

Advertisements Channels for Accelerating Development of Industries in Contemporary Rwanda: Case of Bralirwa, Rubavu District

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Abstract: *The general objective of the study was to find out how industries can use advertisements to enhance their performance. The specific objectives of the study were: to understand why Bralirwa is using advertisements; to find out the relationship between advertisements and the general performance of Bralirwa in the area; to identify the challenges that Bralirwa Rubavu Branch faces in its advertisements directed towards popularising its products in the Area and suggest measures suitable for strengthening advertisements made by the selected industry for effective promotions of its products. Descriptive research design was adopted for the study. The total population was 150 and the sample size of the study 108 respondents, arrived through application of the Krejcie and Morgan table of 1970. A Questionnaire was employed in collecting the required data. Data was analysed by the use of tables, frequencies and percentages. The study found that some of the key roles played by advertisements for industries include: increase in marketing of goods and service sale; serve as channels for communication: making good reputation for company; helps in determining optimal price and brings about healthy competition. Challenges industries face in the course of their advertisements as identified by the respondents of the study were: poor strategies; unskilled labour; lack or inadequate technology; high taxes and lack of internal and external coordination in marketing activities. Measures for effective industries' advertisements to enhance include well defined targets, clear conversion goals, skilled labour, advanced technology and quality goods and services. The researcher recommends that: there should be organised training conducted for marketers so as to raise their level of marketing skills, knowledge and attitudes in serving their clients appropriately; Every industry or company should have a well-established and equipped advertising department to foster quick advertising services with a view to improving service delivery system of the industry concerned; Industries should work in hand in hand with the Government of the day and with other relevant agencies for favourable formation of policies that would favour them especially in establishing favourable policies for favourable advertising strategies. The researcher concludes that advertisements can serve as key channels that improve and enhance the performance of any given industry operating in the country, Bralirwa Rubavu Branch inclusive. They can help in building strong, trusted, reliable and dependable bonds between industries and their respective customers.*

Key words: Advertising, Channel, Industry, Performance, Development, Contemporary

Research Area: Social Science

Paper Type: Research Paper

1. INTRODUCTION

Advertisement is a service based dedicated to creating, planning and handling advertisements and sometimes, other forms of promotion for its clients. An advertising industry is generally independent from the clients, it may be an internal department or agency that provides an outside point of view to the effort of selling the clients' products or services or an outside firm. The industry can also handle overall advertising and branding strategies and, sales promotions for its clients (Luo, 2013).

1.1 Background of the Study:

Industrial advertising, otherwise known as business to business advertising, is a form of advertising to other businesses. This can include the advertising of parts or raw materials for their products or equipment used in their manufacturing process. Every business is a consumer and needs to enlist the services of other businesses for at least a few things. An office would need to hire a cleaning company, a restaurant needs to hire someone to deliver the raw materials they need to make their food and a zoo would need to enlist the services of a veterinary. Most of these people need business cards as well and may need, too, to hire someone to make them. Industrial advertising is what anyone who hires themselves out to a business rather than an individual needs to do, (Peter, 2009).

Advertisement is an audio or visual form of communication that employs an openly sponsored and no personal message to promote or sell a product, service or idea. Sponsors of advertisements are often industries who wish to promote their products or services. Advertisement industry is differentiated from public relations in that an advertiser usually pays for and has control over the message. It is differentiated from personal selling in that the message is no personal, that is, it is not directed to a particular individual.

Advertisements are communicated through various mass media, including newspapers, magazines, Television, Radio, outdoor or direct mail or new media such as search results, blogs, websites or text messages. The actual presentation of the message in a medium is referred to as an advertisement. (Carnie, 2002).

Commercial industries often seek to generate increased consumption of their products or services through branding, which associates a product name or image with certain qualities in the minds of consumers. On the other hand, industries that intend to elicit an immediate sale are known as direct response advertising. Non-commercial advertisers who spend money to advertise items other than a consumer product or service include political parties, interest groups, religious organizations and governmental agencies. Non-profit organizations may use free modes of persuasion, such as public service announcement. Advertising may also be used to reassure employees or shareholders that a company is viable or successful. (Kenneth, 2000).

