

ADVERTISING AND BUSINESS PROSPERITY OF
TELECOMMUNICATION COMPANIES IN KIGALI CITY
RWANDA

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Postgraduate Studies and Research
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In Partial Fulfillment of the Requirements for the Degree
Master of Business Administration
(Management Option)

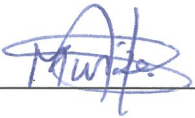
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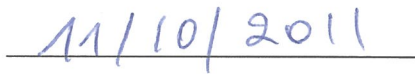


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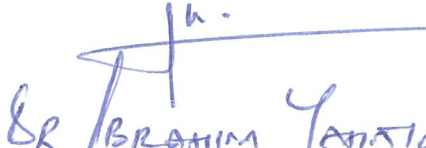
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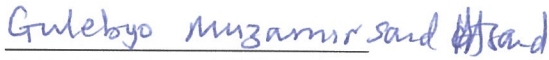
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APPROVAL SHEET

This thesis entitled " Advertising and Business Prosperity of Telecommunication Companies in Kigali City " prepared and submitted by Mwizerwa Claudette in partial fulfillment of the requirements for the degree of Master of Business Administration (Management Option) has been examined and approved by the panel on oral examination with a grade of **PASSED.**


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DEDICATION

This book is dedicated to my beloved husband Nkundiye Ananie who has given me a lot of material and moral support. Our beloved children Ishimwe Nkundiye Délice, Tuyishime Alain Mario, Iradukunda Hortense and Dushime Stella for being patient during my absence. Our parents, sisters, brothers and friends for their encouragement. We are eternally grateful to them.

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Above all, we are grateful to the Almighty God for his blessings and protection.

May God Bless Everybody.

ABSTRACT

The purpose of this study was to determine the extent to which advertising affects prosperity of telecommunication companies in Kigali City. Therefore, the study was conducted to (I) to determine the profile of respondents, (ii) to determine the level of advertising, (iii) to determine the level of prosperity, (iv) to establish whether there is a significant difference in the level of advertising and prosperity, (v) to establish whether there is a significant relationship in the level of advertising and prosperity of telecommunication companies in Kigali City.

The study employed a descriptive correlation design; data were collected from 133 respondents using self administered questionnaires as the key data collection instruments. Data were analyzed at univariate level using frequency counts and summary statistics and Pearson Linear Correlation coefficient at bi-variate level and the results revealed that advertising affects prosperity of telecommunication companies.

From the above findings, conclusions and recommendations including those for further research were made. The study recommended that telecommunication companies should expose consistent advertisements in time and in place which is convenient to all people in the market and enhance quality service delivery. Telecommunication companies should invest in advertising to create brand awareness. They should also train marketing professionals for the growth the company. Policy makers should make good policies addressing use of telecommunication as a cheaper and most effective way of communicating. They should establish effective regulations for the telecommunications sector in Rwanda.

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CHAPTER ONE

THE PROBLEM AND ITS SCOPE

Background of the Study

The period after the 1994 genocide marked a moment of fundamental change in Rwandan communications and Rwandatel was the only one telecommunication company for many years. The government embarked on a policy that aimed to increase connectivity as a spur to development. Rwandatel was an underperforming fixed line operator that failed to provide adequate access to telecommunications services with a high level of demand amongst underserved parts of the country. Telecommunications reforms were aimed at increasing the competitiveness of the telecommunications industry and attracting foreign investment which led to the creation of other telecommunication companies such as MTN and Tigo (Nsengiyumva & Habumuremyi, 2009).

Kotler (1997) argued that advertising is one of the most effective applications of marketing communication for companies which wish to achieve their objectives and to survive within the competitive environment and to establish a competitive advantage; this leads to the realization of overall's companies goals and objectives.

Many studies have established the relationship between advertising and business prosperity and its importance. There are not only social benefits of advertising, but also has some economic advantages. Without advertising, the media, including newspapers, television and radio would never be much strong (Packard, 1967).

According to Graydon (2003), advertising provides revenue for commercial mediums which would otherwise need to be funded by the

actual consumer of these mediums. So, we can see a major economic infrastructure based around advertising, in which the big company fund and subsidize the commercial media by the way of advertisement.

These factors oblige enterprises to undertake promotional activities in order to achieve their business objectives and to boost their market share in order to gain a competitive advantage over their business rivals.

Theoretically, the study was based on Perloff (2003) in persuasion theory of advertising which is based on the assumption that a persuasive message shapes attitudes, builds a logical argument, touches emotions, and makes the prospect believe something about the product. According to this theory, organizations need to advertise in order to make products well known to consumers and also to keep consumers conscious about the organization.

On the basis of this theory, the researcher intended to establish how advertising affects prosperity of telecommunication companies in Kigali City.

Statement of the problem

Advertising in Rwanda has recently reached at a certain level but it is still poor especially in rural area. Some companies face many problems whereby they undergo consequences of bankruptcy or closing down because of generating low profits, having small market share, poor customer satisfaction and poor sustained development, which puts the prosperity of telecommunication companies at risk. Therefore they fail to compete with other similar businesses or they face the problem of lack of interest from the public in the business's

offering. There could be several contributory factors of low business prosperity but, advertising has been ignored.

For institutions or companies, advertising is of great importance in drawing the attention of the customers and affecting their choices among numerous products.

Therefore, the researcher intended to establish how advertising affects business prosperity of telecommunication companies in Kigali City.

Purpose of the Study

This study ascertained the various dimensions of advertising and business prosperity of telecommunication companies, the cause and effect relationship of the two variables, test hypotheses of no significant difference and no significant relationship between advertising and business prosperity of telecommunication companies, to bridge the gaps of previous studies and to validate existing information in relation to the theory to which this study is based.

Research Objectives

General objectives

This study was to establish the relationship between advertising and prosperity of telecommunication companies in Kigali city, Rwanda.

Specific objectives

1. To determine the profile of the respondents in terms of age, gender, rank, income level and education level.
- 2: To determine the level of advertising (print, broadcast, outdoor and celebrity) of telecommunication companies in Kigali city.

3. To determine the level of prosperity in terms of sales, market share, net profit, consumer satisfaction, employees' satisfaction and owners' satisfaction of telecommunication companies in Kigali City.
4. To establish whether there is a significant difference in the level of advertising and prosperity of telecommunication companies in Kigali City.
5. To establish whether there is a significant relationship in the level of advertising and prosperity of telecommunication companies in Kigali City.

Research Questions

1. What is the profile of the respondents in terms of age, gender, rank, income level and level of education?
2. What is the level of advertising (print, broadcast, outdoor and celebrity) of telecommunication companies in Kigali city?
3. What is the level of prosperity in telecommunication companies in terms of sales, market share, profit, consumer satisfaction, employees' satisfaction and owner satisfaction?
4. Is there a significant difference in the level of advertising and prosperity of telecommunication companies in Kigali City?
5. Is there a significant relationship in the level of advertising and prosperity of telecommunication companies in Kigali city?

Null Hypotheses

1. There is no significant difference in the level of advertising (print, broadcast, outdoor and celebrity) and business prosperity of telecommunication companies in Kigali city.
2. There is no significant relationship in the level of prosperity in terms of sales, market share, profit, consumer satisfaction, employees' satisfaction and owner satisfaction and advertising in telecommunication companies in Kigali city.

Scope of the study

Geographical scope

Geographically, this research was carried out in Kigali city in Rwanda. The study included companies like Tigo, MTN and Rwandatel as the telecommunication companies.

Theoretical scope

The study was specifically based on Perloff (2003) in persuasion theory of advertising which is based on the assumption that a persuasive message shapes attitudes, builds a logical argument, touches emotions, and makes the prospect believe something about the product.

Content scope

In content, the study focused on how advertising affects prosperity of telecommunication companies of Tigo, MTN and Rwandatel.

Time scope

In time scope, the study considered the operations of telecommunication companies in Kigali city from 2007-2010.

Significance of the Study

To Companies

The research findings will help companies analyze which advertising medium will best suit their customer base.

To Policy makers

The research findings will provide guidelines to policy makers to establish policies that are appropriate to a particular area such as deciding what kind of advertising are allowable, fair, and appropriate.

