

**THE ROLE OF ADVERTISEMENT IN THE DEVELOPMENT OF THE HOSPITALITY  
INDUSTRY.A CASE STUDY OF LAKE VICTORA HOTEL**

**BY**

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**MAY, 2018.**

## DECLARATION

I **NALUGO JOAN** declare that this dissertation is my original work and it has never been submitted before for any award of Degree in any University or Academic Institute.

Signed:  \_\_\_\_\_

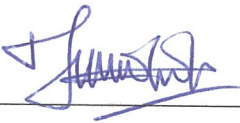
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**APPROVAL**

This work has been submitted for examination under my facilitation as the University Supervisor.

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Research Supervisor

## DEDICATION

I dedicate this work to my dear parents Mr. and Mrs. Mugabi for their entire love, care and support they have accorded to me throughout my entire life and academics.

## **ACKNOWLEDGEMENT**

I want to thank the Almighty God, for providing me with his grace and opportunity to finish this academic study. I would also like to extend my sincere gratitude to all those who have contributed towards the successful completion of this dissertation.

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## CHAPTER ONE

### INTRODUCTION

#### **1.0 Introduction.**

This chapter covered the background of the study, statement of the problem, broad Objectives of the study, specific objectives of the study, research questions, and scope of the study, significance of the study, limitation and the structure of the report.

#### **1.1 Background of the study**

Globally, The hotel industry is one of the main sub-sectors of tourism and Cunha (2003) believes that the hotel industry was one of the in the principal motives for the development and growth of tourism, which has led to increased number of establishments hoteliers, respective size and organizational complexity (Quintas, 1998). Also the national hotel accompanied the growth of international hospitality thus becoming in the activity with the highest weight among all activities covered by the national tourism. Lima (2003) saw the first hotel units were managed by the owners, in the case of purely family business with management by the owner's family managed this, often seen as the first stage of development of hotel management. The development of the hotel business and management skills helped to create a set of techniques that together gave rise to the so-called "Hotel Management", becoming management with greater complexity and professionalism (Werner, 2004). The evolution of the hotel management made the hotel units to raise their greater concern with issues of image, promotion, service quality and customer satisfaction therefore was unable to marketing play an important role in guiding the market (Teare, 1998). Thus, Lambin (2000) feels that marketing and promotion are sufficiently important for the hotel it was necessary to develop techniques and strategies for promoting able to reach markets products and hotel services (Jenkins, O. H. 2009).

Over the years tourism have relied heavily on the power of word of mouth marketing; it used to be our friends and family who inspired and helped in planning our travels often guided by tourism guides, magazines, and travel agencies. However, today with the emergence of the digital technologies, the word of mouth information has extended beyond a limited group to the entire world. Social Advertising as a part of the digital technology revolution now connects travellers to the opinions and recommendations of millions of people, including friends in their social network and like-minded travellers they have never even met. Tourism organizations have taken advantage of this amazing technology by increasing their promotions of destinations and products on Social Advertising with the sole aim of reaching out to the masses. Certain tourism organizations such as

Yelp, Trip Advisor, Trip Hobo, Travel Triangle, and many more provide extensive information starting from small boutiques, restaurants, and shops to major sightseeing attractions for all tourism destinations through various Social Advertising tools. With more than 200 million reviews and opinions posted on Trip Advisor till date, and more than 800 million active users on Face book posting updates and sharing images of their travel destinations, Social Advertising can be seen as dominating the tourism marketing scenario. Today travellers develop an image about a tourism destination and set their expectations based on previous experience, word of mouth, press reports, advertising, and common beliefs, before actually visiting a destination, as quoted by Baloglu & Brinberg and Chon (1997 and 1992). Further, Social Advertising has also made tourism companies accountable for what they promote and promise through its various channels. Travellers and tourists today are more prompt and often voice their opinions actively through Social Advertising tools like Face book, Twitter, etc. and websites such as Yelp, Trip Advisor, etc.( McCabe, S. 2009).

Kotler (2003) show us that to communicate with the outside the hotel unit must perform various actions external, structured and developed based on a promotion and effective marketing promotion strategy, allowing to get the message from the market and acquire a wide range of information about the market, customers and competition (Peppers & Rogers, 1999). This strategy could be very important if give to hotel the opportunity to obtaining competitive advantages, including the ability to develop and customize the product/service, providing customer satisfaction, thereby increasing the likelihood of this loyalty is (Gordon, 1998).

The advertising has had significant impact on various industries such as the hospitality industry. The hospitality industry is a multibillion-dollar-per-year industry that encompasses a variety of aspects of the tourism field. The travel, hotel and restaurant industries all have a stake in the larger field known as the hospitality industry. The hospitality industry has been a mainstay in American society since the early part of the 20th century. The invention of the automobile and its mass production in the 1920s turned America into a nation of tourists. Advertising played an important role in this transformation as popular radio programs and various forms of print advertising popularized tourist spots throughout the country. Advertisements created a natural curiosity for many of these locations, leading Americans to make tourism a part of their yearly routines.

Advertiser's primary mission is to reach prospective customers and influence their awareness attitudes and buying behavior they spend a lot of money to keep individuals (market) interested in their product. To succeed they need to understand what makes potential customers behave the way

they do. The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group and symbols for communication this involves the study of customers behavior, the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants. Advertising is a platform of non-personal presentations and promotions of ideas, goods or services by an identified sponsor (Kotler and Armstrong, 2010) There are various forms of advertising like informative advertising, persuasive advertising, comparison advertising and reminder advertising. Informative advertising is used to inform customers about a new product service or future build primary demands. It describes available products and services, corrects false impressions and builds the image of the company. (Kotler, 2010) Advertising can be done through print advertising which includes newspapers, magazines, brochures, Audio advertising for example Radio and Visual advertising which includes billboards and television (Kotler and Armstrong 2010) the hospitality industry includes the hotel and motel, or lodging, trade. As defined by the council on hotel, Restaurants and institutional Education, it also includes food services, recreation services, and tourism. The hospitality industry provides accommodations, meals, and personal services for both the traveling public and permanent residents (Sandvik, K., & Waade, A. M. 2008).

The role that advertising is playing in the various aspects of life is becoming increasingly greater each day, especially in spheres like social interaction, and cultural and educational aspects of our life. As archaeological monuments can articulate the traditions, customs and heritage of the past, the advertising can in its turn clarify today's values and civilizations of the different countries and hence attempt to correct any widespread erroneous information. Both the advertising and archaeological monuments have messages and missions with various dimensions. The advertising contributes greatly in activating tourist attractions (Jenkins, H. 2006).

Advertising communications technologies are imperative for frontline investments for sustainable globalised tourism development indicators. The powerful effects of advertising communications can bring sweeping changes of attitudes and behavior among the key actors in local, national and global tourism for peace, security and sustainable development. The social, cultural, economic, political and environmental benefits of tourism would usher in monumental and historic changes in the country. As the verdict goes, the advertising has a social responsibility to enhance the blending of local, national and international cultural values for enriched politics, society and economy. Public communications strategy based on access to quality information and knowledge will drive the new

global tourism through partnership initiatives such as: peace and security, conflict resolutions for eco tourism, quality tourism, Joint ventures, technology transfer, etc.

The advertising have a crucial role to play in putting emerging destinations. The relationship between tourism and the advertising is vital and complex. Tourism is highly dependant on advertising reporting because the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves. When there is bad news or a crisis the impact on tourism can be devastating. Tourists are scared away from destinations caught in the glare of round-the-clock disaster coverage, causing communities dependent on tourism to lose their source of livelihood.

Today, advertising efforts have been instrumental in commercializing ideas and inventions successfully in different hotels in Uganda. Therefore, it could be fatal for Hotels to ignore the importance of marketing (cf. e.g. Yli-Kovero, 2006; Salminen, 2006). Kotler (1999) emphasizes the position of advertising to even argue that, in the future, marketing has the main responsibility for achieving profitable revenue growth for the company. Today cost-efficiency does not provide long-term competitive advantage for companies whereas marketing, when well conducted, does. Especially in the field of strategic marketing, benefits are still largely waiting for realization. Advertising has traditionally been viewed and treated more as an operational rather than strategic function in companies. It has focused on decisions related to analyzing and selecting target markets, product and brand development, promotion, and channels of distribution (Hunt and Morgan, 2011).

