



INCORPORATING AESTHETIC VALUES IN TELEVISION ADVERTS AND CUSTOMER PURCHASE DECISIONS; THE CASE OF MOBILE TELECOMMUNICATIONS NETWORK (MTN) UGANDA

ABSTRACT

The study examined how aesthetic values can be used by MTN in their television adverts so as to increase its performance on sales volume.

Primary data was collected using questionnaires administered to television viewers who are MTN customers and in-depth interviews with marketing personnel in MTN. Secondary data was collected from information on promotional activities of MTN and the Uganda Communications Commission. These data were then scientifically analyzed to establish the findings from the study.

The results revealed that whereas aesthetic values were present in television adverts of MTN, they did not necessarily yield the desired increase in sales volume in the urban and surrounding areas. Out of the many advertising channels used, sales promotion had a far greater influence on consumer purchasing decisions.

It was further established that the primary influencers of urban based consumer purchase decisions were price and quality of service. Recommendations are then made to MTN to ensure that advertising activities are tailored to specific desired outcomes and customer segments in

order to achieve set objectives. The study recognizes the limitations of empirical analyses in fully explaining the link between consumer purchase decisions and increase in volume of sales.