To Future Researchers

The study findings will be used as reference for future researchers in this study or related studies that will be interested in studying business prosperity and other related variables.

Operational Definitions of Key Terms

Advertising refers to paid mediums for exposing a product or brand to the target audience.

Broadcast advertising refers to different ways of advertising like television, radio or the internet.

Company refers to a form of business organization. It is a corporation or, less commonly, an association, partnership, or union, that carries on an industrial enterprise.

Celebrity advertising refers to the type of advertising which focuses upon using celebrity power, fame, and money, popularity to

gain recognition for their products and promote specific stores or products.

Consumer satisfaction refers to the extent to which consumers are happy with the products and services provided by a business.

Employee satisfaction refers to a measure of how happy workers are with their job and working environment.

Market share is used by businesses to determine their competitive strength in a sector as compared to other companies in the same sector.

Outdoor advertising refers to the use of several tools and techniques to attract customers outdoors.

Owner's satisfaction refers to the extent to which a business owner has attained the objectives of the company. This means that the company is successful and it has made the profit.

Print advertising refers to advertising through newspapers and magazines.

Profit refers to the financial return or reward that entrepreneurs aim to achieve to reflect the risk that they take. Profit can be measured and calculated as follow: Profit = total sales - total costs

Prosperity refers to progress in any business or a company by attainment of desired objectives or goals.

Sales refer to selling of the product and services to customers according their needs or requirement. In terms of economic way it is the exchange of goods or services for an amount of money or its equivalent.

Telecommunication refers to the transmission of information, over significant distances, for the purpose of communication.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Concepts, Opinions, Ideas from Authors/Experts

Advertising

According to Kotler (1984), advertising is one of the four major tools that companies use to direct persuasive communications to target buyers and publics. It consists of non personal forms of communication conducted through paid media under clear sponsorship. The advertising dollars go into various media: magazines and newspapers space; radio and television; outdoors displays (posters, signs, and skywriting), direct mail, novelties (matchboxes, blotters, and calendars); cards (car, bus); catalogs; directories; and circulars.

Petley (2002) gives many uses of advertising such as long term buildup of the organization's image (institutional advertising), long-term buildup of a particular brand (brand advertising), information dissemination about a sale, service or event (classified advertising); announcement of a special sale (sale advertisement); and advocacy of a particular cause.

In this study, advertising is referred to broadcast, print, outdoor and celebrity advertising.

Broadcast advertising refers to different ways of advertising like television radio or the internet.

Print advertising refers to advertising through newspapers and magazines, fliers, brochures etc.

Celebrity advertising refers to the type of advertising which focuses upon using celebrity power, fame, and money, popularity to gain recognition for their products and promote specific stores or products.

Outdoor advertising refers to the use of several tools and techniques to attract customers outdoors such as billboards, wall branding, events etc.

Business Prosperity

Hurst (2010) refers to prosperity of a business as progress in any business or a company by attainment of desired objectives or goals. In this study, business prosperity refers to how the organization scores on the different dimensions such as sales, market share, profits, consumer satisfaction, employee satisfaction and owner(s) satisfaction.

A sale refers to selling of the product and services to customers according their needs or requirement in terms of economic way it is the exchange of goods or services for an amount of money or its equivalent. It is the exchange of goods or services for an amount of money or its equivalent; sales are the lifeblood of a business as it is what helps it to pay employees, cover operating expenses, buy more inventory, market new products and attract more investors. Sales forecasting is a crucial part of the financial planning of a business; self-assessment tool uses past and current sales statistics to intelligently predict future performance (Maxmillan, 2007).

Market share is used by businesses to determine their competitive strength in a sector as compared to other companies in the same sector. It also allows you to accurately assess your performance from year to year. If you only use sales to measure your performance, then you don't take into account the market conditions that may have improved or decreased your sales. By measuring market share, you can see if you are doing better or worse compared to other companies that are facing the same challenges and opportunities that you are. It is also market's total sales that are earned by a particular company in

relation to other players in the market over a specified time period. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period (Graydon, 2003).

Profit is a very important concept for any business particularly a start-up. It is the financial return or reward that entrepreneurs aim to achieve to reflect the risk that they take. Given that most entrepreneurs invest in order to make a return, the profit earned by a business can be used to measure the success of that investment. Profit can be measured and calculated as follow: Profit = total sales - total costs.

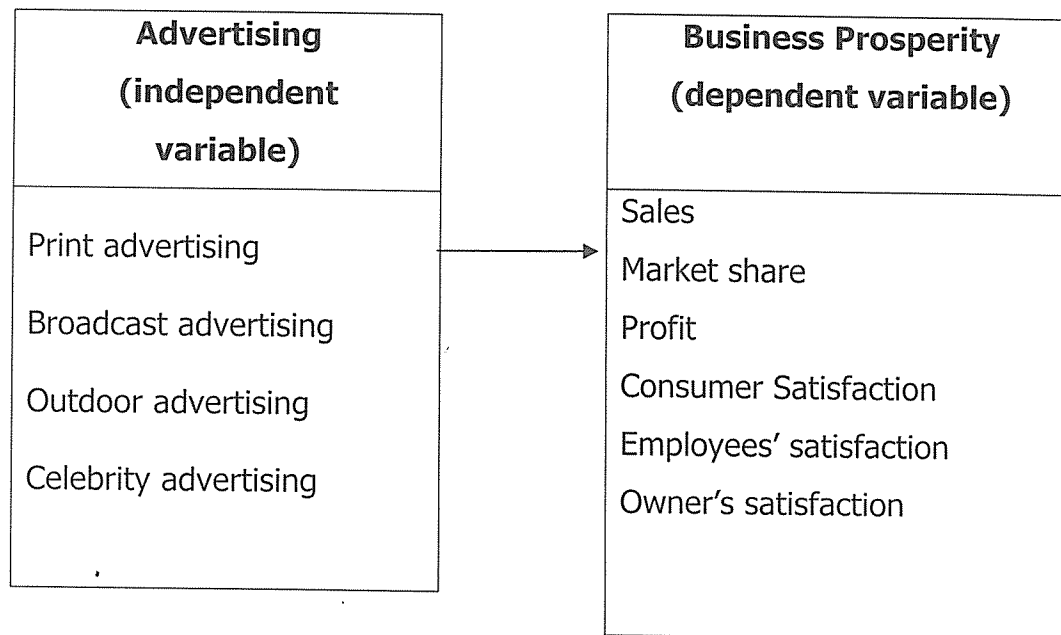
Consumer satisfaction refers to the extent to which consumers are happy with the products and services provided by a business. Gaining high levels of consumer satisfaction is very important to a business because satisfied consumers are most likely to be loyal and to make repeated orders and to use a wide range of services offered by a business (Kardes et al, 2005).

Employee satisfaction is a measure of how happy workers are with their job and working environment. Keeping morale high among workers can be of tremendous benefit to any company, as happy workers will be more likely to produce more, take fewer days off, and stay loyal to the company. There are many factors in improving or maintaining high employee satisfaction, which wise employers would do well to implement (Arnold, 1986).

Owner's satisfaction refers to the extent to which a business owner has attained the objectives of the company. This means that the company is successful and it has made the profit. Owner's satisfaction normally includes economic measures such as profits, revenues, and

growth. It also includes having satisfied customers and employees, and satisfaction with the business performance (Bearden, 1998).

Below is the conceptual framework showing the interconnection between advertising (Independent Variable) and business prosperity (Dependent Variables).



Source: Primary data, 2011

The model above indicates that all the components of advertising are connected to the factors of business prosperity.

Theoretical Perspectives

This study is based on Perloff (2003) persuasion theory. The concept has been developed between the 1940s and 1950s after studies aimed at defining the optimal persuasive effectiveness of propaganda. Being it political or advertising campaign.

According to Perloff (2003), persuasion can be defined as "...a symbolic process in which communicators tries to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice."

According to Kardes (2005), advertising is commonly one part of a larger marketing effort involving decisions about pricing, product distribution, market segmentation, sales force management, and so forth.

Kardes(2005) gives the following purposes of persuasion including Create uncertainty: when an audience is strongly opposed to the persuader's view, the best that may be possible for the speaker is to make the audience a little less certain they are right, a little less comfortable with their current attitude.