Lake Victoria Hotel Uganda carries out frequent advertisement through various advertising channels such as Radio, Magazines, Newspapers, Internet, and Televisions among others. To show the various services they offer to their customers, this increases on the number of customers they receive per-day. Despite its efforts in advertising regularly through giving customers incentives and being royal to them, Lake Victoria Hotel Uganda has not improved to the desired targets for the past four years. This therefore inspired the researcher to investigate the relationship between Advertisement and the Hospitality industry in Lake Victoria Hotel Uganda.

## **1.2 Statement of the problem**

The current globalization market has made companies to see the internationalization of their activities as a way to remain competitive. Advertising strategies have become important tool globally for any organization to remain in competitive market environment and was stronger.

Aremu and Lawal (2012), sees strategy as a pattern of resource allocation decisions made throughout an organization. This encapsulates both desired goals and beliefs about what are acceptable and most critically unacceptable means for achieving them. Advertising strategy implies that the analysis of the market and its environment, customer buying behavior, competitive activities and the need and capabilities of marketing and advertising (Maarit Karppinen.2011). Due to this competition, in order to increase its customer base, to beat competitor products, and to increase its sales volume, Lake Victoria Hotel has tried to come up with frequent Advertising strategies so as to improve its performances so as to increase its customer base, increase on sales volumes and thus it normally markets using on-line marketing platforms like websites, face book pages, product Placement, radios, television, newspapers and giving brochures to the public. Despite the efforts of the marketing department of Lake Victoria Hotel, it has still has met a couple of low backs along the way such as; Shortage of trained and experienced marketing personnels, the hotel industry is still technology averse to an extent whereby other industries outpace mobile telecom Industry in the adaptation of cutting edge technology, and failure to understand customer tastes and preferences which have led to low sales, low customer base, and thus low performance of these companies to compete effectively on the world market. It is against this background that the researcher is intending to investigate the relationship between marketing and sales performance in the selected firms in Uganda (Kathuni & Mugenda, 2012).

### **1.3 Purpose of the Study**

The purpose of the study was to inaugurate the role of Advertisement in the Hospitality industry at Lake Victoria Hotel Uganda.

### **1.4 Research Objectives**

- i). To assess the forms of advertisement used by Lake Victoria Hotel.
- ii). To establish the factors affecting advertising in Lake Victoria Hotel.
- iii). To evaluate the importance of advertisement in Lake Victoria Hotel Uganda.

### **1.5 Research Questions**

- i). What are the forms of advertisement used by Lake Victoria Hotel?
- ii). What are the factors affecting advertising in Lake Victoria Hotel?
- iii). What is the importance of advertisement in Lake Victoria Hotel Uganda?

### **1.6 Scope of the study**

#### **1.6.1 Content scope**

The study was confined in examining advertising in hotels in Uganda like Lake Victoria Hotel in Kampala Uganda.

### **1.6.2 Geographic scope**

The research was carried out in Lake Victoria Hotel Uganda located in Entebbe –Uganda.

### **1.6.3 Time scope**

The study was carried out for two months which include the value of collecting, analyzing and interpretation of data from March to May 2018

### **1.7 Significance of the study**

The study will help hotels understand the importance of advertising. It will enable them structure their adverts and brands to make them more appealing in order to improve sales and lead to better performance. As this study gives a clear insight into how advertisement can influence customer behavior.

Many hotels will be encouraged into using adverts to market their services when hotels start making more sales and profits as a result of advertising, the economy of Uganda will be boosted, as more income from tax will be accrued to the government of Uganda.

The findings and recommendations of this study will go a long way in helping hotels to adopt good advertising strategies and appealing brand designs to help get more customers for products and services.

### **1.8 The structure of the report**

Chapter one of this study includes the general introduction, background information about the study, statement of the problem objectives of the study, research questions, scope of the study, significance of the study and the limitation of the study.

Chapter two reviews all relevant literatures relating to the study as well as the researcher's views concerning previous studies on the challenges of income taxation.

Chapter three includes the methodology applied in collecting and analyzing data population definition study site and limitations.

Chapter four includes the analysis of the findings in relation to the study objectives

chapter five includes the conclusions and further recommendations made.

## CHAPTER TWO

### LITERATURE REVIEW

#### **2.0 Introduction**

This chapter comprises of what other scholars/researchers have written about the topic under the study. It will have a theoretical framework, and then literature that is reviewed basing on the study objectives. This chapter is devoted to reviewing the existing literature related to the topic under study. It will be sectioned basing on the research objectives that is, literature on the Hospitality industry. Advertising and the relationship between advertising and the Hospitality industry.

#### **2.1 The concept of Advertisement**

Shimp (2007) corroborating Richards and Curran (2002) define advertising as a paid advertising form of communication from an identifiable source. Designed to persuade the receiver to take some action, now or in the future. An official and well liked definition of advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Belch & Belch.2003). On the other hand advertising can be a cost effective way to disseminate messages, whether to build a brand image and to educate people (Kotler.2006).

A broad variety of rational motives can be used as a source of advertising appeals such as convenience, economy, health, sensory benefits, also quality, performance, comfort, durability, efficacy and many others; all of these are to stimulate the consumer to patronize the service (Duncan, 2002). In accordance with the work of young (1973). Shimp (2007) asserts that many business firms as well as not for profit organizations have faith in advertising majority because it performs five critical communications functions which are informing, influencing, reminding and increasing salience. Adding value and assisting other company efforts (Young. 1973) and in the real sense, it is the method used by the companies for creating awareness of their products, as well as making new services known to the new and potential customers.

One of the advertising's most important functions is to publicize brands (Ehernberg, Barnard, Kennedy and Bloom 2002).Advertising is an effective form of communication capable of reaching mass audiences at relatively low cost contact, it facilitates introduction the of new brands and increases demand for existing brands. largely by increasing consumers' top of mind awareness (TOMA)for established brands in nature service categories.(D'Souza and Rao 1995; Ehrenberg 1974; Miller and Berry 1998; Ehrenberg, Barnard, Kennedy, and bloom 2002ss)



Reynolds (2008) defined advertisement as a method or duty of conveying positive information concerning product or service availability, price or quality. He goes ahead and argues it out that advertisement is aimed at raising the demand of a particular brand of a product or service at the expenses of rival brand. But an indicated result may be to raise the demand for the product at the expense of the less heavily advertised products or services (image creation).

Bernsten (2014) defined advertisement as, the set of communication ideas about a product in order to motivate consumers towards purchase. On the other hand, Evans (2008), points out that advertisement is not undertaken by management of making just fun or helping advertising owners solvent .but to advance the prosperity in sales for the company's products and services. Advertising is the structured and composed no personal communication of information.

## **2.2 The forms of advertisement used by Lake Victoria Hotel.**

### **Television and radio advertisement:**

Television and radio are two traditional broadcast advertising long used in advertising. Television offers creative opportunities, a dynamic message and wide audience reach. It is typically the most expensive medium to advertise through, though. Because local affiliated stations normally serve a wide local audience, you also have to deal with waste when trying to target a small town marketplace (Verbeke, W, 1992). TV watchers normally have a negative attitude toward commercials and many have DVRs at their fingertips. Radio and TV both have fleeting messages, meaning they disappear once the commercial spot ends. Radio is relatively affordable for small businesses and allows for repetition and frequency. You don't have the visual element of TV and you have to deal with a distracted audience, since most listeners are driving.

### **Magazines and newspapers**

Magazines and newspapers are the two traditional print advertising. Magazines offer a highly selective audience who is generally interested in ads closely related to the topic of the magazine. Visual imagery is also stronger in magazines than newspapers. You have little wasted since magazines are very niche and you can target a narrow customer segment. On the downside, magazines are costly and require long lead times, which limit timely promotions (Stone, G., Besser, D. 2000). They also have limited audience reach. Newspapers are very affordable for local businesses and allow you to target a geographic segment if you have a universal product or service. Newspapers are also viewed as a credible medium, which enhances ad acceptance (Lewis, 2003).

**Support advertising:**

Support advertising include several options for message delivery than normally add to or expand campaigns delivered through more traditional advertising. Billboards, transits, bus benches, aerial, directories and trade publications are common support advertising. Each has pros and cons, but collectively, they offer ways to reach a wider audience in a local or regional market or to increase frequency of message exposure to targeted market segments (Siropolis, N. 2007).