The role of industrial advertisement is to minimize the hunt for buyers, increase sales, make more distribution channels and spread awareness of the company's brand, all while helping the company run more efficiently. Any company needing to advertise their product or service to other companies needs to do research on their competitors and identify their target market when doing so, but, not every company's industrial advertisement tactics will be the same. (Willy, 2005)

Bralirwa history can be traced back to 1957, when a former Congolese company Bralima (Brasseries Limonaderies et Malteries Africaines) decided to establish a new

brewery site in the Eastern region of the Belgian colonial territory. The Gisenyi (Rwanda) location was chosen as it was better placed to supply to both the Eastern DRC and Rwanda markets due to its strategic location on the shores of the Lake Kivu. The construction work started in November 1957.(HR 2005) Today, Bralirwa is one of the largest companies and the highest taxpayer in Rwanda. The Company estimates that it has approximately 94% market share of the commercial beer market in Rwanda and 99% of the sparkling beverages market in Rwanda and that justifies to why the researcher wanted to find out the contribution of advertising towards industries performance.

1.2 Statement of the Problem:

Advertisements play an important role in any one industry's performance for they not only enable communities or consumers to have adequate knowledge an industry's goods and services but also help to increase customer's base and, sales volume of goods and services. However, most industries still face a couple of challenges with advertisement. Advertising is an expensive activity that needs a lot of financial resources which most industries seem not to have. Besides, there is still a problem of labour, to have the most skilled people to carry out advertisements.. As a result most industries end up having few customers and sell limited goods and services and hence, yielding little profits/returns on investment.

It is therefore, against this backdrop that the present researcher decided to undertake the present study.

1.3 Research Objectives of the Study:

The study adopted both general objectives and specific objectives as well

1.3.1 General objective

The general objective of the study was to examine the contribution that advertisements used by Bralirwa are enhancing its general performance.

1.3.2 Specific Objectives

The study has been carried out with the following specific objectives:

- a. To find out why Bralirwa is using advertisements
- b. To analyse the relationship between advertisements and the general performance of Bralirwa in the area.
- c. To identify the challenges that Bralirwa Rubavu Branch faces in its advertisements directed towards popularising its products in the Area.
- d. To suggest measures suitable for strengthening advertisements made by the selected industry for effective promotions of its products.

1.4 Significance of Study:

There is paucity of research literature on the role advertisements play towards the general performance of industries in general and Bralirwa Rubavu Branch in Particular.

- The findings of the present study will contribute knowledge on the role of advertisements in the overall performance of Bralirwa in the area observed through its promotion and sales of its products
- The findings of the study, too, will provide valuable data not only to researchers and academics but also to personnel of various industries in the area and its environs.

- The findings of the study will be useful to industries, which are in the service of producing and serving drinks to the people in the area and beyond.
- The findings of the study will serve as a mirror to the industry covered in the present study in terms of its advertisements.
- The findings of the study will provide strategic guidance, especially to Bralirwa and other industries making and supplying drinks in the area.
- The findings of the study will not only be of help to all interested parties in the issue of producing drinks and selling them through advertisements but also strengthen the industries in the District.

1.5 Scope of the Study:

The scope of the present was based on scope of its time, geographical area and content.

1.6 Limitations of the Study:

- a) The study was restricted to Bralirwa Rubavu Branch
- b) The findings are mainly applicable to Bralirwa Rubavu Branch under the study. However, they can also be applied to some extent, to those industries manufacturing drinks in the area and its environs
- c) Due to non-availability of published materials on advertisements and role in enhancing the performance of industries in the area, the study was restricted to the scanty information obtained from reports and from the direct respondents covered in the study.
- d) This is a descriptive cum exploratory study. Hence, the findings are of tentative nature.

2. LITERATURE REVIEW

2.1 Advertisement:

Advertisement is any paid form of non-personal presentation and promotion 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 consumers about a new product, service or future or build primary demand. It describes available products and services, corrects false impressions and builds the image of the company, (Kotler, 2010). Advertising can be done through print media which includes newspapers, magazines, brochures, Audio media for example Radio, and visual media which includes billboards, and television (Kotler and Armstrong 2010).