Reduce resistance to a product; change attitude to a product; amplify attitude for existing client toward a product, and gain consumer behavior.

Broadcast Advertising and Business Prosperity

According to Schneider et al (1997) broadcast advertising refers to radio and television. The average person over a lifetime of 70 years will spend nearly 10 years watching television and almost 6 years listening to the radio. So, you can see why advertising through broadcast media is popular. People listen to the radio not only for entertainment but also to get information. In fact, people are more likely to believe the information they get from television than the information they get from print media. Since they can both see and hear the television message, it comes alive for them. The internet enables organizations to create awareness to the target audience

which result to influencing the purchasing behaviours of consumers and hence the increase in sales volume, market share and income growth of the company.

Print Advertising and Business prosperity

Print media include everything from newspapers, magazines to direct media, signs, and billboards. Print media advertisements are done in written form and they are among the oldest and most effective types of advertising.

According to Bhatia (2000) the role of Print advertising is critical for any business to grow. Nowadays, print advertising has become a science of profit making rather than routine business. The success of any business thus often lies in employing the most effective tool of print advertising which contributes to business prosperity as companies are able to display the functional attributes of their products with contacts that generate leads, enquiries, bookings and place purchase orders for the products. This leads to increase in sales, repetitive purchase, growth in revenue and market share.

Outdoor Advertising and Business Prosperity

The term Outdoor Advertising corresponds to any advertisements located in open air, i.e, outdoor areas. An outdoor advertisement is the only advertisement medium to which we are exposed involuntarily. While some efforts involved for other kind of advertisements, outdoor advertising is unique in which we experience direct and involuntary exposure to messages (Bhatia, 2000).

According to Agnew (1938) Outdoor advertising refers to the use of several tools and techniques to attract customers. Outdoors such as billboards, kiosks, trade shows, wall brandings among others

helps to generate phenomenal recall value. Outdoor advertisement presents large advertisements to passing pedestrians and drivers typically showing large, ostensibly witty slogans and distinctive visuals. Due to the conspicuous display of advertisements in outdoor advertising, it allows a company to market its business in its trade area and direct to target consumers that leads to enquiries, bookings and order placing that eventually results to increased sales, market share and revenue growth.

Celebrity Advertising and Business Prosperity

This type of advertising focuses upon using celebrity power, fame, money, popularity to gain recognition for their products and promote specific stores or products. Advertisers often advertise their products, for example, when celebrities share their favorite products or wear clothes by specific brands or designers. Celebrities are often involved in advertising campaigns such as television or print adverts to advertise specific or general products (Bhatia, 2000).

According to Ship (2008) Celebrity advertising refers to signing up celebrities for advertising campaigns. It is a technique that persuades consumers to relate to the person(s) appearing in the advertisement, if the celebrity/athlete/star uses the product, then it must be good, so they will purchase/use too. When celebrities endorse a product by appearing in the advertisements, it builds confidence in consumers' mind that gets influenced to make purchase. The call to action by celebrities to consumers to make purchases leads to increased demand for the commodities resulting to increase sales, income and market share.

Related Studies

Park (1996) asserts that the role of advertisement changes unto what the organization wants them to do. Organizations use advertising to help them survive from the impacts of economic trends. Still, the economists views that the advertising plays a significant effect on the consumer behavior and in a long process, the advertising can lead the organization to competition. Based on the understanding regarding the advertising, the approach rooted in the organization's search for the right answer on the effects of the competition. Consequently, the accepted basic role of the advertising is to provide the consumers with the right amount of information regarding the product or services, which is related to the objective of the competition and that is to deliver the consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization.

Arens (1998) established that advertisements tend to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for a rational brand preference. People get information from the advertisement through the attractiveness it holds, the attention it creates and the awareness it gives.

Belch & Belch (1998) in the study of marketing communication established that advertising is also a type of communication. It is actually a very structured form of applied communication, employing both verbal and non-verbal elements that are composed to fill specific space and time determined by sponsor. Effective communication through advertisement leads the consumers toward the purchasing of brand.

Clow & Back (2002) added that one key concern for the advertiser is whether the advertisement or commercial conveys the

meaning intended. The receiver is viewed as very active, involved participant in the communication process whose ability and motivation to attend, comprehend and evaluate messages are high. If the consumer or the audience gets the message and understand it as the advertiser has it in mind, it is a great success for the advertiser. That understanding leads the person to prefer and purchase the brand.

Belch & Belch (1998) in the study of consumer behavior showed how the marketing activity such as advertising affects both internal and external behavior of the consumer. Most especially, the consumers' perceptions are influence through the exposure such as seeing an advertisement; attention which means that the consumer recognizes the advertisement; awareness which is common if the advertisement involves some humor; and the retention that keeps or stays in the mind of the consumer.

Fall (2004) added that advertisements also affect the knowledge by giving information, attitude, personality, lifestyles of the consumers, and the culture of the consumer. The concept of advertising makes it possible to involve the consumers which greatly affect the buying decisions of the consumers.

Advertising is the activity consumers most associate with the term marketing. It is defined as a marketing communications element that is persuasive, no personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons, or ideas. Effective advertising can present information about new or existing products, demonstrate meaningful uses of the product, and establish or refresh the brand's image (William, 2001).

Bhatia (2000) asserts that advertising is paid, no personal communication that is designed to communicate in a creative manner,

through the use of mass or information directed media, the nature of products, services and ideas. It is a form of persuasive communication that offers information about products, ideas, and services that serves the objectives determined by the advertiser. Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability that consumers exposed to advertisement will behave or believe as the advertiser wishes. Thus, the ultimate objective of advertising is to sell things persuasively and creatively.

Advertising is used by commercial firms trying to sell products and services; by politicians and political interest groups to sell ideas or persuade voters; by not for profit organizations to raise funds, solicit volunteers, or influence the actions of viewers; and by governments seeking to encourage or discourage particular activities, such as wearing seatbelts, participating in the census, or ceasing to smoke added (Cook, 2001).

The form that advertising takes and the media in which advertisements appear are as varied as the advertisers themselves and the messages that they wish to deliver. There are positive impacts of advertising on our society and culture. For example, it can be used to generate awareness among the public that which product is reliable or to which they should reject. In other words, advertising also acts as an educator in the sense that it educates people about what is good and what is bad for them and put a ceiling on the harmful products such as cigarettes, alcohol, etc.

There are not only social benefits of advertising, but also has some economic advantages. Without advertising, the media, including newspapers, television and radio would never be much strong (Packard, 1967).

According to Graydon, (2003), advertising provides revenue for commercial mediums which would otherwise need to be funded by the actual consumer of these mediums. So, we can see a major economic infrastructure based around advertising, in which the big company fund and subsidize the commercial media by the way of advertisements”.

Advertising and Persuasion theory

According to Perloff (2003), persuasion can be defined as "...a symbolic process in which communicators tries to convince other people to change their attitudes or behaviors regarding an issue through the transmission of a message in an atmosphere of free choice." Persuasion is a form of social influence. It is the process of guiding oneself or another toward the adoption of an idea, attitude, or action by rational and symbolic means.

Persuasion is a communicative function that can be pursued in many different settings, ranging from face to face interaction to mass communication. According to Kardes (2005), advertising is commonly one part of a larger marketing effort involving decisions about pricing, product distribution, market segmentation, sales force management, and so forth. Persuasion is a process by which people use messages to influence others. While persuasion typically uses information, the emphasis in a persuasive message is on influencing the receiver (rather than merely providing information and letting the receiver make up his/her own mind). Persuasion attempts to change minds or get people to act. Persuaders seek change! In the formal study of persuasion several common terms take on special, technical meanings different from their everyday uses. These terms can help persuaders analyze the rhetorical situation and become more effective in designing their messages (Kardes, 2005).

According to O'keefe (2002), persuasion and its relation to advertising, comes to our understanding that advertising plays a very important role in creating desires through changing the social values and attitudes of the people. Furthermore it also influences the lifestyle that changes according to these changing values and by supporting the culture and consumption. We can also say that persuasion is also a mean to change the culture via advertising. So in this way the various advertisements and marketing agencies manipulate the social values in accordance to change the behavior. Persuasion therefore, is aimed at promoting and selling ways to meet people's psychological as well as emotional desires. Another interesting means to persuade the consumer via advertising is to create new desire and exploit the prevailing old needs with the introduction of a new product in the market.