**Direct marketing;**

This is an interactive approach to advertising that has picked up in usage in the early 21st century. It includes direct mail, email and telemarketing (Smith, E.G., Meurs, L. V., and Neijens, 2006). These are direct response efforts to create an ongoing dialogue or interaction with customers. Weekly or monthly email newsletters, for instance, allow you to keep your brand, products and other messages in front of prospects and customers. Telemarketing is a way to survey customers and offer new products, upgrades or renewals. Direct mail is the most common format of direct marketing where you send mailers or postcards to targeted customers promoting products, deals or promotions (Schudson, 2014). Direct marketing has become more prominent because it allows for ease in tracking customer response rates and helps advertisers better measure return on investment.

**Product placement advertising:**

Another newer advertising technique is product placement. This is where you offer compensation to a TV show, movie, video game or theme park to use your product while entertaining audiences. You could pay a TV show, for instance, to depict your product being used and discussed positive in a particular scene (Ryans, C. 2006). This ad method is a way for companies to integrate ads with entertainment since customers have found ways to avoid messages delivered through more conventional advertising.

**Online advertising:**

The Internet is used by online and offline companies to promote products or services. Banner ads, pop up ads, text ads and paid search placements are common forms. Banner, pop up and text ads are ways to present an image or message on a publisher's website or on a number of websites through a third-party platform like Google's Adwords program.

### **Article advisement:**

This type of advertising is used by Lake Victoria Hotel through writing and distributing short articles to a range of outlets such as article banks, forums, and newsletter publishers. Its main purpose is to gain a huge number of online audiences and boost the number of sales opportunities for products or service on websites. Lake Victoria Hotel usually gets professionally composed Articles-written, linked & distributed to over 400+ of the most popular article sites when you use other company's exclusive Article Marketing Service. This service adds a major boost to their web site traffic and builds links that point directly to their web site. They increase their online business sales by driving targeted, interested visitors to their web site when people read informative content article(s) about their company and its products. They write interesting, informative, professional content articles that can dramatically help to improve their search engine ranking, the advantages of article marketing include:; Increasing brand awareness- a company can use this marketing strategy to establish a good relationship with their readers, which they can convert into consumer if the company's articles are enough for their readers.

### **Banner Advertising and Website advertising:**

Their banners and graphics are displayed on tens of thousands of websites all over the internet on their behalf. Every time their banners are shown on network to real & targeted people that count as an impression. When people click on their and go to your website that counts as a click-thru. On other network, for a very low cost you can purchase impression AND/OR click-throughs.

The more times their banners are displayed to a greater number of people. The more familiar that their company and business to prospective customers and for that matter therefore they have managed to build brand awareness. Their sole intention for this is generally make an average of 4 to 5 impressions on a person's mind before their awareness can begin to warm up to the idea of making a purchase or trying a product or service.

## **2.2 The factors affecting advertising in Lake Victoria Hotel.**

### **Products, Prices and Promotions**

The activity of marketing goods and services to business users, rather than to ultimate consumers, is business marketing and a firm performing the activity is a business marketer. Every retail store and wholesaling establishment is a business user, as is the case with every resort, hotel, and restaurant. Business market demand generally is derived, inelastic, and widely fluctuating. Business buyers usually are well informed about what they are buying. Business market demand is analyzed by evaluating the number and kinds of business users and their buying power. Kotler (2009) argues that

selling products and services to a company is fundamentally different than selling to individuals. Others disagree, claiming that marketing theory is still valid and only involves some adaptation in the marketing tactics. In order for firms to be competitive and remain in business, their products, prices and promotional activities must be satisfactory and offer as good a value as most rivals and industry leaders (Mujtaba and McFarlane, 2007).

**Product.** A product is any tangible or intangible good or service offered to customers. To satisfy customers, businesses should render quality products and services. Nankervis (1992) mentions that productivity of hotels in Southeast Asia assumes crucial importance when compared with competitors; for example, in terms of intangible services, even the check-in and check-out speeds and luggage delivery times should be monitored, measured, and compared with competitors by business managers. Lovelock and Foster (1991) describe service as intangible and experiential. According to Kotler (1996), service is an act or performance that one can offer to another that is essential, intangible and does not result in the ownership of anything. He further stated that service can be categorized into four groups: (a) pure tangible goods (b) tangible goods with accompanying sources, (c) major service, accompanying minor goods or service, and (d) a pure service which could also be classified into people and equipment based. Peter and Donnelly (1991) stated that service quality is paramount for all service providers. In recent years, more than forty percent of all customers surveyed listed poor service as the number one reason for switching to the competition while only eight percent listed price as a reason for switching (Peter and Donnelly, 1991).

**Price.** Price is the amount that can be charged for a company's products or services. In the setting of prices, managers/owners should see to it that prices are reasonably affordable, fair, and competitive. According to McCarty and Perreault (1990), price is what is charged for a firm's products or services since a business transaction can be an exchange of money, which represents the price. Walker, Boyd and Larreche (1996) state that companies find it difficult to adopt standardized pricing strategy across countries because of reasons such as different transportation cost, exchange rate, competition, market demand, objectives, government policies and regulation, taxes and other factors. Pricing is an art and its main goals are to optimize profit, reduce losses, and maintain market share for the organization and the industry. According to Pagoso and De la Cruz (2000), price is a very important factor in the operational market because this is the only element among the four P's of marketing mix that generates income.

Lao (2001) states that pricing is a science, but it is not necessarily an exact science since it requires some skill and research. Through an exhaustive accumulation of decision-making information combined with the company operation, managers can create a good pricing policy. According to O'Hara (1995), pricing plays a major role in any business establishment.

Prices of products can be changed from time to time due to fluctuation or an economic recession. Prices influence the market share, competition, profit, product quality and the entire marketing program. An example of pricing can include what a resort or hotel charges for a room per night. There are two major components of room rates as mentioned by Vallen (1985): first, room rates must be large enough to cover costs and a fair return on invested capital; and secondly, it must be reasonable enough to attract and retain the clientele to whom the operation is being marketed.

**Promotion.** Promotion is a way of informing people about the services and products of an organization. It is an important tool in business to persuade more and more prospective customers in order to be successful in the industry. Promotion is a technique that is designed and utilized by companies as a way of enhancing their brand perception as well as to encourage customers to use their products and services. As mentioned by Strong (1977), promotion can be improved through: (1) analysis of spending and establishing objectives, better selection of appropriate promotional techniques, pre-testing, evaluation, focusing on the long term, and (6) the development of more detailed information on the effect of promotion. Peter and Donnelly (1991) mentioned that a seller's product can be promoted through advertising in printed and electronic advertising. A message can be designed to inform, persuade and remind people about the firm's offerings. Peter and Donnelly mention that there are three basic factors to be considered in devising a promotion mix: the role of promotion in the over-all marketing mix, the nature of the product, and (3) the nature of the market

### **2.3 The importance of advertisement in Lake Victoria Hotel Uganda.**

Advertising performs modest valuable information role both for the advertised brand and the consumer by teaching new uses for existing brands hence encouraging customers to exhibit willingness to patronize such brand. (Wansink and Ray, 1996)(Light and Morgan, 1994)also in their work agreed that effective advertising assists in influencing perceived quality and other perceptions of a product or service thereby leading to increased market share and greater profitability.

According to A. R. Modern (1993), advertising is very crucial part for bringing about the development of the hospitality industry, visible, practically in consumer services and requires very high absolute level of company's expenditure.

Slavin (1991), proposed that advertisement is to bring the consumer into buying more of a product or service. Advertisement tends to change the way we think about a product or service. It intends to make us think a product or service is more useful, desirable or of a necessity. Hence making us feel that we must have the product.

**Consumer's purchasing decision:** Advertisement plays a vital role in marketing consumer's purchasing decision and promotion to particular. Most consumers have the erroneous impression that promotion is synonymous with advertisement and vice-versa. Advertisement is therefore a very good instrument that can be used to change consumers mindset about a product or service hence help to tap into their buying power and influence their thoughts. Rotzoll (2009), started that persuasive elements of the advertisement drive the customers towards a strong desire to possess the product. This finally leads them towards buying or possessing the product.

