

**ST. MARY'S UNIVERSITY COLLEGE
BUSINESS FACULTY
DEPARTEMENT OF MANAGEMENT**

**ASSESSING THE ADVERTISEMENT PRACTICES
OF
ANBESSA SHOE FACTORY**

**BY
ASNAKECH WORKU**

**JUNE 2010
SMUC
ADDIS ABABA**

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OF
ANBESSA SHOE FACTORY**

**A SENIOR ESSAY SUBMITTED TO THE
DEPARTMENT OF MANAGEMENT**

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ABBREVIATION

ASF – Anbessa Shoe Factory

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Advertising is a process which gives information to the public about the product or service. It is an element of the marketing mix and a part of promotion activities. It carries a message which motivates and inspires customers to purchase a particular product. It gives information on the attributes of the goods and services advertised. The "voice" and "sight" combine together to make the message very effective. Colors play an important role in carrying the message (Mishra, 2004:61).

Advertising is the major topic of this research and as defined any paid form of non personal communication about organization product, service, or idea by an identified response. It is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. Advertising is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets (Belch and Belch, 2004:16).

The non-personal component refers to that advertising involves mass media including Television, Radio, Magazine, News Papers, the internet and Billboard that transmit a message to a large group of individuals often at the same time.

Anbesa Shoe Share Company is one of the largest and pioneer shoe manufacturer and distributor in the country. It was established in 1939 E.C. started production of shoe at the time when such convince were not widely known among the general population of the country. Its establishment was apparently in response to the increased demand for the shoe, which must have been triggered by the presence of a sizable Italian occupation army that invaded the country.

Currently it produces different types of ready made shoe and shoe upper for both local and international market. From the companies wide varieties of products some of them are export standard shoe, sport wears military shoe, workers shoe civilian shoe for gents, ladies and children, special orders shoe for handicaps are some of them. The company's activities ranges from component making up to production of ready for use foot wear.

In recent years it has widened its product mix by adding export standard products which has now becoming the main product type of the company.

Its long year specialization in shoe industry together with its seventeen sales outlets spreading across the country gives Anbessa shoe a very strong competitive advantage over its competitors.

1.2. Statement of the Problem

Effective advertising refers to informing the public about the right product at the right time through the right medium (Chunawalla, 1999:50).

In Ethiopia advertising goods and services through modern methods is at its inception stage. Producing products alone does not lead one to effectively penetrate the market. In addition modern business management principles including advertisement activities are also necessary in the process (Mishra, 2004:71).

In light of the above points, the student researcher tried to observe the advertisement activities done by Anbessa Shoe factory and come up with the following observation results. The factory used only limited ways of advertisement mechanisms (non audiovisual) advertisement. However, the factory claims as it posses diversified market.

Consequently, the factory confounded it self in advertising products in bazaars and door to door actions. In ASF the student researcher recognized not only the limitedness modes of advertisement but also the inappropriateness of media selection. In this respect, ASF by advertising its products through sales premium and personal sales actions it lacks the ability of informing the public about the product at the right time through the right medium. These situations limit the factory's ability to reach customers living all over the country including urban and rural residents. Subsequently, it did not penetrate its target group to get more market.

These situations inspired the student researcher to assess the advertisement practices of Anbessa Shoe Factory.

1.3. Research Questions

This research tried to answer the following basic questions listed below:

2. What are the major factors affecting the advertising practices of the company?
3. What roles does advertising play in the company's overall marketing activities?
4. What are the mechanisms that the factory using to evaluate its advertising program?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of the study is to assess the advertising practices of Anbessa Shoe Factory.

1.4.2. Specific Objectives of the Study

Furthermore, this study has the following specific objectives:

- To identify factors which affect the advertising practices of the company

- To describe the role of advertising program on overall marketing activities.
- To assess the mechanism that the factory using to evaluate its advertising program.

1.5 Significance of the Study

This research will have a contribution in providing information to the readers about the way and role of the advertising program of the company. Secondly, it will serve as a base to others interested parties who will conduct in depth study of the topic under investigation.