2.1.1 Advertising Strategies

Advertising strategies include elements such as geographic location, perceived demographics of the audience, price points, special offers, and what advertising media, such as billboards, websites, or television, will be used to present the product. (Smith, 2009).

2.2. Profitability of the Industry:

Advertising may influence consumers in many different ways, but the primary goal of advertising is to increase the probability that consumers exposed to an advertisement will behave or believe as the advertiser wishes (Stafford and Stafford, 2003). Thus, the ultimate objective of advertising strategies 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. The forms 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 (Schmidt and Spreng 2000). Advertising is an indicator of the growth, betterment and perfection of the business environment. Not only does advertising mirror the business environment, it also affects and gets affected by our style of life. It is not at all surprising that advertising is one of the most closely scrutinized of all business institutions. In today's environment, advertisers are closely examined by the target audience for whom the advertisement is meant for in the society.

2.2.1 Creating Awareness

In the context of advertising, the first hurdle for an advertiser is to obtain and create awareness to the consumer. This involves two important actions. First, it is important for the advertiser to know where a communication should be placed to increase the odds of reaching a particular type of consumer; this is the media decision. Careful analysis of the consumer use of various media what television shows they watch, what route they take to work, and what magazines they read allows the advertisers to identify those media to which target consumers are most likely to be exposed (Nowak, Cameron and Krugman, 2003).

Placing an advertisement about a product to be sold in a place where relevant consumers are unlikely to see it assures that the advertising will be ineffective. However, just because a consumer happens to view a television show or read a magazine in which an advertisement is placed does not guarantee that the consumer will see the advertisement. The consumer may have left the room when the television commercial aired or may not have read the particular part of the magazine in which the advertisement appeared. Advertisers solve this problem by repeating advertising in the same and in different media in order to increase the probability that a given consumer will actually be exposed to the advertising. Thus, a key task for the advertiser is to identify create awareness of the existing product on sales and develop a schedule of repetition for the advertisement that maximizes the number of consumers who will be exposed to the advertising message. This is typically the responsibility of the media department in an advertising agency (George, 2005).

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2.2.3 Advocating for Conviction

Exposure to an advertisement still does not mean that a consumer will attend to it. A consumer may simply turn the page of a magazine, look away from the television, or click on a banner advertisement on the Internet to make it go away without ever paying attention to the advertisement. Thus, obtaining the attention of consumers who are, in fact, exposed to an advertisement is a significant challenge for advertisers. Various characteristics of advertisements have been found to increase the likelihood that consumers will attend to an advertisement (Mattila, 2000).

Advertisements that include relevant information for the consumer such as a product benefit that is important to the consumer are especially likely to attract attention. Information that is new to the consumer is also likely to obtain the attention of the consumer. Various creative devices such as the use of humour, a well-known celebrity, or an especially entertaining presentation also tend to attract attention. The latter devices must be used carefully; if they are not well integrated with the primary message of the advertiser, the consumer may attend to the advertisement, but only focus on the creative device (the humour, the identity of the celebrity) rather the intended message of the advertiser. Advertisers often refer to characteristics of advertisements that gain attention but distract the viewer from the primary message as “creative clutter” (Krugman, 1997)

An especially challenging dimension of advertising revolves around balancing the repetition of an advertisement, which is intended to increase the probability of a consumer being exposed to it, with the likelihood the consumer will attend to the advertisement when exposed (Denning, 2006). Consumers are less likely to attend to advertisements they have already seen, and the more often an individual consumer has seen an advertisement previously the less likely they are to pay attention to it when exposed again. The number of repetitions of the advertisement needed to reach some consumers may be so great that the advertisement wears out among other consumers who are more readily exposed to the advertisement. To combat such wear out, advertisers will often use multiple advertisements that vary in terms of execution or presentation but carry similar messages. Such variation tends to reduce advertising wear out by providing something new to the consumer that serves as the basis for attracting attention (George, 2005).