**Increases the sales revenue:** Advertisement increases the sales revenue of an organization. This is because information is the fastest travelling element than any other thing in the world .Even communication comes through information. If information is necessary, communication would have been useless. Since advertisement is all about communication of the existence of product or service to consumers, it has been a tool that generates sales for most organization yearly, this is because advertisement travels faster and wider than personal selling, direct marketing, public relations and other tools of promotional activities put in place by the company. It travels faster than the product itself, the advertisement has gotten to the place where even the product is not available. Doing business without advertisement is like winking at a girl in the dark, you know what you are doing but nobody else does (Steuart, 2009).

**Draws an audience's attention:** According to George (2003), advertisement draws an audience's attention to a product or service offered by a company. Potential customers are made aware of the product can benefit them and will give them a reason to invest in it. The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives like reducing consumer dissonance. Advertisement is a marketing tool that is becoming impossible to avoid in everyday life and can range from subtle word of mouth strategies to full blow million dollar advertising campaigns (Borden, 2011)

**Sets the product or service apart:** Advertisement is advantageous because it sets the product or service apart as being different and superior to other brands, it has been argued by Ferguson (2004) that 'advertisement increase barriers to entry and reduces competition on measured by increase in monopoly profit' The argument that advert reduces competition is based on the assumption that the

cost of advertisement, a new product is prohibitive for any but the large firm in the industry firm in the industry. In other words advertisement superiority enables large existing product to block new competitors from entering into market and result in the establishment of monopoly with high price. A good advertisement has also served as a savior to the product under many circumstances even the midst of severe competition for other related competitive products or service. It has been the major tool that went all the way in changing consumer's negative impression about the product or service and persuades them to purchase.

**The public/consumers benefit greatly from advertisement expenditures.** Advertisement are informative, the newspaper are full of information about products, prices, features and more. Hotels spend more on direct mail than radio or magazine's advertisement. Direct mail (like catalogs and letters sent by mail to people's homes and offices) is informative shopping aid for consumers. Most times consumers receive mini catalogs in their newspapers that tells them what's on sales, where at which price, for how long and more. Advertisement not only informs the consumer about products or services, it also provides them with free television and radio programs because money advertisers spend for commercial time pays production costs. Advertisement also covers the major costs of production newspapers and magazines. You can get your advertisement reached to every corner of the world (Brown, 2011).

**Builds a brand and an identity:** Advertisement gives Hotels and companies the opportunity to build up a brand and an identity. A recent example of this having great success is with the Apple brand. The distinct adverts in both TV and print from are instantly recognizable as the company's own and gives it an identity as a clean, modern and reputable brand. Advertisement need to relate to current trends and sell both a product individually as well as the company as a whole. If an advertisement succeeds at both it can help draw an audience to the product or service and build a relationship between the customers and company. Establishing this connection should lead to a boost in sales for the business (Gary et al, 2005).

Wanoff and S.M (1997), noted that many firms have their own departments of advertisement whose aim is to advertise the company's merchandise and services to the potential buyers and make general consumers aware of different aspects of their brand. While, on the other hand, many Hotels and Organizations depend upon advertisement agencies for promoting their brands and services which are available under their roof for the customers' disposal. Organizations are supposed to pay a certain amount to these agencies for the promotion of their brand name.

**Advertisement promotes the image of the firm**, this is because it builds a corporate image for a company, and also helps to familiarize consumers with new style of product in the market by alerting and sensitizes members of marketing channel. Sandage (2009) also said that advertisement can form a connection between companies and their companies as well. Attractive advertisement increases the demand of public which directly boost sales of the brand.

**Helps the consumers from being over exploited**, this is because the advertisement informs the clients and customers of the lake Victoria hotel to know more about qualities and price of goods and this makes purchasing easy for them since they go to purchase something when they already know what to spend on it. And also help them to save time while getting the product. According to Thomas (2000), the most truthful part of a newspaper is the advertisements since they always drive to the product or service the consumer ought to know.

**Advertisement increases employment opportunities**. This is because it increases there development of the hospitality industry which leads to its expansion and the need to employ other people. Since advertisement eliminates middle men, the costs incurred by the firm also decreases and it also awakens interest and provide utility of the goods far and wide in the economy and in most cases, a company can become multinational and employ people all over the world.



## CHAPTER THREE RESEARCH METHODOLOGY

### 3.0 Introduction

The study comprised of the research design, study population, sample size, sampling method, sampling techniques, data collection instruments, validity and reliability, data processing, data analysis, and limitations of the study.

### 3.1 Research Design

The study was a descriptive correlation research design. It involved establishing the relationship between the independent variable and the dependent variable. The reason for this is because it aimed at describing the current situation so that it can be understood clearly. Thus the gaps identified in it can be addressed in order to analyze the causes of stress among university students. Both qualitative and quantitative approaches were used in this study. Staff or workers of the Lake Victoria Hotel offered qualitative data in their responses which afterwards was quantified to establish the trends to be used in analysis.

### 3.2 Study population

The study was constituted of 100 respondents from both clients and internal staff members of the hotel.

### 3.3 Sample size

A sample of 80 respondents were used. The sample was collected from the Lake Victoria Hotel's database. This sample was selected using stratified random sampling technique. The population was segregated into several mutually exclusive subpopulations (strata) as per the different departments of Lake Victoria Hotel. These departments include; marketing department, Customer care, procurement department and Accounting department of the Lake Victoria Hotel to make a total of 50 staff members. This technique reduce biasness and allowed representation of all categories of individuals in the companies to participate.

**Table 3.3: Showing the sample size**

Category	Population	Sample
Front office department	10	05
Food and beverage department	20	15
Housekeeping department	34	31
Laundry and linen department	27	25
Customers	09	04
<b>Total</b>	<b>100</b>	<b>80</b>

*Source: primary data, 2018*

A representative sample, according to Gall (1996) gives results that can be generalized to the study population. The sample in this study may be restricted to the information required and for the purpose of this study; a sample size was determined using Slovene's Formula to come up with appropriate sample size to be used in the study. Slovene's Formula states that, given a population, the minimum Sample size is given by: The sample size was calculated mathematically using the formula below;

$$n = \frac{N}{(1+N(e)^2)}$$

Where; n = the sample size

N = total population of respondents.

e = the level of significance, that is 0.05

$$n = \frac{\frac{N}{(1+N(e)^2)}}{1 + \frac{100}{(100 \times 0.0025)}}$$

**Therefore, n= 80**

A sample size of 44 respondents is selected to participate in the study.

### 3.4 Sampling Procedure

Sample procedure or selection was by use of probability sampling technique especially simple random sampling and purposive sampling. Simple random sampling was used because the study intends to select a representative without bias from the accessible population. This ensured that each member of the target population gets an equal and independent chance of being included in the sample. In this procedure, the respondents were selected at random, and these respondents were identified according to their willingness and availability to take part in the study.

### 3.5 Research Instruments

In view of the purpose of this study, the researchers depend mainly on primary data as a source of data collection. Primary data for the purpose of this study was obtained through questionnaires.

#### 3.5.1 Questionnaire

The researchers designed a questionnaire with both opened and closed ended questions from the area of research. The questionnaires were structured carefully to avoid respondents not getting meaning of questions. Simple and easy words were therefore used so that respondents easily understand as

well as answer them. Possible answers were provided to enable respondents tick which ever answer they find suitable in terms of their response to the question.

### **3.5.2 Published Reports**

The researchers also took into consideration some reports that have been published already by other researchers that have bearing on the topic of this study. Divers conclusions have been made by researchers on various topics which were of importance to this research. The reports aided the researcher to get some information for the research (Bernstein et al 2008).

### **3.5.3 Observation**

This is a method where the researcher uses his or her eyes to watch or view the activities or phenomena as they take place. This was used to observe materials management activities carried out in different departments of Lake Victoria Hotel.

## **3.6 Data collection Methods**

### **Questionnaires:**

Draft questions on the questionnaire were pretested to remove ambiguity and achieve high degree of precision: any information omitted was rectified. All the units of analysis was comprehensively studied and whole population taken into account. After piloting the instruments they were carefully scrutinized for mistakes on procedures to ensure high return rates, reliability and validity. Questionnaires were chosen because they are economical, less time consuming and are more reliable since biasness of the interviewer is avoided. Open questionnaires were used to obtain respondents views while closed questionnaires were used to elicit more specific and direct type of information.