1.6 Scope (Delimitation of the Study)

Advertising, as one of modern marketing activity is carried out at any business organization including Anbessa shoe factory (ASF). Since this company conducts its business all over the country, it is difficult for the student researcher to cover the whole country that needs huge amount of money, long period of time. So, the study focused, on only on Addis Ababa which the ASF has seven sales outlets. From seven outlets, the study addressed only two sales outlets that are located in Kera and Merkato Branches. Believing that, these outlets found in busy market area and nearer to the student researcher working areas. Furthermore, the study addressed practices from 1999E.C up to 2001 E.C

1.7. Definition of Terms

- **Advertising:-** It is a psychological process of drawing attention, creating interest, arousing dislike, giving convincing reasons so as to lead a consumer to action of buying or make him inclined to buy. So advertising tells well in order to sale (Chunawalla, 2003:1).

- **Media:** a channel of communication such as news papers, magazines, radio and television a medium is a vehicle for carrying the sales message of an advertiser to the prospects (Chunawalla, 1999:48).

1.8. Research Design and Methodology

1.8.1. Research Method

To realize the objective of the study and to answer the research questions descriptive method was used. Furthermore, this method enabled the student researcher to identify and describe problems associated with advertising practices.

1.8.2. Population and Sampling Technique

1.8.2.1. Population

Customers and marketing manager of ASF were considered as the unit of the study.

1.8.2.2. Sampling Technique

Since the numbers of customers are not known, 150 customers were selected to fill the questionnaire, i.e. 75 from Kera and 75 from Merkato outlets, as per the sample size determination proposal given by Malhotera. To select the respondents, accidental sampling technique was used. On the other hand, interview was conducted with the company marketing manager.

1.8.3. Types of Data Used

Both primary and secondary data were used in order to make the study complete and achieve its stated objectives.

1.8.4. Method of Data Collection

This research used both the primary and secondary data. The primary data collected by conducting personal interview with the marketing manager of the factory and by distributing questionnaire for the respondent. Furthermore, secondary data were collected from different secondary resources such as book, magazines, company profile etc.

1.8.5. Method of Data Analysis

To analyze the data collected through questionnaire and interview the student researcher used quantitative and qualitative analysis. To summarize the data, percentage and tables were used. In addition the student researcher used qualitative analysis (narration) for interview and respondents given on open ended.

1.9. Limitations of the Study

During the study, various limitation and challenges were encountered. Among this, lack of cooperation from respondents in filling and returning the questionnaire, absence of keeping promises and providing information required at the right time from the side of the management were some of the limitations that the student researcher faced.

1.10. Organization of the Study

This study presented in four chapters. The first chapter includes introduction, statement of the problem, research questions, and objectives of the study, significance of the study, scope of the study, definition of terms, research design and methodology, limitation of the study and organization of the study. The second chapter deals with the review of related literature. The third chapter deals with the presentation analysis and interpretation of data. The last chapter includes summary, conclusions and recommendations. Finally, lists of bibliography, questionnaire and interview checklist were attached to this research paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Overview of Advertising

A part of promotional mix, which is a significant tool of marketing management, is advertising, first of all what does advertising mean? Different authors put in different ways with the same essence. The one seize that attention of the student researcher is "It is a process of buying sponsor identified media space or time in order to promote a product or an idea" (Rather, 1984:2).

Advertising is based on communication –market analysis, consumer behaviour, market segmentation, psychographic and geographic approaches- all these call for effective communication. The advertiser needs a proper knowledge of consumer attitude, perceptions, personal influence and the way in which they react to a particular advertisement. Communication plays a significant role in advertising. It focuses on the process by which messages are transferred from the communicator to the target audience. Advertising enlists the help of communication process, communication objectives, communication mix and effects to achieve marketing objectives (Mishra, 2004:78).

i. Communication process:- Communication flows in words, pictures, gestures and in some other silent forms. If the message, expressed in words, pictures, gestures, is common to both the sender and the receiver, it will be proper communication.

The message expressed in words, pictures and signals should be understood by the receiver in the same form as. The communication process involves the source, the message audience, channels and effect (Mishra, 2004:79).

ii. Communication objectives: - Every communication or advertisement has some objectives. Like communication and advertising there may be several other media of promoting sales.