2.2.4 Rational and Emotional Appeal

Message appeals are usually divided into rational and emotional ones (Kim, Forsythes and Moon, 2002). Rational appeals are typically based on factual information and focus on

product attributes. Emotional appeals, on the other hand, typically intend to create positive emotions and develop a brand personality. Emotional appeals have been found to be most effective when brand response involvement and advertising message involvement are low, whereas rational appeals are found to be relatively more effective when customers are highly involved with the brand and the advertisement (George, 2005). Keegan, (2008) have proposed that value-expressive advertising appeals are persuasive when the product is value-expressive, whereas utilitarian

Appeals are persuasive when the product is utilitarian. A series of studies by Khanh and Hau (2007) yielded evidence about the attitude functions associated with different products, and showed that attitudes toward products that serve different functions respond to different types of advertising appeals.

2.2.5 Attitude Formation

In some cases, the objective of the advertiser is immediate action by the consumer that is direct-response advertising where the goal is to have the consumer does something immediately (buy a product, make a pledge, and so on). In most cases, however, there is a lag between advertising exposure and any action on the part of the consumer (Denning, 2006). In such cases, an important communication goal of an advertiser is to create a positive attitude toward their product. Attitudes are predispositions or tendencies to behave or react in a consistent way over time. There is an effect, or feeling, dimension associated with attitudes, and there are generally various beliefs that provide justification for the feeling and predisposition. The goal of advertising is to have a positive impact on attitudes; these attitudes, in turn, influence future behaviour. When the consumer visits the store another time to buy a particular type of product, these attitudes influence the choice of the product (Rossiter and Percy, 1997).

Attitudes and attitude formation are among the most widely researched phenomenon in communication research. Advertising plays a role in attitude formation, but it is important to recognize that the advertised product itself is the most important determinant of attitude in the long term. A bad experience with a product will create a negative attitude that no advertising is likely to overcome (Kendall, 2004). In addition, advertising can reinforce positive attitudes by reminding consumers of product benefits, desirable product characteristics, and positive product experiences (Kim *et al.*, 2002).

2.3. Influence on Performance:

Korgaonkar et al., (2004) hypothesise that advertising campaigns were successful in increasing sales when they were for nondurable products with unique attributes, were geared to the consumer market and backed by adequate financial resources, and when they featured unique and creative messages. It also found that favourable product attributes could be achieved by advertising campaigns that promoted product uniqueness, had adequate financial resources, and used creative messages and appropriate media. Denning (2006) advocates that advertising serves primarily a persuasive role. According to this view, advertising increases product differentiation and deters entry by contributing recognition and prestige to advertised goods, thereby inflating the market power of firms selling advertised goods and bracing prices. Nelson (2004), points to the important role of advertising in providing price and product quality information. Informative advertising reduces the costs associated with consumer search and facilitates substitution possibilities between products, resulting in lower prices and superior market performance.

Shah et al., (2009) posit that other advertising variables such as economic conditions and the level of competition in the market also influence the advertising-sales relationship. Murphy and Cunningham (1993) state that linking advertising with sales impact is not appropriate as other advertising variables such as economic factors, market factors, affect the company sale. Theoretically, advertising can have direct influence on firm performance through its impact on market value or generating high returns for advertising firms. Similarly, advertising can also have indirect influence on firm performance by virtue of its ability to influence sales and profitability of a firm (Joshi and Hanssens, 2010). Kim *et al.*, (2002) established a positive link between advertising and profitability for those firms operating mainly in consumer goods industries.

Eng and Keh (2007) believe that advertising effectiveness has to be captured by the additional sales of a product over and above those that would have happened in absence of any advertising or promotion. Although advertising managers have long believed that advertising's impact on sales can persist longer than the current period, the tendency to assume that advertising's effect on sales is short-term is yet prevalent. They further argue that the longer uses of advertising are better than less and shorter uses of it irrespective of the nature of contribution of advertisement to sales. The inability of measures to differentiate the impact of advertisement between its short term and long term effects have resulted in wastage of advertising expenditure.

