

ABSTRACT

The study was conducted to assess the impact of television advertisement on sales performance of an organization using Balton Company as its case study. Four objectives that guided the study were, to examine motives that influence the company to use television endorsement, to identify the relationship between television advertisement and brand equity, to determine customers' perception and opinion on television advertisement and lastly to find out the drawbacks/challenges of using television advertisement on brand image. This study was a descriptive as it explains the relationship between television advertisement and company sales performance a phenomenon which is known but the study may help increase knowledge in the society. From the population 170 people were selected and interviewed to collect data for analysis. Purposive sampling and convenient techniques were used. Tools used in data collection were questionnaires; the analysis of its data was guided by descriptive model. The study came up with general conclusions that Balton Company uses television in its adverts to create awareness and control the perception of the people on its goods and services, to make their products and services more popular among the people and create a reputable company image. Television advertisement and brand image, have a positive relationship and also all of their dimensions positively correlated hence the firm uses a lot of procedures to make sure they use talents that align with the values and goals of the company. Also, the study has revealed most of

customers are influenced and like adverts which are aired on television than other modes the company use to communicate the message to the audience. The biggest challenge identified is high cost that is allocated at every stage of making a television advertisement. It is recommended that various elements should be considered when choosing them of advertising as the mixture will help easy delivering of the message as there are other important factors that have to be considered when creating an advert that has to be sent to a diverse society such as the nature of customers, the race of the customers but also a keen analysis has to be done to whether the analysis will have positive impact to the company as it is a costly investment. Generally, television advertisement should be a way of creating awareness and attracting the customers but the quality of the goods and services will help fetch and retain the customer.