Persuasion affects the society's buying behavior more when the persuasive messages are presented via electronic media. The audience psychologically and emotionally not only gets persuaded to buy the product but also adopts the style, trends and behavior in its life style as a change (O'keefe, 2002). For instance, if a few celebrities advertise some product, the people feel pride to use it and psychologically persuaded at the first instinct. They believe that if their favorite celebrity uses it then it's an honor for them to purchase that product. In this way not only the buying behavior of the society is affected but also the sellers gain more profit. So it's just the means to persuade the audiences, which can play a role in changing the behavior of the buyer.

CHAPTER THREE

METHODOLOGY

Research Design

The study used a survey design specifically descriptive correlation to describe the relationship among variables in a particular sample or to determine if the research variables are associated with each other and descriptive comparative, to compare three companies in terms of advertising and business prosperity. The study also used a quantitative approach in that it was based on variables measured with numbers and analyzed with statistical procedures.

Research Population

Target Population

This study involved the target population of 200 employees from three telecommunication companies in Kigali City. It included 65 of Tigo employees, 95 of MTN employees and 40 of Rwandatel employees. All the categories of employees were involved because they possess the information required by the researcher.

Table 1
Respondents of the Study

Company	Total Target Population	Sample size
Tigo	65	44
MTN	95	64
Rwandatel	40	25
Grand Total	200	133

Source: primary data, 2011

Sample Size

The minimum sample size was computed using the Sloven's formula, which states that, for any given population, the required sample size is given by;

$$n = \frac{N}{1 + N(e^2)} , \text{ Where; } n = \text{the required sample size; } N = \text{the}$$

population size; and e = the level of significance, which is = 0.05. Given a total population of 200 respondents of telecommunication companies in Kigali city, a sample was 133 respondents as illustrated in Table 1.

Sampling Procedures

The study used a stratified random sampling to reduce costs, time of doing research and to increase the degree of accuracy of the study. Regarding sample size, the sampling frames (i.e. employees) in the telecommunication companies were stratified according to departments in the telecommunication networks in Kigali City. Then a proportionate systematic random sample was chosen from the respective stratum sampling frames or lists.

Data Collection Methods

The researcher used secondary and primary data collection approaches.

Secondary data were got from reviewing text books, journals, articles, manuals, periodicals, dissertations, internet sources to mention but a few.

Primary data were got using self-administered questionnaires (SAQs) as the data collection instruments because of their cost effectiveness in a survey involving literate respondents.

Research Instrument

The study used three sets of research questionnaires to collect data from employees of telecommunication companies in Kigali City; one was respondents' bio-data, another was on level of advertising and other on business prosperity. The questionnaire also consisted of the main title and introductory letter, with a section of 5 bio-data questions, assisted in classifying respondents.

The questionnaire on advertising (independent variable) consisted of 8 questions divided in three sub-sections distributed as follows; 2 questions on print advertising, items 1-2; 2 questions broadcast advertising, items 3-4 ; 2 questions on Outdoor advertising items 5-6 and Items 7-8; 2 questions on celebrity advertising. All questions in this section were close ended, based on four Likert Scale, ranging from one to four; where 1=Strongly Disagree, 2= Disagree,3=Agree, 4= Strongly Agree.

The questionnaire on telecommunication companies prosperity (dependent variable) consists of 30 questions divided in 4, 5, 6 sub-sections respectively distributed as follows; 5 questions on level of sales, items 1-5; 5 questions on market share, items 6-10; 5 questions profit, items 11-15; 4 questions consumer satisfaction, items 16-19; 6 questions on employee satisfaction, items 20-25 and 5 questions on owners' satisfaction items 26-30. All questions in this section were close ended, based on four Likert Scale, ranging from one to four; where 1=Strongly Disagree, 2= Disagree,3=Agree, 4= Strongly Agree.

Validity and Reliability of the Instruments

The researcher tested the validity and reliability on the advertising questionnaire which was non-standardized; where content validity was done by ensuring the questions or items in the

questionnaire conformed to the study's conceptualization. The supervisors evaluated the relevance, wording and clarity of questions and items in the instrument. Pre-testing for reliability was done by administering the questionnaire to employees of telecommunication companies who were not included in the actual study.

Reliability of the instrument on multi item variables (print, broadcast, outdoor and celebrity advertising) was tested using the Cronbach Alpha Methods and a Cronbach alpha (α) of at least 0.7 or above (Amin, 2005=) that led to the questionnaires to be declared reasonably reliable or consistent (Amin, 2005).

While On prosperity of telecommunication companies, the construct and criterion validity of the prosperity of telecommunication companies' questionnaire was empirically proven by Porter (1980) that was adopted in this study.

Table below shows a summary of the experts' ratings.

$$CVI = \frac{\text{Number of declared valid}}{\text{Total number of items}}$$

Table 2

Determination of Reliability and Validity of Instrument

	Relevant items	Not relevant items	Total
Advertising	8	2	10
Business prosperity	30	1	31
Total	38	3	41

Source: Primary data, 2011

$$CVI = \frac{38}{41} = 0.926$$

The Content Validity Index was computed using Cronbach Alpha and was 0.92 which was greater than 0.75, hence the instrument was considered valid.

Data Gathering Procedures

The following data collection procedures were implemented:

Data gathering procedures

The following data collection procedures were implemented:

A. Before administration of the questionnaires

The researcher requested for an introduction letter from the School of Postgraduate Studies and Research addressed to the authorities of the telecommunication companies under study for the researcher to be permitted to conduct the study. The letter contained the criteria for selecting the respondents and the request to be provided with the list of employees from the selected telecommunication companies. After approval, the requested list of respondents provided to the researcher by the telecommunication companies was used by the researcher as a guide in identifying the participants of the study, after which pre-testing of the instrument on advertising and business prosperity followed.

The researcher prepared the questionnaire and sat with selected research assistants to discuss and brief them on the sampling techniques and data gathering procedures.

The researcher used the table on respondents (table 1) to determine the number of participants.

B. During the administration of the questionnaires

Specifically, the researcher together with the researcher assistants requested the respondents to sign the informed consent; to answer all questions hence should not leave any item unanswered; to avoid biases and to be objective in answering the questionnaires.

The researcher together with the research assistants also tried to retrieve the questionnaires within two weeks from the date of distribution. All questionnaires retrieved were checked if completely filled out.

C. After the administration of the questionnaire

The data collected were organized, collated, summarized, statistically treated and put in tables using the Statistical Package for Social sciences (SPSS).

Data analysis

The data collected was processed and analyzed by using SPSS 16.0 for windows program as well as descriptive statistics techniques such as percentages and regression analysis to determine the influence of the independent variable on the dependent variable. The following numerical values and descriptions were used for the interpretation of obtained data

Mean Range	Description	Interpretation
3.26-4.00	Strongly Agree	Very High
2.51-3.25	Agree	High
1.76-2.50	Disagree	Low
1.00-1.75	Strongly Disagree	Very Low

The z-test for difference in means was used to test the hypothesis for difference between means (Ho#1) at 0.05 level of significance.

A multiple correlation coefficient to test the hypothesis on correlation (Ho#1 and Ho#2) at 0.05 level of significance using the F-test was used.

Ethical considerations

To ensure utmost confidentiality for the respondents and the data provided by them as well as reflect ethics practiced in this study, the following was done:

1. All questionnaires were coded to provide anonymity of the respondents.
2. The respondents were requested to sign the informed consent.
3. Authors quoted in this study were recognized through citations and referencing.
4. A written communication to the authors of the standardized instrument on advertisement's effectiveness to solicit permission to use the standardized questionnaire.
5. Presentation of findings was generalized.

Limitations of the Study

The researcher claims an acceptable (0.05 level of significance) 5% margin of error in view of the following anticipated threats to validity with relevance to this study:

1. Testing: Differences in conditions and time when the data was obtained from respondents by different persons on different days at different hours. This was minimized by orienting and briefing the

research assistants on the sampling techniques and data gathering procedures.

