tool as an effective communication tool that can transform their businesses.

Recommendations

Based on the research findings, the following recommendations have been made.

Firms that develop advertisements that are persuasive in order to influence the decisions that consumers make account for improvement of sales at Lacdan. According to Maria and Carlos (2014) advertising content that is relevant and worthwhile must be developed in order to have highest-impact on consumer's purchases and sales.

In addition, firms must also ensure that products and services produced and marketed meet the needs and expectations of customers and possibly delight them. This is because, the research findings indicated that consumer perception has an influence on actual behavior or sales. According to Kähr, Nyffenegger, Krohmer and Hoyer (2016), "consumer brand sabotage" is "a deliberate form of hostile, aggressive behaviour of a consumer to harm a brand". Therefore poor quality and subsequent advertising strategy will spell more doom for the company

Firms should be strategically choose their advertising strategies and platforms as much as possible since brand presence on effective and diverse platforms will inform, persuade and remind customer anytime they want to make purchase. According to Hudson and Hudson (2013) visibility on many advertising platforms will 'enable all people to hear easily'.

Directions for Further Research

Future studies can incorporate other variables that will mediate or moderate the relationship between the Advertising strategies (Informative

advertisement, Persuasive advertising and Reminder advertising) and Sales performance. The study used a non-probability sampling technique, convenience sampling which makes generalisation of the findings difficult. A probability technique such as simple random can be used to undertake future research. The study can also be replicated in other countries in order to form the basis for finding comparison.

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Survey Questionnaire
UNIVERSITY OF CAPE COAST
SCHOOL OF BUSINESS
DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

INTRODUCTION

The researcher is a Master's student at the University of Cape Coast offering Master of Business Administration (Marketing Option) Programme. The researcher is conducting a study on the topic "*Advertising and Sales Performance in The Case of Lacdan Roofing Company*". This is in partial fulfilment of the requirements for the award of a Master of Business Administration (Marketing) degree. Please your responses provided for this academic purpose will be treated with high confidentiality.

THANK YOU.

Please write or tick [√] where applicable

SECTION A: DEMOGRAPHIC INFORMATION OF RESPONDENTS

1. Sex distribution Male [] Female []

2. Age range of respondent in years:
18-24 [] 25-34 [] 35-44 [] 45-55 [] 55+ []

3. Educational level: No Education [] Basic/Secondary []
Diploma [] First Degree [] Postgraduate []
4. Employment status Unemployed [] Salaried worker [] Self-employed []
Retired []

5. How long have you been working with Lacdan Roofing Company? (years)
Less than 5 [] 6-10 [] 10-15 [] 16+ []

SECTION B:

6. To what extent are you Agree with the following statement about effectiveness of advertising tools of Lacdan Roofing Company

Where: 1-Strongly disagree ; 2-Disagree; 3-Neutral; 4-Agree; 5-Strongly Agree

No	PERCEIVED EFFECTIVNESS OF ADVERTISING AT LACDAN	1	2	3	4	5
1	I perceive local radio adverts as effective advertising tool of Lacdan roofing company					
2	I perceive Newspaper adverts as effective advertising tool of Lacdan roofing company					
3	I perceive Packaging as effective advertising tool of Lacdan roofing company					
4	I perceive Social Media as effective advertising tool of Lacdan roofing company					
5	I perceive Billboards, handbills and Posters as effective advertising tool of Lacdan roofing company					

SECTION C: SALES STRATEGIES OF LACDAN ROOFING COMPANY

7. To what extent are you satisfied with the following statement about advertising channels of Lacdan Roofing Company

Where: 1-Strongly Disagree; 2-Disagree; 3-Neutral; 4-Agree; 5-Strongly Agree

No	ADVERTISING STRATEGIES	1	2	3	4	5
A	Informative Advertising					
1	Radio and small voice notifications of Lacdan always informs me about roofing products from Lacdan company					
2	Newspaper advertising of Lacdan informs to me to buy roofing products from Lacdan company					
3	Beautiful and nice package of the roofing products informs me to buy roofing from Lacdan company					
4	Colourful television adverts of Lacdan roofing informs me to buy roofing products from Lacdan company					
5	Decent posters, hand-bills and billboards of Lacdan informs me to buy their products					

B	Persuasive Advertising:					
6	Colourful television adverts of Lacdan roofing persuade me buy roofing products from Lacdan company					
7	Radio and small voice notifications convenience me buy roofing products from Lacdan company					
8	Newspaper advertising of Lacdan makes me buy roofing products from Lacdan company					
9	Beautiful and nice package of the roofing products persuade me buy roofing from Lacdan					
10	Decent posters, hand-bills and billboards of Lacdan makes me buy their products					
B	Reminder Advertising:					
11	Colourful television adverts of Lacdan roofing always remind me about roofing products of Lacdan company					
12	Radio and small voice notifications makes me remember roofing products from Lacdan company					
13	Newspaper advertising remind me of roofing products from Lacdan company					
14	Beautiful and nice package of the roofing products help me remember roofing from Lacdan company					
15	Decent posters, hand-bills and billboards of Lacdan assist me remember their roofing products					
16	I remember and buy products of Lacdan because of their creative social media pages (youtube, facebook, instagram)					

SECTION D: EFFECT OF ADVERTISING ON SALES PERFORMANCE

8. To what extent do you agree or disagree that advertising of Lacdan makes you buy more from the company?

Where: 1-Strongly Disagree; 2-Disagree; 3-Neutral; 4-Agree; 5-Strongly Agree

No	EFFECT OF ADVERTISING ON SALES PERFORMANCE	1	2	3	4	5
1	I buy more roofing products from Lacdan because of their radio adverts persuade me to buy more from them.					

2	I increase my purchase of roofing products from Lacdan because Newspaper adverts of Lacdan informs, persuade and remind me to buy more					
3	I purchase more from Lacdan because their adverts remind me anytime I want roofing products					
4	I buy more from Lacdan because their adverts always keep the image of the products on my mind					
5	Nice packaging of Lacdan company makes me buy more roofing products from Lacdan					