The result of Dekimpeet *al.*, (2009) established that there is rarely any permanent effect of advertising on performance of organizations. Their findings proved that advertising does not change the structure of sales over the long run. They suggest that the diminishing impact of advertising may be because of choice of brand, quantity which is purchased and category incidence such as energy crisis. Pauwels *et al.*, (2002) are of the opinion that when a consumer is exposed to a advertising offer majority of the time, the consumer has already purchased and practiced a particular brand so the impact of learning from the that purchase is minimal and is easily balanced by a simultaneous and similar competitive offering. Therefore the immediate effects of advertising are small. This is because of price promotion consumers are forced to make purchases and but this impact on sales cannot only be explained by accelerated rate of purchasedue to price reductions.

2.5 Challenges Facing Industrial Advertisements:

The noted below are some of the challenges the industries, today, are facing in the course of making their themselves and their products known to others through advertisements

2.5.1 Change in Information Technology

The media has changed in a variety of ways and these can be interpreted differently. According to Mulhern (2009), two related elements can be formulated as the underlying force of change in information technology. On one hand, the digital codifying of information can be seen as an important element. The Internet of the 1990s was the cause of the transformation from print content towards the concept of digital content. On the other hand, the braided nature of this digital content, the network, was an important stimulus for the changing media landscape.

Benkler (2003) coined these interwoven and reinforced elements in one single definition, the networked information economy. To Benkler, a digital and networked media

environment enables the production and distribution of information through so-called ‘non-proprietary processes’ comparable with those in the arts, education and sciences. Further, it is observed that it affects the ability to establish a blend of market and nonmarket mechanisms for making information widely available for the public and large scale, cooperative efforts that generate output for many providers.

Though the transformation into a networked information economy provides significant possibilities for companies, for example, superior information-processing capabilities as noted by Achrol and Kotler (1999), Coiera(2000), claims that the said might lead to the so called ‘information famine’ in the long run.

Other authors draw has drawn a comparison with and variant of Malthus’ law, applied it on the networked information economy. The law is about the conflicting factors of population growth and the fixed amount of agricultural land. In the 19th century, Malthus, pointed out that a famine was the inevitable consequence of the distorted ratio between the growing population and the fixed size of agricultural land. It was also argued by others that the law was wrong for technological developments were not taken into account while for others, the law remains valid, as time will come when the land cannot keep up with what is demanded of it as Frank(1997), noted

2.5.2 Internal Coordination of Advertising Activities

One of the challenges to global advertising, today, is its execution. The bigger the brand, the more links in the chain. Organisations’ headquarters have historically struggled with the rolling out coordinated advertising campaigns across multiple territories. Today, there exist not only vastly improved systems and communications but also higher expectations for relevant, localised execution. Internal coordination of complex campaigns across business units remains to be one of the key challenges to the desk for global marketers. People seem focus on their own regions first and hence, do not always understand the global context.

2.5.3 Reaching Customers in a Meaningful Way

Adapting an idea to suit different cultures and outlooks while remaining true to the key messages behind the campaign is observed to be one of the major challenges for the global brands, today. Stewarding these creative, intellectual and emotional elements safely across different territories is one mighty task. However, figuring out digital media on a global scale with all the technical, media and channel options available makes the picture even more complex. It is also seen that driving local consumer engagement at the highest possible level is an on-going work in progress. Not surprising when you consider the differing levels of advertising maturity and digital understanding, legal and regulatory issues and cultural subtleties across the globe as pointed out by Smith (2003).

2.5.4 Understanding Customers’ Wants and Needs across Different Segments

The need to align campaigns to differing cultural and social sensitivities it should be well established for it is viewed as part of the jigsaw that marketers need to piece together. However, targeting messages on a global scale requires a deep understanding of how industrial, geographical and demographic conditions can affect the messaging. Brand affinity and buying preferences are affected further by the relative strength of a country’s economy which is seen as another layer of complexity. The economic picture of different countries has

to be factored in campaigns. Global advertising directors, too, must take into account the relative growth positions and potentials for multiple markets as Angel (2009), points out.