2. Instrumentation: The research instrument on advertising is not standardized. A validity and reliability test was done to produce a credible research tool.

3. Extraneous variables: The researcher did not have control over the extraneous variables such as honesty of the respondents, personal biases and descriptive nature of the design. For untruthfulness where some of the respondents were expected not to say the truth, the researcher probed the respondents further to establish the truth when it deemed necessary and personal biasness were also avoided by the researcher.

4. Attrition: The researcher experienced loss of respondents over the course of a study, such as employees retired, resigned or died but the researcher gave out more questionnaires than the required number to reduce on this.

CHAPTER FOUR
PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

Profile of Respondents

Respondents in this study were described according to age, gender, designation, income level and education level. In each case, respondents were asked through a closed ended questionnaire, to provide their respective profile information, to enable the researcher classify and compare them accordingly. Their responses were analyzed using frequencies and percentage distributions as summarized in table 2 below:

Table 2
Profile of respondents
n=133

Category	Frequency	Percent
Age		
20-39years	109	82
40-59years	24	18
Total	133	100
Gender		
Male	63	47
Female	70	53
Total	133	100
Employees Rank		
Top level manager	20	15
Middle level manager	25	19
Lower level manager	88	66
Total	133	100
Level of income		
Low	102	77
Medium	20	15
High	11	8
Total	133	100
Highest Educational Qualifications		
Diploma	60	45
Degree	38	29
Masters	35	26
Total	133	100

Source: Primary data, 2011

Table 2 shows that most respondents in the study sample were Female (53%), indicating that the area of the study is dominated by female as compared to male (47%) this is normal because in Rwanda there are more women than men. Regarding designation, most respondents in the study were employees of lower management 88 respondents (66%) while 25 respondents (19%) were middle level managers and only 20 respondents (15%) were top level managers. Such a distribution of employees at any organization is expected as it is normal that most employees at any company are in lower management and few are in top level management. Regarding level of income, results indicate that majority of employees are low income earners (77%), medium level income earners (15%) and the high income earners (8%). This however is surprising to find that most telecommunication companies' employees in Kigali City were low income earners. It is though assumed that the sampling procedure could have been not suitable for such people or that they could have been biased on income entitlement.

Regarding education level, results indicate that respondents of telecommunication companies in Kigali City are relatively educated. At least, no respondent was below diploma level as they were (45%), degree level (26%) and masters' level (29%). This analysis indicates that due to the level of literacy in Telecommunication companies, there is a great understanding of the level of advertising and prosperity effects in the company.

About respondents' age group, majority of them were below 39 years (82%), while very few are above 40 years (only 18%), which is in line with the age distribution in most companies where the biggest portion of employees lies below 35 years and non are above 59 years.

This is an indication that there is young knowledge and talent in the companies.

Description of the Level of Advertising

The independent variable in this study was the level advertising referring to broadcast, print, outdoor and celebrity advertising. Advertising was measured using 2 questions divided in four sub-sections distributed as follows; 2 questions on print advertising, 2 questions broadcast advertising, 2 questions on Outdoor advertising and 2 questions on celebrity advertising. All items on advertising were Likert scaled using four points ranging between 1= strongly disagree, 2= Disagree, 3= agree, 4= strongly agree. The first objective in this study was set to determine the level of advertising, for which respondents were required to indicate the extent to which they agree with each of the items or statements by ticking the number that best describes their perceptions. Their responses were analyzed and described using means as summarized in table 3 below;

Table 3
Level of advertising
n=133

Categories	Mean	Standard deviation	Interpretation	Rank
Print Advertising				
The company uses print advertising regularly	2.76	0.835	High	4
The company uses newspapers, magazines, fliers, brochures among others	2.97	0.836	High	3
Average Mean	2.86	0.835		
Broadcast Advertising				
The company uses broadcast advertising	3.47	0.852	Very High	1

regularly				
The company uses Television, Radio and Online advertising	3.14	0.842	High	2
Average Mean	3.30	0.829		
Outdoor Advertising				
The company uses outdoor advertising	2.76	0.861	High	5
The company uses billboards, wall branding, trade shows among others	2.76	0.762	High	6
Average Mean	2.76	0.81		
Celebrity Advertising				
The company uses athletes, musicians, comedians among others	2.54	1.176	High	7
The company uses celebrity advertising	2.31	0.910	Low	8
Average Mean	2.42	1.043		
Overall Mean	2.83	0.879		

Source: Primary data, 2011

Results in table 3 indicate that there are different levels of advertising on different aspects. For example, respondents rated the level of print to be high on advertising (mean=2.86), equivalent to agree. However respondents rated the level of broadcast to be high on advertising (mean= 3.30), equivalent to agree, radio, TV and online high (Mean=3.14) equivalent to agree and ranked as very high usage of broadcast advertising.

Regarding outdoor related advertising, respondents rated outdoor advertising as high (Mean=2.76), which is equivalent to agree and ranked as high advertising on the Likert scale. And regarding celebrity advertising, respondents rated celebrity usage as low

(mean=2.42), which showed respondents disagreed on the Likert scale. Overall, all components of advertising related to telecommunication were rated as high level of advertising. To get a summary picture on how respondents rated advertising, an average index was computed for all the four components on advertising, which happened to be 2.83, confirming that respondents rated advertising as being at a high level in telecommunication companies in Kigali City.

Description of the Level of prosperity

The dependent variable in this study was the level of business prosperity, which was broken into six factors of prosperity namely sales, market share, net profit, consumer satisfaction, employee satisfaction and owner's satisfaction. Each of these components were measured using 30 questions divided in 4, 5, 6 sub-sections respectively distributed as follows; 5 questions on sales, 5 questions on market share, 5 questions net profits, 4 questions on consumer satisfaction, 6 questions on employee satisfaction, and 5 questions on owner's satisfaction items 26-30 with each question rated to a four point Likert Scale, ranging from one to four; where 1=Strongly Disagree, 2= Disagree, 3=Agree, 4= Strongly Agree. The second objective in this study was set to determine the level of prosperity, for which respondents were required to rate the level of prosperity by indicating the extent to which they agree with each item in the table. They had to do this by ticking the number that best describes their perceptions. Their responses were analyzed and described using means as summarized in table 4 below;

Table 4 A
The Level of Prosperity
n= 133

Sales	Mean	Standard deviation	Interpretation	Rank
Sales in your company are high compared to other players in the market.	3.21	0.938	High	1
Sales in your company are set to be increasing in future.	3.15	1.872	High	2
Sales in your company are increasing compared to other players in the market.	3.09	0.860	High	3
Sales in your company meet your organization's expectation.	3.05	0.685	High	4
Sales in your company are as good as the best player in the market.	2.97	0.614	High	5
Average	3.09	1.116	High	
Market share				
Market share of your company is increasing in because of low prices among others.	3.13	0.594	High	1
Market share of your company is set to be increasing in the future	3.09	0.832	High	2
Market share of your company is big compared to other players in the market.	2.98	0.938	High	3
Market share of your company is as big as the organization expects	2.95	1.872	High	4
Market share of your company faces little or no challenges to maintain.	2.85	0.860	High	5
Average	3.00	1.019	High	
Net Profits				
Net profits in your company are high	3.04	0.604	High	1
Net profits in your company are set to increase	3.03	0.625	High	2
Net profits in your company are as good as the best player in the market.	2.98	0.594	High	3
Net profits in your company satisfy your company's expectation	2.97	0.852	High	4
Net profits in your company are high compared to other players in the market.	2.94	0.938	High	5
Average	2.99	0.722	High	
Overall Average	3.02	0.952	High	