### **Observation:**

These was be used on documents at the procurement department; an observation check list was used to guide the research on the exercise. Data obtained by this method are generally objective and more accurate.

### **Interviews:**

Personal interviews were also employed in data collection exercise. Interviews were used because of the following importance it provides in depth data, guard against confusing questions, they are more flexible, the interviewer is able to clarify the purpose of research and obtain more information by probing, they yield higher response rates and may elicit more sensitive information.

### **3.7 Data Processing, Analysis and Presentation**

#### **3.7.1 Data processing.**

This includes; editing, tabulation and coding.

Editing was done to check the completed responses with purposes of detecting and eliminating errors and identifying vital information that was essential in coding and tabulation.

Coding was done according to whether or not the response was a representative of the objective of the study and realistic to the subject matter.

Tabulation involved mainly the use of simple statistical techniques like use of tables and percentages to test significance of the information from which meaning interpretation was drawn.

#### **3.7.2 Data Analysis**

After collecting all the necessary data, these data were coded and edited, analyzed and rephrased to eliminate errors and ensure consistency. It involved categorizing, discussing, classifying and summarizing of the responses to each question in coding frames, basing on the various responses. This was intended to ease the tabulation work. It also helped to remove unwanted responses which would be considered insignificant. Data was then entered into a computer and analyzed with the use Microsoft Excel sheets and then after it was an analyzed using percentage on frequency distribution tables, pie charts and graphs. Finally, a research report was written from the analyzed data in which conclusions and recommendations were made.

### **3.8 Ethical Consideration**

The researcher ensured confidentiality of the information provided by the respondents and ascertain the practice of ethics in this study.

I sought permission through a written request to the concerned Management or Human resource department of Lake Victoria Hotel to be included in the study, respondents will be asked to sign in Informed Consent Form, acknowledge the authors quoted in this study and the author of the standardized instrument through citations and referencing, findings was presented in a generalized manner.

During the study, an informed consent form was attached to each questionnaire, and interview guide which was required to be filled and signed by the respondents before any attempt to partake in this study. This form, as attached to the appendices sought to ensure that the respondents were not

coerced into taking part in the study but will do it out their own will to make the research program a success.

### **3.9 Limitations of the Study**

During the study, the researcher might encounter a challenge uncooperative behavior of some respondents, un-approachable respondents and those who were reluctant to give information. Some respondents required more time to respond to the questionnaires especially the students since most of them are not serious and dedicated.

Assessing data might was a problem since many respondents might doubt the confidentiality of research project. An introductory letter however was used to persuade the respondent that the research is purely academic.

Financial constraints: the researcher met hardships in terms of limited financial support to facilitate him especially in data processing and analysis since he ought to visit the factory every day to acquire any necessary information he might need.

Time factor: the time duration for gathering data was also too long for the planned period.

Failure of respondents to cooperate: some respondents were not willing to cooperate with the researcher since some of them were too rude and were also bias in giving in vital information necessary.

A study of this nature would normally entailed investigation into a variety of issues. This research work has covered a wide area than these but a lot of constraints hinder the wide range of the study. As a result of this, certain limitations were imposed on the area to be covered which includes:

Limited time. The time given is too limited for research work which will affect the researcher

Inaccessibility of data to provide the necessary information was difficult. Some of the staff that might cooperate might not be in better possession of the facts and figures necessary in this work.

Language barrier was also be a great challenge in accessing necessary information required for the study from different respondents in the hotel, since some of the hotel staff members don't understand perfect English as result of old age and low qualifications.

Inadequate resources were also a hindrance during the research field study as limited financial which were enough to sustain me for the long period of research especially in terms of lunch, transport fares, printing, binding and others.

## CHAPTER FOUR

### PRESENTATION, INTERPRETATION AND ANALYSIS OF FINDINGS

#### 4.0 Introduction

This chapter of the research report presents contains the statistical results that were generated from the data analysis and presents the findings based on the study objectives. The results were generated so as to appropriately address the research objectives and questions. The findings are presented in line with the stated objectives.

#### 4.1 Descriptive Characteristics of Respondents

This section presents the sample characteristics of the respondents such as; their gender, ages ,marital status, level of education , department, positions, length of service, and the number of years the company has operated since its formation. The results are presented in Table form with generated respective frequencies, pie charts and graphs.

##### 4.1.1 Respondents Gender

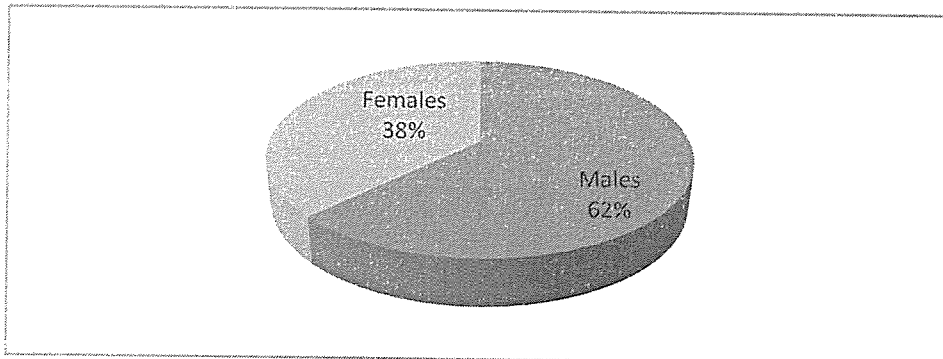
**Table 4.1.1: Showing Gender respondents**

Respondents	Frequency	Percentage
Males	50	62.5
Females	30	37.5
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data, 2018

The study sought to determine the Gender of the respondents from Lake Victoria Hotel and therefore requested the respondent including customers and staff of the Hotel to indicate their gender. The study found out that majority of the respondent as shown, 62.5 % were males whereas 37.5% of the respondents were females. This therefore should to us that all sexes were involved in this study and thus the finding of the study did not suffer from gender bias.

**Figure 4.1.1 Respondents Gender**



Source: Primary Data, 2018

#### 4.1.2 Age Structure of the Respondents

Respondents were asked questions related to their age so as to establish the productivity of the population sample and the results are shown in the table below:

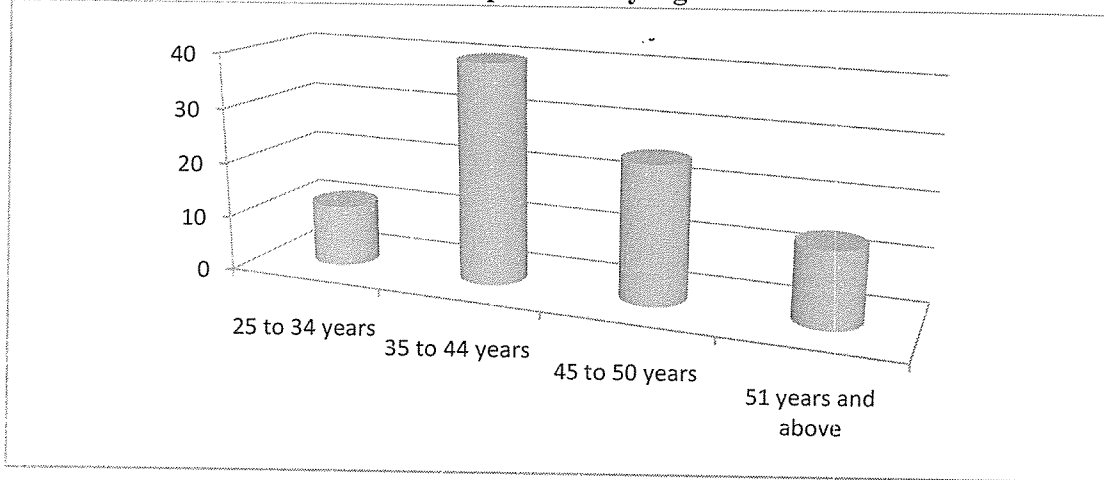
**Table 4.1.2: Age Distribution of Respondents by Age**

Age bracket	Frequency	Percentage (%)
20 to 29 years	41	51.25
30 to 39 years	20	25.00
40 to 49 years	11	13.75
50 years and above	08	10.00
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data, 2018

The study requested the respondent to indicate their age category, from the findings, 51.25% of the respondents were aged between 20 to 29 years, 30 to 39 years, 13.75% of the respondents indicated were aged between 40 to 49 years, and 11.25% were between whereas 10 % of the respondents indicated that they were aged above 50 years. This distribution of respondents by age is an indication that majority of respondents within in Lake Victoria Hotel 51.25% were in the age ranges that are more productive and active.

