

**Effects of Advertising on Sales Volume of An Organization
A Case of Serengeti Breweries Limited, Moshi**

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The study on which this dissertation is based on contribution of advertising on sales volume with case study of Serengeti Breweries limited, Moshi. The specific objectives were to examine the media of advertising used by SBL, to examine the contribution of informative advertising and reminder advertising on sales volume in SBL, and to determine on how persuasive advertising influences sales volume in SBL. A Cross sectional research design was used and a study a representative sample of 46 respondents was obtained from the population of 85. The methods of data collection involved both primary and secondary sources. Primary data were collected by using a questionnaire, an interview guide, and an observation checklist while secondary data were collected through reports review. The data significance was also clarified through regression, simple descriptive and MS Excel calculations were used to analyze the data where by simple frequencies and percentages were created and presented in tables and figures. The findings revealed that advertising contributes much to sales volume where by 88 percent of the respondents said informative advertising affects sales of SBL, 80 percent said remaindering advertising affects sales volume and 64 percent replied that persuasive advertising affects sales volume. The study concluded that the informative, reminder and persuasive advertisement have positive effects on sales volume of the breweries companies. The researcher therefore calls for the administration of SBL to pay more attention to advertising strategies for the sake of embracing market share, goodwill, profitability as well as sales of the company