Source: Primary data, 201

Table 4 B
The level of Prosperity
n= 133

Consumer Satisfaction	Mean	Standard deviation	Interpretation	Rank
Your company gives customer value for their money	3.25	1.344	Very high	1
Your company abides by warranties given to customers	3.14	1.928	High	2
Your company offers well after sales service.	3.12	1.992	High	3
Your company keeps customers informed.	3.04	1.832	High	4
Your company offers consistent channels of distribution management for its services	3.04	1.648	High	5
Average	3.11	1.748	High	
Employee Satisfaction				
Your company pays you on time.	3.16	1.768	High	1
Your company pays you equitably and fairly.	3.04	1.344	High	2
Your company gives employee benefits that are adequate	3.04	1.928	High	3
Your company is committed to non discrimination of employees	3.01	1.992	High	4
Your company offers safe working environment for its employees	3.00	1.832	High	5
Average	3.05	1.772	High	
Owner(s) Satisfaction				
Your company keeps share holders informed of the latest development.	3.10	0.852	High	1
Earnings per share in your company are set to be increasing	3.09	0.852	High	2
Your company is committed to keep safe earning per share for its shareholders.	3.06	0.852	High	3
Your company's earnings per share are better than those of other players in the market.	3.05	0.852	High	4
Your company gives earnings per share holder on time	2.88	0.852	High	5
Average	3.03	0.852	High	
Overall Average	3.06	1.457	High	

Source: Primary data, 2011

Table 4 results indicate that the level of prosperity is relatively high in telecommunication companies in Kigali City, explaining the high levels of Prosperity discovered above. All the six factors of prosperity namely sales, market share, net profit, consumer satisfaction level, and employees' satisfaction and owners' satisfaction were rated or perceived by the respondents. For example, sales was rated as high (mean =3.09), which falls under agree and was ranked as high, market share was rated high (mean=3.00), falling under agree and ranked as high, Net profit was also rated as high (mean=2.99), falling under agree and ranked as high, employees satisfaction was rated as high (mean =3.05), falling under agree and ranked as high, consumer satisfaction was rated as high (mean=3.11), falling under agree and ranked as high, and owners' satisfaction was rated as high (mean=3.03), falling under agree and was ranked high. To get a summary picture on how respondents rated the level of prosperity , a mean index for all the types of prosperity was rated, computed which turned out to be 3.06, which falls under agree on the Likert scale and ranked as highly growing.

Table 5
Significant Difference in the Level of Advertising and Business Prosperity in Telecommunication Companies in Kigali City.

Variables	Telecommunication companies	Mean	F-value	Sig. Value	Interpretation	Decision Ho ₁
Print Advertising	Tigo	3.28	1.156	0.030	No significant difference	Accepted
	MTN	3.30				
	Rwandatel	3.32				
	Average	3.30				
Broadcast Advertising	Tigo	3.12	0.943	0.047	No significant difference	Accepted
	MTN	3.27				
	Rwandatel	3.16				
	Average	3.18				
Outdoor Advertising	Tigo	2.94	1.192	0.039	No significant difference	Accepted
	MTN	3.23				
	Rwandatel	3.05				
	Average	3.07				
Celebrity Advertising	Tigo	3.11	0.943	0.047	No significant difference	Accepted
	MTN	3.27				
	Rwandatel	3.17				
	Average	3.18				
Overall Advertising	Tigo	4.00	1.052	0.039	No significant difference	Accepted
	MTN	3.26				
	Rwandatel	3.17				

Source: Primary data, 2011

Table 5 indicates that there is no significant difference in the level of advertising and business prosperity of telecommunication companies in Kigali City. The mean perceptions from three companies did not significantly differ. For example, print advertising (F= 1.156,

sig. =0.030); broadcast advertising (F= 0.943, sig. = 0.047), outdoor advertising (F= 1.192, sig. = 0.039) and celebrity (F= 1.943, sig. = 0.047). Basing on the results above, the null hypothesis is accepted because all sign values are less than significance level of 0.05, leading to the conclusion that advertising and business prosperity of the telecommunication companies do not significantly differ.

Table 6
Relationship between the Level of Advertising and Business Prosperity of Telecommunication Companies in Kigali City.

Variables Correlated	r-value	Sig.	Interpretation	Decision on Ho₂
Level of advertising vs. sales	0.685	0.000	Significant correlation	Rejected
Level of advertising vs. Market share	0.763	0.000	Significant correlation	Rejected
Level of Advertising vs. Profit	0.691	0.000	Significant correlation	Rejected
Level of Advertising vs. Consumer satisfaction	0.736	0.000	Significant correlation	Rejected
Level of Advertising. Employees satisfaction	0.652	0.000	Significant correlation	Rejected
Level of advertising vs. Owner's satisfaction	0.583	0.000	Significant correlation	Rejected

Source: primary data, 2011

Table 6 indicates that advertising in terms of (print, broadcast, outdoor and celebrity) were positively correlated with all the six factors of business prosperity (all sig. of r-value are <0.05). The table shows that sale is significantly correlated with business prosperity (r=0.685, sig. = 0.000); market share (r=0.763, sig. = 0.000), profit (r= 0.691); consumer satisfaction (r= 0.736, sig. = 0.000); employees satisfaction (r= 0.652, sig. = 0.000); and owner's satisfaction (r= 0.583 sig. = 0.000). The overall relationship between all the four components of advertising and the six factors of business prosperity, two means indices were computed for advertising and business prosperity, then our null hypothesis 2 is rejected because the variables are related.

Table 7**Regression Analysis of Business Prosperity and Advertising**

Variables Correlated	Adjusted r²	F-value	Sig.	Interpretation	Decision on Ho₁&Ho₂
Business Prosperity Vs. Advertising	0. 777	112.376	0.000	Significant effect	Rejected
Coefficients	Beta	t-value	Sig.	Interpretation	Decision on Ho
(Constant)	--	1.354	0.155	No Significant effect	Rejected
Print Advertising	0.266	3.666	0.000	Significant effect	Accepted
Broadcast advertising	0.359	4.445	0.000	Significant effect	Accepted
Outdoor Advertising	0.561	1.402	0.000	Significant effect	Accepted
Celebrity Advertising	0.489	8.314	0.000	Significant effect	Accepted

Source: primary data, 2011

According to the regression analysis results in table 7, the variables included in the model account for 77% variations in dependent variable, indicated by high adjusted r-square of 0.777. Results revealed that the independent variable included in the model significantly affect the dependent variable (business prosperity) (F=112.376, sig=0.000). These results lead to the conclusion that advertising significantly explains the high rate of prosperity of telecommunication companies in Kigali City. The coefficients tables indicate that all the components of advertising contribute to the companies' prosperity; print advertising ($\beta=0.266$, sig. = 0.000), broadcast advertising ($\beta=0.359$, sig. =0.000); outdoor advertising ($\beta=0.561$, sig. =0.000) and celebrity advertising ($\beta=0.489$, sig. =0.000).

This was proved by the study of William (2001) who concluded that advertising stimulates demand and gives the seller a measure of certainty about the level of sales which leads to the achievement of the desired goal of the company.

CHAPTER FIVE

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

FINDINGS

This study intended to determine the extent to which advertising affects business prosperity of telecommunication companies in Kigali City.

The first objective of this study was to determine the profile of the respondents in terms of age, gender, income level and the highest educational qualification. Data analysis and presentation of questionnaire responses from the respondents of Tigo, MTN and Rwandatel employees revealed that all the companies were dominated by female (53%) and this is normal because in Rwanda there are more women than men. According to the age, most employees were below 39 years which is an indication that there is young knowledge and talent in the companies. Regarding to the rank, most employees were at the lower level (66%), such a distribution of employees at any organization is expected as it is normal that most employees at any company are in lower management and few are in top level management. Regarding level of income, results indicated that majority of employees are low income earners (77%) as they were at the lower level. According to the education level, results indicated that respondents of telecommunication companies in Kigali City are relatively educated. At least no respondent was below diploma level as they were (45%), degree level (26%) and masters' level (29%). This analysis indicates that due to the level of literacy in Telecommunication companies, there is a great understanding of the level of advertising and prosperity effects in the company.

The second objective was to determine the level of advertising (broadcast, print, outdoor, celebrity) of telecommunication companies in Kigali City. Data analysis and presentation of questionnaire responses from the respondents of Tigo, MTN and Rwandatel employees revealed that all components of advertising related to telecommunication were rated as high level of advertising which happened to be 2.83, confirming that respondents rated advertising as being at a high level in telecommunication companies in Kigali City.

The third objective was to determine the level of business prosperity in terms of sales, market share, net profit, consumer satisfaction, employee satisfaction and owner's satisfaction of telecommunication companies in Kigali City. Data analysis and presentation of questionnaire responses from the respondents of Tigo, MTN and Rwandatel employees revealed that the level of prosperity is relatively high in telecommunication companies in Kigali City, a mean index for all the types of prosperity was rated, computed which turned out to be 3.06, which falls under agree on the Likert scale and ranked as highly growing.