**Figure 4.1.2: Age Distribution of Respondents by Age**



Source: Primary Data, 2018

#### 4.1.3 Level of Education of the Respondents

Respondents were asked questions related to their Level of Education so as to establish the productivity of the population sample and the results are shown in the table below:

**Table 4.1.3: Level of Education**

Level of Education	Frequency	Percentage
Postgraduate	08	10
Masters	16	20
Degree	32	40
Diploma	24	30
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary data, 2016

The study requested the respondent to indicate their highest level of education from the findings It was established that 40% of the respondent indicated their highest level as degree, 30% of the respondent indicated their highest level as college diploma, 20% of the respondents indicated their highest level of education as masters, whereas 10 % of the respondents indicated their highest level as post graduate. This is an indication that most of the respondents focused in this study had university degrees as their highest level of education and thus were very qualified to suit Hotel standard.

#### 4.1.4 Working Experience

**Table 4.1.4: Working Experience**

Years of stay	Frequency	Percentage
Less than 2 years	8	10
2 to 5 years	24	30
6 to 10 Years	28	35
More than 10	20	25
<b>Total</b>	<b>80</b>	<b>100</b>

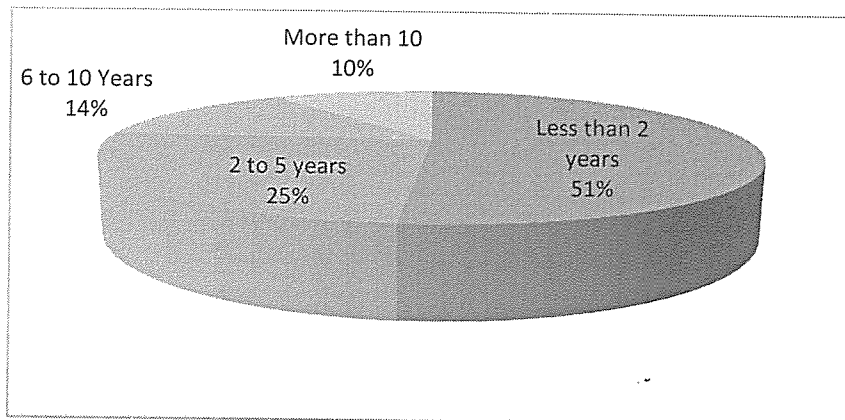
Source: Primary data, 2016

The study requested respondent to indicate the number of years they had worked for the hotel. From the findings the study established that 35 % of the respondents had worked in Kampala Hotel, for a period of raging 6 to 10 years 30% of the respondent indicated that they had worked within the hotel for a period raging between 2 to 5 years 25% of the respondents had worked in the Hotel for more



than 10 years, and finally 10 % of the respondents indicated to had stayed in the region for a period of less than 2 years, this implies that majority of the respondents had worked in the hotel for a considerable period which indicates that most of the respondents had vast knowledge about the Hotel which could be relied upon by this study since they had been working in Lake Victoria Hotel, for a more than 6 years as indicated below;

**Table 4.1.4: Working Experience of respondents**



#### 4.2 The forms of advertisement used by lake Victoria hotel

Table 4.2. the forms of advertisement used by lake Victoria hotel

advertisement	Respondents	Percentage (%)
Television and radio	18	22.5
Magazine e and news papers	08	10.0
Support advertising	10	12.5
Product placement	04	5.00
Online advertising	31	38.75
Banner advertising	09	11.25
<b>Total</b>	<b>80</b>	<b>100</b>

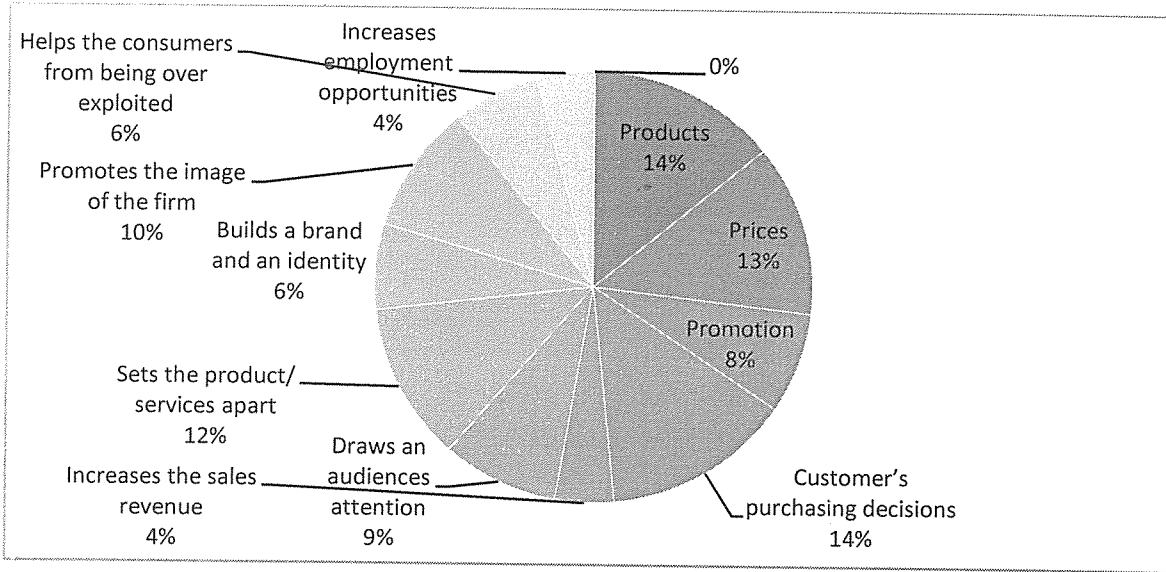
**Source:** *Primary Data, 2018.*

The researcher embarked on establishing the forms of advertisement used by Lake Victoria hotel, and thus majority of the respondents from the staff and clients of the hotel revealed that Online advertising the major forms of advertisement used by lake Victoria hotel especially the marketing and this was at a response rate of 38.75%, followed by another group of respondents who suggested that the hotel normally relies on Television and radio and this was at a response rate of 22.5%. However minority of respondents from the hotel looked at product placement as another form of advertisement used by the hotel and this was at 5% response rate , while the rest of the respondents

depicted magazine e and news papers as another form of advertisement used by Lake Victoria hotel and this was at 10%.

This thus implies that Lake Victoria hotel, being a three star hotel majorly embarks on Television and radio ,Support advertising , Online advertising and Magazine e and newspapers, which has helped to compete effectively in the global business world as seen in the figure below;

**Figure 4.2 The forms of advertisement used by lake Victoria hotel**



Source: Primary Data, 2018.