Distribution and packaging have been instrumental in achieving advertising objectives. An advertisement communicates the sales message to achieve marketing objectives. Advertising through communication, is transmission of the message that may contribute to higher sales (Mishra, 2004:79).

iii. Communication mix: - The communication mix is effectively utilized for advertising purposes. It refers to the communicators, the media, message and audience (Mishra, 2004:80).

iv. Communication effects:- Communication effects are evaluated in terms of accomplishments, which are more than awareness, conviction and adoption by the audience. The advertiser evaluates the communication effects in relation to awareness and comprehension, attitude, interest, conviction behaviour and buying habits (Mishra, 2004:81).

The above stated idea show that Advertising over view with related to communication. So let as see concept that related to advertising.

2.2. Concept that Related Advertising

Advertising is a paid communication of goods and services.

It is regarded as paid communication since the advertiser is required to pay for space and time.

To clarify the concept, her a few view points are presented

1. The American marketing Association defines advertising as:

“Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.”¹

2. Advertising Age defines it as:

“ The dissemination of information concerning an idea, service or product to compel action in accordance with the interest of advertiser.”²

3. Blake points out that:

“ Advertising is the presentation of and promotion of products, service or idea where such presentation and promotion is identified with and paid for by a sponsor ... Advertising seeks not only to inform but to promote... to persuade people to buy a product or service.”³

4. Borden states that:

“ Advertising message is identified with the advertiser either by signature or by oral statement Advertising is a commercial transaction involving payments to publishers or broad casters and other whose media are employed.”⁴

5. Stanton is of the opinion that:

“Advertising consists of all the activities involved in presenting to a group a non-personal oral or visual, openly sponsored message regarding a product, service or idea.”⁵

6. According to Kotler, Ad can we view as:

“ Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”.⁶

(Meenakshir, 1995:3)

2.3. The Nature of Advertising

Advertising is a process which gives information to the public above the product. It is an element of marketing mix and a part of promotion activities. It is mass communication of message bearing on goods and services. It is paid publicity sponsored by the advertiser. It is persuasive, controlled, identifiable, and influences the target audience (Mishara, 2004:60).

Some points that are mentioned about the nature of the advertising by the writer are:

2.3.1. Mass Communication

Mass communication is the basic purpose of advertising. It informs not one person but a group of persons who may be expected to purchase the article. The mass communication media such as Radio, Television, News papers, Billboards and Magazines etc. are used for advertising purposes. Print media have been adopted in many countries for mass communication.

Electronic devices are now becoming more popular for advertising purposes. Television has been one of the most use full methods of advertising (Mishra, 2004:61).

2.3.2. Messages

An advertisement carries a message which motivates and inspires customers to purchase a particular product. It gives information on the attributes of the goods and serviced advertised. The "voice" and "sight" combine together make the message very effective colour plays an important role in carrying the messages (Mishra, 2004:61).

2.3.3. Paid

Advertising activity under taken by some advertising agencies which charge the price of advertising. Some advertising may be done on the basis of personal agreements, but here, too, payment made, though indirectly. In other forms of promotion, the promotion mix is done generally by the producer or marketer. Space, time, language etc. are sold by advertising agencies (Mishra, 2004:61).

2.3.4. Persuasive

According to Mishra (2004:62) advertising message is persuasive and informative enough to motivate potential customers. It is only when it is persuasive and creative that it would increase sales. The advertiser provides information to the prospects that are willing to purchase his goods and services.

This is the most efficient means of reaching people. It has been pointed out that successes in business depend on persuasion. Advertising informs, entertains and ultimately persuade a group or society to purchase the advertised products. Persuasion is an essential factor in advertising, for if an Ad does not persuade, the message will be merely a piece of information (Mishra, 2004:62).

2.3.5. Controlled

The time, place, message and direction of advertising are controlled to make them effective and purposive. The selection of medium, message and time is carefully done to achieve the most economical results.

The controlled element distinguishes an advertisement from publicity because, in the latter case, the control technique is not adopted; but in the former case, the control function is a vital necessity (Mishra, 2004:62).

2.3.6. Target Group

Advertising aims at a target group. Although it does not distinguish between target and non-target group, it is designed to influence the target group. The desire, purchasing power, status, entertainment elements and attractiveness to suit the target group are considered while framing an advertisement (Mishra, 2004:62).