2.5.5 Measuring and Reporting

The marketers interviewed who included industry award-winners as noted by ROI, all reached the 'top of the tree' by delivering consistent return on investment. As they look across the global brands and properties they now manage, measure and report, ROI, takes on a new complexity and some very significant budgets are at stake. Our respondents have not taken their foot off the pedal in the desire to provide transparent reporting. The biggest challenge with any global advertising role is ROI. It is now more important than ever to show the value in what you do. It is clear that working out rock-solid objectives with associated key performance indicators (KPI) at the outset is a 'must-have' for balanced reporting and yet, at the same time, global marketers have to be able to 'flex' the interpretation of data coming from several different environments to make it meaningful and digestible. Delivering consistent measurement across a multitude of channels and geographies remains a challenge, particularly where boards demand short-term results. (Johnson 1998)

2.5.6 Advertising Still Viewed as Company Expense

Where advertising is viewed as an expense rather than a revenue generator for the company, the advertising department is faced with the difficult task of changing deeply ingrained perception problem within the company culture. Marketers must go to great lengths to prove ROI for their campaigns. If marketers want their bosses to buy in, they must be able to connect their activity to specific revenue streams of the company (Newton, 1999).

2.6 Measures for Effective Advertisements:

Effective marketing starts with a considered, well-informed marketing strategy. A good marketing strategy helps to define visions, missions and business goals. Besides, it outlines the steps to be taken with a view to achieving the goals. Marketing strategy affects the way businesses are planned, run and developed in consultation with the business team. Marketing strategy sets the overall direction and goals for your marketing and is. Therefore, different from a marketing plan, which outlines the specific actions take to implement a marketing strategy. As Willy (2009), points out, marketing strategy should be developed for future while marketing plan usually describes tactics to be achieved in the present.

2.6.1. Well-Defined Targets

The key to effective content marketing is to be sharply focused. It is virtually impossible to successfully market to everyone all at once and hence, it found to be convenient to concentrate on one customer segment. The said customer should then serve as the model for targeting other buyers.

2.6.2. Contextual understanding

A company ought to know who its customers are and their needs and wants. One way of understanding them is by creating buyer personas and analysing them. In addition, target audience may be directly reached through interviews and surveys conducted with a view to having a better understanding of individual customer's concerns

2.6.3. Clear Goals

The ultimate goal of marketing is to convert target buyers into paying customers. Hence, content strategy should be centred on a set of smaller conversion goals that will propel them through the buyers' journey. Besides, they serve as benchmarks that can help track and measure the performance of the contents. For example, conversion goals may include opening an email or visiting a website, while later in the buyer journey one may want to encourage prospective customers to download a report or sign up for a free trial.

2.6.4. Appropriate Points of Contact

The method of contact must be effective enough to drive whatever conversion goals have been set. Finding the appropriate ways to make contact with target buyers is viewed important step in creating content that reflects one's understanding of them.

2.6.5. Ability to Scale

The true value of a large piece of content is not only seen as an asset in itself but as the smaller pieces of content that one can turn to for creating real business value.

3. RESEARCH METHODOLOGY

3.1. Research Design

Descriptive design was adopted for the present study.

3.2. Study Population and Sampling

The total population of the study was 150, 50 comprising employees and management of the company and 100 customers of Bralirwa, selected randomly and purposively.

3.2.1. Sample Selection Technique

The researcher used Purposive random sampling technique was employed in selecting respondents of the preset study, drawn from among employees and customers of Bralirwa. Besides, selecting managers and agents/distributors of the company products, who were also treated as respondents of the study.

3.2.2. Sample Size

The researcher applied the Robert and Morgan Formula of 1970 in arriving at the sample size of the present study which is 108 respondents.

Table 1: Sample Size

Types of participants	Total of population	Simple size
Employees (Advertising Department)	50	
Customers (Agents)	100	
Total	150	108

3.2.3 The Questionnaire

A questionnaire was prepared accordingly and administered to the selected respondents of the study, comprising employees and customers of Bralirwa.

3.3. Sources of Data Collection:

Data were obtained from both primary sources and secondary sources

3.3.1. Primary Data

Primary data of the study was obtained the questionnaire administered to the respondents who included the employees, staff and customers of Bralirwa,Rubavu Branch.