The fourth objective was to establish whether there is a significant difference in the level of advertising and business prosperity. The mean perceptions from three companies did not significantly differ. For example, print advertising ($F= 1.156$, sig. =0.330); broadcast advertising ($F= 0.943$, sig. = 0.475), outdoor advertising ($F= 1.192$, sig. = 0.309) and celebrity ($F= 1.943$, sig. = 0.475). Basing on the results above, the null hypothesis is accepted, leading to the conclusion that advertising and business prosperity of the telecommunication companies do not significantly differ.

The fifth and the last objective was to determine whether there is a significant relationship in the level of advertising and business

prosperity. The results revealed that all the components of advertising were positively correlated with all the six factors of business prosperity and the overall relationship between them (all sig. of r-value <0.05).

The regression analysis results revealed that the independent variable included in the model significantly affect the dependent variable (business prosperity) ($F=112.376$, $sig=0.000$). These results lead to the conclusion that advertising significantly explains the high rate of prosperity of telecommunication companies in Kigali City. The coefficients tables indicate that all the components of advertising contribute to the companies' prosperity.

CONCLUSION

The purpose of this study was to determine the extent to which advertising affects business prosperity of telecommunication companies. The research findings revealed that there was a high level of advertising in terms of broadcast, print, outdoor and celebrity advertising in telecommunication companies in Kigali City. There was also a high level of prosperity due to sales, market share, net profit, consumer satisfaction, employees' satisfaction and owner's satisfaction.

The levels of advertising significantly relate to business prosperity of telecommunication companies in Kigali City due to the usage of different advertising levels namely broadcast, print, and outdoor and celebrity.

Advertising in these telecommunication companies is significantly correlated to prosperity, indicating that the high level of advertising of telecommunication companies in Kigali City is significantly responsible for the prosperity of telecommunication companies.

RECOMMENDATIONS

As the research findings shows that advertising has great influence on business prosperity, it came up with the following recommendations:

Telecommunication Companies should expose the advertisement in time and place which is convenient to all people in the market.

Telecommunication Companies should put more emphasis and efforts on consistency of advertisement and quality service delivery.

Telecommunication companies should invest in advertising to create brand awareness.

Telecommunication companies should train marketing professionals in order to equip them with the expertise in advertising to enable them grow the company.

Policy makers should come up with good policies addressing the use of telecommunication as a cheaper and most effective way of communicating.

Policy makers should introduce tax incentives to allow telecommunication companies have sufficient reservations for advertising for the company's prosperity.

Policy makers should establish effective regulations of the telecommunications sector in Rwanda

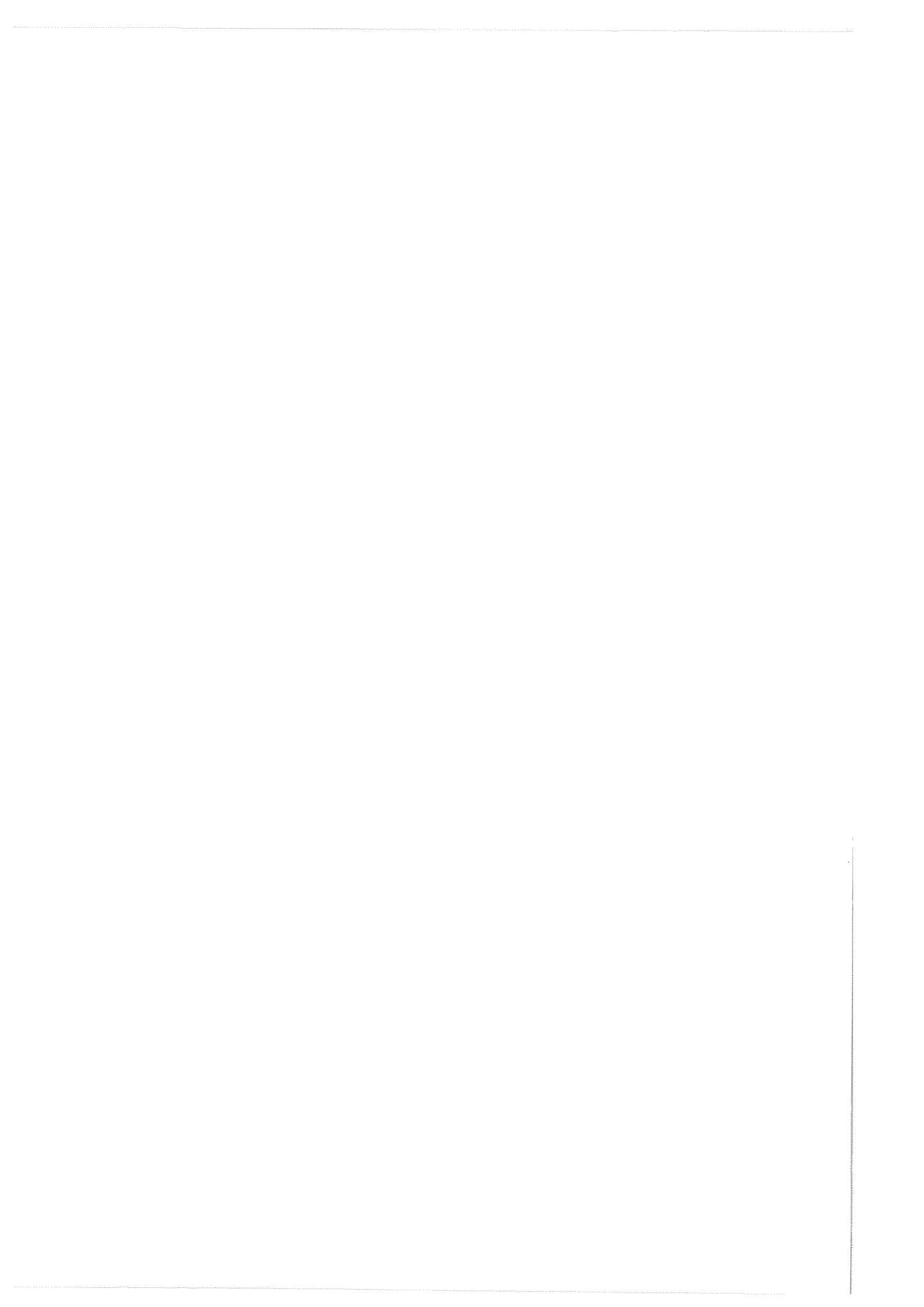
AREAS FOR FURTHER RESEARCH

Since this study was limited to Kigali city whereby advertisements are mostly seen further studies should be carried out in rural area.

Further research should be carried out on quality service and prosperity of telecommunication companies,

Price regulation and prosperity of telecommunication companies,

Advertising and consumer brand preferences.



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<http://www.rwandatel.rw>

<http://www.tigo.co.rw>



**KAMPALA
INTERNATIONAL
UNIVERSITY**

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Fax: +256- 41- 501974
E- mail: admin@kiu.ac.ug,
Website: www.kiu.ac.ug

**OFFICE OF THE COORDINATOR, BUSINESS AND MANAGEMENT
SCHOOL OF POSTGRADUATE STUDIES AND RESEARCH (SPGSR)**

Dear Sir/Madam,

June 29, 2011

**RE: REQUEST FOR MWIZERWA CLAUDETTE MBA/41146/91/DF
TO CONDUCT RESEARCH IN YOUR ORGANIZATION**

The above mentioned is a bonafide student of Kampala International University pursuing a Masters of Business Administration.

She is currently conducting a field research of which the title is **"Advertising and Business Prosperity of Telecommunication Companies in Kigali City Rwanda."**

Your organization has been identified as a valuable source of information pertaining to her research project. The purpose of this letter is to request you to avail her with the pertinent information she may need.

Any information shared with her in your organization shall be treated with utmost confidentiality.

Any assistance rendered to her will be highly appreciated.