### 4.3 Factors affecting advertising in Lake Victoria Hotel

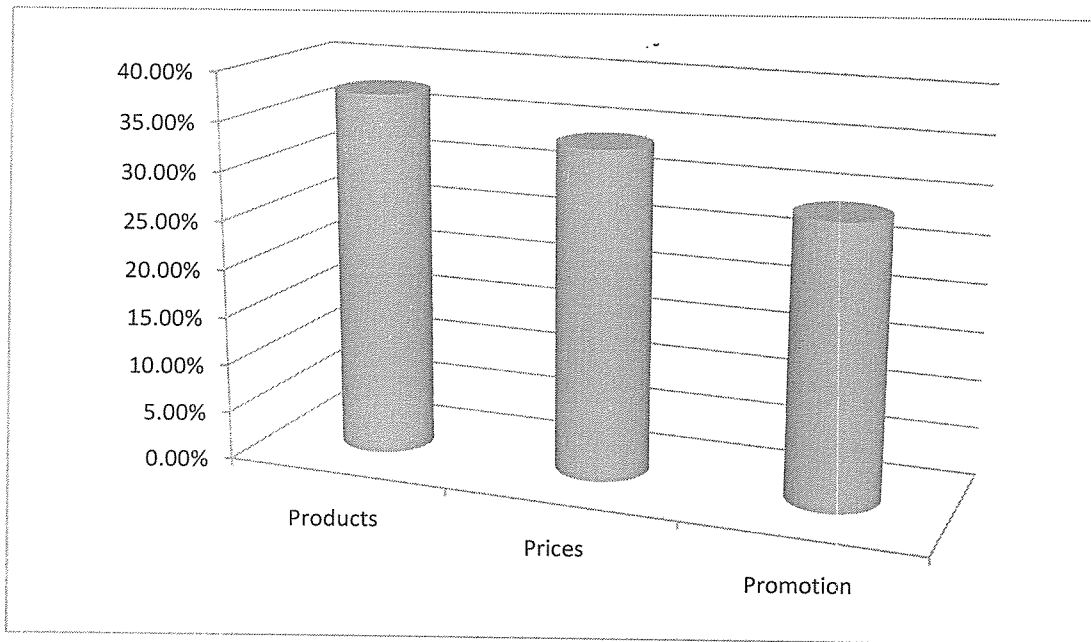
**Table 4.3 Factors affecting advertising in Lake Victoria Hotel**

Factors	Respondents	Percentage
Products	30	37.5%
Prices	27	33.75%
Promotion	23	28.75%
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data, 2018.

The Researcher also embarked on determining the factors affecting advertising in Lake Victoria hotel and thus majority of the respondents from both the staff and clients of the hotel suggested that Prices are the major factors affecting advertising in Lake Victoria Hotel with 37.5% response rate, followed by 33.75% of respondents who argued that Prices also influence advertising while only 28.75% were on the verdict that Promotion is also another factor affecting advertising in Lake Victoria Hotel.

Figure 4.3 Factors affecting advertising in Lake Victoria Hotel



Source: Primary Data, 2018.

#### 4.4 Importance of advertising in Lake Victoria hotel

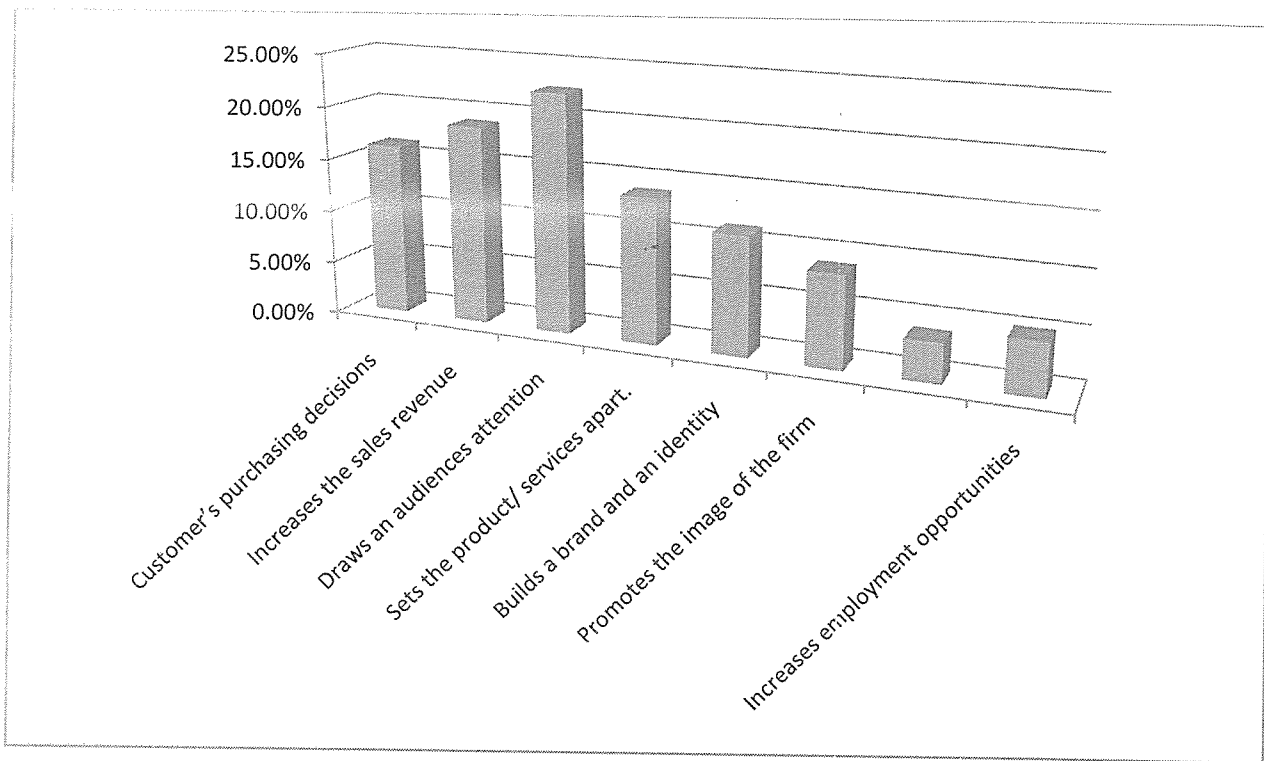
Table 4.4 Importance of advertising in Lake Victoria hotel

Importance	Respondents	Percentage
Customer's purchasing decisions	13	16.25%
Increases the sales revenue	15	18.75%
Draws an audiences attention	18	22.5%
Sets the product/ services apart.	11	13.75%
Builds a brand and an identity	09	11.25%
Promotes the image of the firm	07	8.75%
Helps the consumers from being over exploited	03	3.75%
Increases employment opportunities	04	5%
<b>Total</b>	<b>80</b>	<b>100</b>

Source: Primary Data, 2018.

The third objective was to evaluate the importance of advertising in Lake Victoria hotel and thus the findings from the respondents at the hotel revealed that advertising draws an audience attention to know more about the hotel. Another group of respondents from the hotel also suggested that advertising increases the sales revenue with 18.75%, followed by those who suggested that customer's purchasing decisions and these were at 16.25%, 13.75% of respondents suggested that advertising sets the product/ services apart. However, minority of respondents suggested that advertising helps the consumers from being over exploited at 3.75% while 11.25% and 8.75% suggested that advertising builds a brand and an identity and promotes the image of the firm respectively.

**Figure 4.4 Importance of advertising in Lake Victoria hotel**



Source: Primary Data, 2018.

## CHAPTER FIVE

### DISCUSSION, CONCLUSION AND RECOMMENDATIONS

#### 5.0 Introduction

This chapter covers conclusions made from the research objectives, research questions and analysis of the findings. It also suggests recommendations based on literature, researcher's experience and research field practical case of revealing the role of advertisement in the development of the hospitality industry. a case study of lake Victoria hotel. Discussion and summary of findings were developed especially basing on the findings of chapter four such as the forms of advertisement used by lake Victoria hotel, the factors affecting advertising in lake Victoria hotel and the importance of advertising in lake Victoria hotel

#### 5.1 Discussion of the Findings

##### 5.1.1 Findings on the forms of advertisement used by Lake Victoria Hotel

The findings revealed that online advertising the major forms of advertisement used by Lake Victoria hotel especially the marketing since Internet is used by online and offline companies to promote products or services. Banner ads, pop up ads, text ads and paid search placements are common forms. Furthermore the findings suggested that the hotel normally relies on Television and radio due to the fact that as cited by Verbeke, W, (1992) that Television offers creative opportunities, a dynamic message and wide audience reach. It is typically the most expensive medium to advertise through, though. Because local affiliated stations normally serve a wide local audience, you also have to deal with waste when trying to target a small town marketplace

In addition the findings also suggested that magazine and newspapers are other forms of advertisement used by Lake Victoria hotel as cited by promotions Stone, G., Besser, D. (2000) that magazines and newspapers are the two traditional print advertising. Magazines offer a highly selective audience who is generally interested in ads closely related to the topic of the magazine. Visual imagery is also stronger in magazines than newspapers. This thus implies that Lake Victoria hotel, being a three star hotel majorly embarks on Television and radio ,Support advertising , Online advertising and Magazine e and newspapers, which has helped to compete effectively in the global business world.