2.4 The Scope of Advertising

Advertising has a wide scope in marketing and the social system. This scope has been described on the basis of activities included under advertising and their forms and systems, objectives and functions.

2.4.1 Message

Advertising carries a message of the product. The message may be visual or oral. It is designed in a systematic and psychological manner to influence the prospective customer and for formulated on the basis of need, environment and objectives. It may or not be brilliant in planning and execution; but it should be representative of the product. The terminology may be new, but may prove effective in the attainment of the objectives. The existing messages on similar products are evaluated before new and effective advertising messages are launched. The success of advertising depends up on the effectiveness of the message.

2.4.2. Media

A large number of advertising media, with their respective advantages, disadvantages, costs and benefits are available. The selection of a medium should be made on the basis of the types of customers to be approached, and the capacity of organization to bear the cost. The print media, such as news paper, magazines, and posters have been the traditional media of advertising. The radio and television have become the common media of advertisement in recent years; but their costs are very high and cannot be borne by small firms. (Mishra, 2004:63).

2.5 Developing Advertising Program

As Kotler and Armstrong (2005:455) stated marketing management must make four important decisions when developing an advertising program:- setting advertising objectives, setting the advertising budget, developing

advertising strategy (message decision and media decision) and evaluating advertising campaigns.

2.5.1 Setting Advertising Objectives

As we have seen advertising is a communication which in forms, persuades and reminds and the communication is aimed customers who are specifically identifiable. Kotler and Armstrong (2005:455) the objectives of Advertising have been also noted that the objective should be based on fast decisions about the target market, positioning and marketing mix, which define the job that advertising, must do in the total marketing program.

An advertising objective is a specific communication task to be accomplished with a specific target audience during specific period of time.

In addition to these according to Mishra (2004:65) as he stated in his book that the objective of advertising are to stimulate sales, retain loyalty to the product, generate enthusiasm and confidence, and project the image of the product and the producer. The objectives of advertising have been noted by the different authors differently. Advertisers have no single objective. They formulate their objectives according to their functional needs. In brief, the objectives of advertising may be introduce anew product, to sustain an established product, to help middlemen to increase the use of product, to demarked the segment, and increase the welfare of the public. It has some other objectives as well.

2.5.2 Introduce New Product

Advertising introduces a new product to potential customers. The prospects are given information on the attributes, qualities prices of the product. A new product may gain sales momentum if the potential buyers are made aware of it. In many cases, the producer starts

production after evaluating the results of advertisement. New products are advertised first before production commences. Such advertising gives an edge to the new product over the existing products. Market studies reveal the desires of the people and the extent to which the new products can be sold in the market. The advertiser analyses the popularity of the existing products to arrive at the design of the new product accordingly. He can build a more desirable product image by an advance advertising campaign (Mishra, 2004:65).

2.5.3. Sustain the Established Product

Advertising assists in retaining the market share of the established product- Brand loyalty is maintained through effective advertising. The qualities and attributes of the product and effective advertising methods persuade a large number of consumers to stay with the established product and not to shift to other products. The all purpose activities of a product should be advertised to sustain in the market for the product. Product market is retained if the image of the producer is maintained by advertising and other marketing practises. Effective marketing strategy and advertising decisions can sustain and increase its share in the market. Product life cycle is analysed before an effective advertising campaign is started (Mishra, 2004: 66).

2.5.4 Help Middlemen

Adverting is designed to help middlemen to achieve better performance. They are informed about prices, qualities etc, So that, they may pass on the information to customers. In this way, customers, too, are pre-informed about these qualities. Newsletters, coupled with newspaper advertisement, may give information on the names of shops and retailers where the advertised products would be available at a lower cost.

The attributes of the product, its price and packaging help middlemen to enhance its sales (Mishra, 2004:66).

2.5.5 Increase the Share of the Market

Advertising increases the share of the market. The uses of existing products are communicated to the prospective customers. If possible, the different uses should be demonstrated to customers through different media of advertising.

The behavioural study of customer indicator to the producer how to increase the share of the production the market. The weaknesses and problems of competitors are evaluated before the strategy of market expansion through advertisement is implemented (Mishra, 2004:66).