Yours truly,

Mr. Malinga Ramadhan
**Coordinator
Business and Management (SPGSR)**

MWIZERWA Claudette

Kigali, 17th June 2011

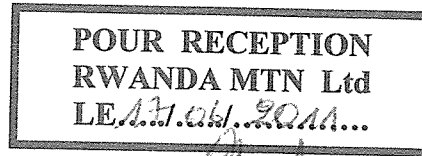
Tel: (+250) 788417831

E-mail: mwizerwaclaurette@yahoo.fr

Director General of MTN Rwanda

Kigali-Rwanda

Re: request for data collection



Seen and accepted

Dear sir/madam,

In pursuance of my master's degree program in management at Kampala International University, I am conducting a field research entitled " **Advertizing and business survival in selected telecommunication companies in Kigali City, Rwanda**". Thus, I would like to request your authorization for data collection in your organization.

For more details, I enclose a copy of my recommendation letter for research.

Thank you for your consideration

Handwritten signature of MWIZERWA Claudette

MWIZERWA Claudette

Kigali on, 15 th July 2011

Madam MWIZERWA Claudette

Tel: 0788417831

Dear Madam,

Re: Your application for data collection

Reference made to your letter of 17 June 2011 requesting for collection of data relating to your topic "**Adverizing and business survival in selected telecommunication companies in Kigali City, Rwanda**", this is to inform you that your request has been approved.

For further information, please contact us at our TIGO head quarter Kigali

Thanks

DIRECTOR GENERAL OF TIGO
RWASE ANNICK
RWANDA TIGO Ltd
DIRECTOR GENERAL



MWIZERWA Claudette

Tel: (+250) 788417831

E-mail: mwizerwaclaurette@yahoo.fr

Kigali, 17 June 2011

POUR RECEPTION
RWANDA RWANDATEL Ltd
LE 17.06.2011



Director General of RWANDATEL- Rwanda

Kigali-Rwanda

Re: request for data collection

Dear sir/madam,

In pursuance of my master's degree program in management at Kampala International University, I am conducting a field research entitled "Advertizing and business survival in selected telecommunication companies in Kigali City, Rwanda". Thus, I would like to request your authorization for data collection in your organization.

For more details, I enclose a copy of my recommendation letter for research.

Thank you for your consideration



MWIZERWA Claudette

APPENDIX I

TRANSMITTAL LETTER FOR THE RESPONDENTS

Dear Sir/ Madam,

Greetings!

I am a candidate for Master in Business Administration at Kampala International University with a thesis on **Advertising and Business Prosperity of Telecommunication Companies in Kigali City, Rwanda**. As I pursued to complete this academic requirement, may I request your assistance by being part of this study?

Kindly provide the most appropriate information as indicated in the questionnaire and please do not leave any item unanswered. Any data from you will be for academic purposes only and will be kept with utmost confidentiality.

May I retrieve the questionnaire within two weeks after you receive them?

Thank you very much in advance.

Yours faithfully,

Mrs. Claudette MWIZERWA

Masters' Candidate

**APPENDIX II
CLEARANCE FROM ETHICS COMMITTEE**

Date _____

Candidate's Data

Name _____

Reg.# _____

Course _____

Title of Study

Ethical Review Checklist

The study reviewed considered the following:

- Physical Safety of Human Subjects
- Psychological Safety
- Emotional Security
- Privacy
- Written Request for Author of Standardized Instrument
- Coding of Questionnaires/Anonymity/Confidentiality
- Permission to Conduct the Study
- Informed Consent
- Citations/Authors Recognized

Results of Ethical Review

- Approved
- Conditional (to provide the Ethics Committee with corrections)
- Disapproved/ Resubmit Proposal

Ethics Committee (Name and Signature)

Chairperson _____

Members

APPENDIX III

INFORMED CONSENT

I am giving my consent to be part of the research study of Mrs. Claudette MWIZERWA that will focus on Advertisement and Business Prosperity of Telecommunication Companies in Kigali City. I will be assured of privacy, anonymity and confidentiality and that I will be given the option to refuse participation and right to withdraw my participation anytime.

I have been informed that the research is voluntary and that the results will be given to me if I ask for it.

Initials: _____

Date _____



APPENDIX IVA
RESEARCH INSTRUMENT
FACE SHEET: PROFILE OF THE RESPONDENTS

Age _____

Gender _____

Employee designation or Rank _____

Level of income _____

Highest Educational Qualifications _____

APPENDIX IVB
QUESTIONNAIRE ON LEVEL OF ADVERTISING

Please indicate the extent to which you agree or disagree by writing only one number option for each of the items or statement elaborated on the table below. Kindly write your best choice in the space before each item. Be honest about your options as there is no right or wrong answers.

Score	Response	Description
4	Strongly Agree	You agree with no doubt at all
3	Agree	You agree with some doubt
2	Disagree	You disagree with some doubt
1	Strongly Disagree	You disagree with no doubt at all

- ___1. Your company uses print advertising regularly.
- ___2. Your Company uses newspapers, magazines, fliers, brochures among others.
- ___3. Your company uses broadcast advertising regularly.
- ___4. Your company uses Television, Radio and Online advertising.
- ___5. Your company uses outdoor advertising.
- ___6. Your company uses billboards, wall branding, trade shows among others.
- ___7. Your company uses celebrity advertising.
- ___8. Your Company uses athletes, musicians, comedians among others.

APPENDIX IVC
QUESTIONNAIRE TO DETERMINE THE LEVEL OF BUSINESS
PROSPERITY

Please indicate the extent to which you agree or disagree by writing only one number option for each of the items or statement elaborated on the table below. Kindly write your best choice in the space before each item. Be honest about your options as there is no right or wrong answers.

Score	Response	Description
4	Strongly Agree	You agree with no doubt at all
3	Agree	You agree with some doubt
2	Disagree	You disagree with some doubt
1	Strongly Disagree	You disagree with no doubt at all

-
- _____1. Sales in your company are high compared to other players in the market.
- _____2. Sales in your company are increasing compared to other players in the market.
- _____3. Sales in your company are set to be increasing in future.
- _____4. Sales in your company are as good as the best player in the market.
- _____5. Sales in your company meet your organization's expectation.
- _____6. Market share of your company leads to success.
- _____7. Market share of your company is increasing in because of low prices among others.

- _____8. Market share of your company is set to be increasing in the future compared to other players in the market.
- _____9. Market share of your company faces little or no challenges to maintain.
- _____10. Market share of your company is as big as the organization expects.
- _____11. Net profits in your company are high compared to other players in the market.
- _____12. Net profits in your company are high.
- _____13. Net profits in your company are set to be increasing in future.
- _____14. Net profits in your company are as good as the best player in the market.
- _____15. Net profits in your company satisfy your organization's expectation.
- _____16. Your company offers services that are reliable.
- _____17. Your company produces services that are safe (i.e used without causing danger or risk to the consumers).
- _____18. Your company provides services in time (without causing delays to the consumers).
- _____19. Your company provides services that are accessible to customers whenever needed.
- _____20. Your company communicates to customers in a language they understand best and listens to consumers.
- _____21. Your company pays you on time
- _____22. Your company pays you equitably and fairly
- _____23. Your company gives employees benefits that are adequate
- _____24. Your company is committed to non discrimination of employees

-
- _____25 Your company offers safe working environment for its employees
 - _____26. Your company gives earnings per share holder on time.
 - _____27. Your company's earnings per share are better than those of other players in the market.
 - _____28. Earnings per share in your company are set to be increasing in the future.
 - _____29. Your company is committed to keep safe earning per share for its shareholders.
 - _____30. Your company keeps share holders informed of the latest development.

Source: Porter (1980).

APPENDIX V

RESEARCHER'S CURRICULUM VITAE

Personal Profile

Name: MWIZERWA Claudette

Gender: Female

Date of birth: 1th August, 1973

Marital Status: Married

Nationality: Rwandese

Educational background

2003-2008: University studies in National University of Rwanda.

Award: Bachelor's Degree in Sociology

1988-1994: Secondary school at Christ Roi de Nyanza, Rwanda.

Award: A2 Certificate in Literature

1981-1988: Primary studies at Mbuga Primary School/Rwanda.

Professional experience

2007-2009: A teacher at SOS Children's Village Gikongoro/Rwanda

1997-2005: Secondary School Teacher

Spoken languages: English, French, Kiswahili, Kinyarwanda.