3.3.2. Secondary Data

The researcher obtained secondary data from both published and unpublished sources which included: Books, reports, brochures, newspapers, the Internet and memoirs.

3.4. Data Analysis:

The researcher cross-checked the data collected in order to ensure accuracy, consistency and uniformity, which was then classified and presented in tables, frequencies and percentages.

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Bio-Data of the Respondents:

4.1.1. Gender of Respondents:

Table 2: Gender of Respondents

Gender	Frequency	Percentage
Male	80	74
Female	28	26
Total	108	100

Source: Primary Data2017

Table 2, shows that both male respondents as well and female respondents were represented in the study. Seventy four per cent (74%) of them are Male whereas females account for twenty six (26%). It then means that the number of male employees at Bralirwa Rubavu Branch is more than that of female employees.

4.1.2. Age of the Respondents:

Table3: Age of Respondents

Age group	Frequency	Percentage
16-25	50	46
26-35	30	28
36-45	20	19
46-55	8	7
Total	108	100

Source: Primary Data 2017

Table3, indicates that the majority of the respondents, forty six per cent (46%) belongs to the age group16-25.Twenty eight per cent(28%) are in the age-group 26-35, nineteen per cent(19%) age group 36-45 whereas seven per cent (7%) are in the age-group

46-55. Hence, it can be seen that Bralirwa has employed both the youthful employees as well as adult employees.

Table 4: Marital Status of the Respondents

Marital Status	Frequency	Percentage
Married	70	65
Single	30	28
Widowed	8	7
Total	108	100

Source: Primary Data 2017

It can be seen from Table 4 that married respondents for the majority of the employees, sixty five per cent (65%). Therefore, it is a fact that they have other responsibilities to undertake such as taking care of their families besides their job obligations. The singles make twenty eight per cent (28%), who may have been preoccupied with their work tasks due to their present status and the widowed are the minority in the company, they make seven per cent (7%) of the selected employees for the present study.

Table 5: Advertisements and their Role towards Industrial Performance

Role	Frequency	Percentage
High sales	50	47
Market communications	30	28
Company reputation	10	9
Helps determine optimal prices	10	9
Healthy competition	8	7
Total	108	100

Source: Primary Data 2017

According to Table 5, the majority (47%) of respondents cited the role advertisements as that can lead to high sales of the company's products. Hence, to them, effective advertisements can improve and increase the sales of the company for they can attract more customers who end up buying commodities/goods and services.

Twenty eight per cent (28%) of the respondents cited communications as the main role of advertisements. One of the respondents said that 'effective advertisement leads to effective communication between company and the company and its customers and this improves company and customer relationships and brings about customer loyalty and repeat businesses'.

Nine per cent (9%) mentioned company reputation as the key role of advertisements. They pointed out that most good advertisements are bound to bring about a good reputation to the company concerned, for they can make the products and services of a company known to its potential customers. Determining of optimal prices was also cited by another nine per cent (9%) of the respondents as a role of advertisements. Through advertisements, the marketers have opportunities of interacting with more customers and are able to know how much customers are willing or wish the product and services to be offered. Hence, this facilitates in determining a fair price for commodities. Seven percent (7%) of them, indicated

the role of advertisements to be ensuring healthy competition within and without the company.

Table 6: Challenges Facing Industries' Advertisements

Challenges	Frequency	Percentage
Poor strategy	60	55
Unskilled labour	30	28
Poor technology	10	9
High taxes	5	5
Internal coordination of advertising activities	3	3
Total	108	100

Source: Primary Data 2017

Table6 clearly demonstrates that the majority (55%) of the respondents regard poor strategies as the main challenge faced by industries in their efforts to do appropriate advertisements for their products and services. Besides, this hinders them from achieving targets and their goals as well. Twenty eight per cent (28%) of the respondents pointed out lack or inadequate advertisement skills as challenge to industries particularly Bralirwa Rubavu. Nine per cent of them (9%) cited poor technology as challenges to advertisement for acquiring new technology is very expensive and few companies can afford to purchase it and therefore this leaves it as challenge to advertising managers to do and design better advertising strategies with low or poor technology. Further new and more so technology needs skilled people to operate it and these people are not there, they said.