### **5.1.2 Findings on Factors affecting advertising in Lake Victoria Hotel**

The findings revealed that Prices are the major factors affecting advertising in Lake Victoria Hotel as cited by McCarty and Perreault (1990) that price is what is charged for a firm's products or services since a business transaction can be an exchange of money, which represents the price. Walker, Boyd and Larreche (1996) state that companies find it difficult to adopt standardized pricing strategy across countries because of reasons such as different transportation. The also further suggested that promotion also influence advertising in lake Victoria hotel as cited by Strong (1977) that promotion can be improved through analysis of spending and establishing objectives, better selection of appropriate promotional techniques, pre-testing, evaluation, focusing on the long term, and the development of more detailed information on the effect of promotion because it is a way of informing people about the services and products of an organization.

### **5.1.3 Findings on Importance of advertising in Lake Victoria hotel**

The findings revealed that advertising draws an audience attention to know more about the hotel as cited by George (2003) that advertisement draws an audience's attention to a product or service offered by a company. Potential customers are made aware of the product can benefit them and will give them a reason to invest in it. The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives like reducing consumer dissonance. The findings also revealed that advertising increases the sales revenue as cited by Steuart, (2009) that Advertisement increases the sales revenue of an organization because information is the fastest travelling element than any other thing in the world .Even communication comes through information. If information is necessary, communication would have been useless. Since advertisement is all about communication of the existence of product or service to consumers, it has been a tool that generates sales for most organization yearly, this is because advertisement travels faster and wider than personal selling, direct marketing, public relations and other tools of promotional activities put in place by the company. Finally the findings also show that advertising helps the consumers from being over exploited because the advertisement informs the clients and customers of the Lake Victoria hotel to know more about qualities and price of goods and this makes purchasing easy for them since they go to purchase something when they already know what to spend on it, and they also show that advertising builds a brand and an identity and promotes the image of the firm respectively as cited by Gary et al, (2005) that Advertisement gives Hotels and companies the opportunity to build up a brand and an identity. A recent example of this having great success is with the Apple brand.

## 5.2 CONCLUSION

Based on the study findings presented, the following conclusions were drawn;

The study concluded that Advertising plays an important role operation and promoting the hotels life as it determines the image and way of life and it has an impact on our thinking as well as on the attitude towards ourselves and the world around us. Advertising shows us ready forms of behavior in a certain situation. It determines what is good and what is bad. We buy what people say or "advise". I chose this topic because it is very relevant today and it is interesting by its complexity and psychological essence. Everyone, even without realizing it, is influenced by advertising. We do not notice how it affects us. We have become slaves of scientific and technical progress, and advertising uses that skilfully. The pressure of advertisement is growing every day. A significant amount of money is spent on advertising campaigns bringing to the companies multi-billion profits.

On the forms of advertisement used by Lake Victoria Hotel, the study concluded that online advertising the major forms of advertisement used by Lake Victoria hotel especially the marketing since Internet is used by online and offline companies to promote products or services. Banner ads, pop up ads, text ads and paid search placements are common forms combined with Television and radio due to the fact that as cited by Verbeke, W, (1992) that Television offers creative opportunities, a dynamic message and wide audience reach. It is typically the most expensive medium to advertise through, though. Because local affiliated stations normally serve a wide local audience, you also have to deal with waste when trying to target a small town marketplace

On the factors affecting advertising in Lake Victoria Hotel , the study concluded that Prices are the major factors affecting advertising in Lake Victoria Hotel since price is what is charged for a firm's products or services since a business transaction can be an exchange of money, which represents the price. Walker, Boyd and Larreche (1996) state that companies find it difficult to adopt standardized pricing strategy across countries because of reasons such as different transportation.

On the Importance of advertising in Lake Victoria hotel the study concluded that advertising draws an audience attention to know more about the hotel as cited by George (2003) that advertisement draws an audience's attention to a product or service offered by a company. Potential customers are made aware of the product can benefit them and will give them a reason to invest in it. The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives like reducing consumer dissonance.



#### 5.4. Recommendations

Based on analyses of the study findings, the following recommendation can be made.

Hotels need not only to produce good quality products, but also to inform consumers about their benefits, as well as to achieve clear positioning of their products in the minds of the consumers. In order to make a new product to succeed, it must have the desired parameters for consumers, to be unique, and consumers should have the information about its characteristics.

To do this, hotels need to use different means of promotion that is an essential part of a series of the marketing activities, a kind of information output to the consumer. The main way of promoting of products is the advertising. Advertising is any paid by a specific sponsor form of non-personal presentation and promotion of ideas, goods and services. Hotels use advertising to tell about themselves, about their products and services, or about some of their activities for an audience selected in a certain way and with the hope that this message will cause a responding reaction.

Hotels should also utilize properly organized promotion of products since its very effective and allows one not only to solve problems with marketing, but also constantly increase sales volumes. The study of various means of promoting includes the choice and preliminary tests, as well as the study of the effectiveness of their impact after applying.

Due to the competitive nature of the industry the marketing manager of must develop and formulate marketing programmes that will satisfy the needs of Lake Victoria Hotel

Lake Victoria Hotel should also ensure that advertising agencies place their product advertised on stations and places where the consumers will easily identify with them make a purchase.

Top management of Lake Victoria Hotel should be involved in the continuous evaluation and monitoring of advertising to ensure that the goals and objectives set are achieved and appropriate corrective actions are taken in the event of deficiencies.

Lake Victoria Hotel should harmonize all departments so as to realize the goals and objectives of advertising.

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## APPENDICES

### APPENDIX I: QUESTIONNAIRE FOR RESPONDENTS

Dear respondent;

I am NALUGO JOAN, 1153-05054-03147a student of Kampala International University, carrying out a research on “*the role of advertisement in the development of the hospitality industry. a case study of Lake Victoria Hotel*”. The information obtained will be strictly for academic purposes and it will be treated with utmost confidentiality.

#### Instructions

Please I kindly request you to you to spare some time and fill this questionnaire appropriately by ticking in the boxes  provided from the alternatives provided on each question. Your responses will only be used for this academic purpose and will be treated with utmost confidentiality. Thank you very much for your time and co-operation

#### SECTION A:

Please tick where applicable.

1. What is your gender
  - i). Male
  - ii). Female
2. Which age bracket do you belong?
  - i). 20 to 29 years
  - ii). 30 to 39 years
  - iii). 40 to 49 years
  - iv). 50 years and above
3. Which is your highest level of education?
  - i). Postgraduate
  - ii). Masters
  - iii). Degree
  - iv). Diploma
  - v). Others specify.....
4. For how long have you worked in Lake Victoria Hotel?
  - i). Less than 2 years
  - ii). 2to 5 years
  - iii). 6 to 10 Years

iv). More than 10

6. The number of employees in your company/factory under the following categories

Permanent employees.....

Casuals.....

7. What do you understand by advertising?

.....

.....

.....

.....

.....

**SECTION B: FORMS OF ADVERTISEMENT USED BY LAKE VICTORIA HOTEL**

Please express your opinion, on the following statements using the scales.

5- Strongly Agree), 4- Agree), 3-Not sure, 2-StronglyDisagree), 1- Disagree.

Please Tick the appropriate response.

Forms of advertising	1	2	3	4	5
Television and radio					
Magazine e and news papers					
Support advertising					
Product placement					
Online advertising					
Banner advertising					

**SECTION C: FACTORS AFFECTING ADVERTISING IN LAKE VICTORIA HOTEL**

Please express your opinion, on the following statements using the scales.

5- Strongly Agree), 4- Agree), 3-Note sure), 2-StronglyDisagree), 1- Disagree.

Please Tick the appropriate response.

Factors	1	2	3	4	5
Products					
Prices					
Promotion					

**SECTION D: IMPORTANCE OF ADVERTISING IN LAKE VICTORIA HOTEL**

Please express your opinion, on the following statements using the scales;

5- Strongly Agree), 4- Agree), 3-Note sure), 2-StronglyDisagree), 1- Disagree.

Please Tick the appropriate response.

Benefits of Performance Management Practices	1	2	3	4	5
Customer's purchasing decisions					
Increases the sales revenue					
Draws an audiences attention					
Sets the product/ services apart.					
Builds a brand and an identity					
Promotes the image of the firm					
Helps the consumers from being over exploited					
Increases employment opportunities					

**Thank you for your cooperation**