Five per cent (5%) of the respondents cited high taxes as challenges to advertisements by industries. They said that taxes are high on their side and this also makes business enterprises to increase the prices of their services. Customers, too, more often than tend not to pay when prices are high for their services, once goods and services have been marketed and customer base built. The minority (3%) of the respondents mentioned lack of proper international coordination as challenge to advertising managers due to lack of proper preparedness and organisation.

Table7: Measures for Effective Industries' Advertisements

Measures	Frequency	Percentage
Well defined targets	45	42
Clear conversion goals	35	32
Skilled labour	15	14
Advanced technology	8	7
Quality goods	5	5
Total	108	100

Source: Primary Data 2017

The Table7 indicates that the majority (42%) of the respondents cited well-defined targets by the industries concerned as a good strategy for effective advertisements. According to respondents, companies ought to use well defined targets.32% of the respondents cited state of a company or an industry having clear conversion goals as another strategy for effective advertisements. Conversion goals are very important in advertising by any given

department and marketers should focus on the said. 16% of the respondents stated the use of skilled labour by a company as a good measure to enhance advertisements for it requires workers with technical-know how.

The acquisition and adoption of new and advanced technology was mentioned by seven per cent (7%) of the respondents as a measure for effective advertisements by industries.

6. FINDINGS OF THE STUDY

Data collected on how advertisements can serve as channels for accelerating development of industries in contemporary Rwanda, Bralirwa, Rubavu District as case study has shown that the majority(47%) of the respondents under the study that effective advertisements can improve and increase the sales of the company for they can attract more customers who end up buying more commodities/goods and acquires services from the company.

Other roles played by advertisements as mentioned by the respondents include: communication; creating good reputation for the company; facilitating the determination of optimal prices for the goods and services provided by the company and creating healthy competitions within and without the company.

On Challenges Facing Industries on their Advertisements, the majority (55%) of the respondents stated poor strategies as the main challenge faced by industries in general and Bralirwa in particular in their efforts to do appropriate advertisements for their products and services. Others mentioned were lack of or inadequate advertisement skills; poor technology; high taxes imposed on companies and customers of various goods and services by the Government of Rwanda and mentioned lack of proper international coordination within and without the industry. Measures or strategies that can be adopted for effective advertisements by the industry as mentioned by the respondents include: well-defined targets by the industries concerned cited by the majority (42%) of the respondents. Other strategies pointed out are: the use of clear conversion goals; acquisition of appropriate technology and the hiring of required and high skilled workers.

7. CONCLUSION

The study found out that advertisements can serve as key channels that improve and enhance the performance of any given industry operating in the country, Bralirwa Rubavu Branch inclusive. They can help in building strong, trusted, reliable and dependable bonds between industries and their respective customers. Advertising needs effective advertising strategy but the problem is that these strategies are lacking in most business companies and therefore companies need better advertising strategies. Advertising needs expertise and this expertise needs adequate skills and knowledge. Advertising departments need to set target and objectives which then can serve as guideline for the advertisements. Marketers should work towards achieving these objectives and targets. Absence of well-defined targets may lead to low production in terms of advertising activities and targets. Once the target buyers are identified, they should be provided with the care they deserve. Advertising is not an easy-going task. It involves regular contacts with customers and even going a step further to persuade with a view to convincing them to buy or consume produced goods and services. It was noted that with advanced technology advertising is made easy for all activities for advertisement require advanced technology especially E-advertising for quality goods and services.

8. RECOMMENDATIONS

Based on the findings of the study, the present researcher has pointed out the recommends which if adopted can help enhance the efforts made industries in Rwanda and directed towards improving their general performance through advertisements as noted in the preceding paragraphs.

There should be organised training conducted for marketers so as to raise their level of marketing skills, knowledge and attitudes in serving their clients appropriately.

Every industry or company should have a well-established and equipped advertising department to foster quick advertising services with a view to improving service delivery system of the industry concerned. Industries should work in hand in hand with the Government of the day and with other relevant agencies for favourable formation of polices that would favour them especially in establishing favourable policies for favourable advertising strategies.

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