2.5.6 De-market the Target Group

Advertising is essentially meant for giving product information to the target group. If the market segment is not known, advertising in non-prospect areas will be a futile exercise. Advertising should be made only in the targeted segments, there fore, should be analyzed. The target-segments should be approached by the advertiser. A segment study reveals the various segments and shows the marketers how to approach and influence public to purchase the advertised products. The most effective segments are approached first so that other people may be influenced by the results of the advertising in the most favorable market (Mishra, 2004:67).

2.5.7. Increase Public Welfare

Advertising has the objective of increasing the welfare of the public. This is the inherent purpose of an advertisement. Unless public obligations are met, the advertisement would be a fraud upon the public. The moral and ethical values should be stressed in all advertisements. Advertising also informs the public how to maintain public hygienic, educates them in the conserver of energy, makes the environment free from pollution, and so on (Mishra, 2004:67).

2.5.8 Other Objectives

Advertising has several other objectives, such as contribution to economic growth and social reforms. It promotes the marketing system, education of the people so that they might make an efficient use of scarce resources and maintain the ethics of society. The government may insist on many other objectives of advertising, depending up on the economic conditions of the country, not only for business purposes, but for political, social and economic reform of the nation as well (Mishra, 2004:67).

2.6 Benefit or Importance of Advertisement

Advertising broadens the knowledge of the consumers with the aid of advertising, consumers find and buy necessary products, with much less waste of time. This speeds up the sales of commodities, increases the efficiency of labor in distribution, and diminishes the cost of selling.

2.7 Setting the Advertising Budget

As Kumar and Mittal (2002:173) pointed out advertising budget is a plan or expenditure to be incurred on the advertising campaign. Advertising budget is a function budget and setting goals and objectives in terms of income and expenditure on advertising during a specific period. The expenditure may be to meet the present expense as well as for the future expenditure.

In addition to these according to Kotler and Armstrong (2005:456) as they stated. After determining advertising objectives, the company next sets its advertising budget for each product.

A brand's advertising budget often depends on its stage in the product life cycle for example new products typically need large advertising budget to build awareness and to gain consumer trial. In contrast,

mature brands usually require lower budget as a ratio to sales market share also impacts the amount advertising needed.

Before building the market or taking share from competitor requires large advertising spending than does simply maintaining current share. Low share brands need more advertising spending as a percentage of sales. Also brands in a market with many competitors and high advertising culture must be advertised more heavily to be noticed above the noise in the market.

No matter what method is used, setting the advertising budget is no easy task. How a company does know fit is spending the right amount? Some critics charge that large consumer packaged goods firms tend to spend too much on advertising and business-to-business marketers generally under spend on advertising. They claim that, on the one hand, the large consumer companies use lots of image advertising without really knowing the efforts. They overspend as a form of "insurance" against not spending enough. On the other hand business advertisers tend to rely heavily on their sales forces to bring in orders. They underestimate the power of the company and product image in pre-selling industrial customer. Thus, they don't spend enough on advertising to build customer awareness and knowledge Kumar and Mittal (2002:176).

2.8 Developing Advertising Strategy

Advertising strategy consists of two major elements: creating advertising message and selecting advertising media. In the past, companies often viewed media planning as secondary to the message creation process. The creative department first created good advertisements, and then the media department selected the best media for carrying these advertisements to desired target audience. This often caused friction between creative and media planners.

To day, however, media fragmentation, sorting media costs, and more-focused target marketing strategies have promoted the importance of media-planning function. More and more advertisers are orchestrating a closer harmony between their message and the media that deliver them. In some cases, an advertising campaign right start will a great message idea, followed by the choice of appropriated. In other cases, however, a campaign might begin with a good media opportunity, followed by advertisements designed to take advantage of the opportunity.

2.8.1. Creating Advertising Message

According to Kumar and Mittal (2002:182) no matter how big the budget, advertising can succeed only if advertisements gain attention and communicates well. Good advertising messages are especially are important in today's costly and cluttered advertising environment.

2.8.2. Selecting Advertising Media

The major steps in media selection are:-

1. Deciding on reach, frequency and impact
2. Choosing among major media types
3. Selecting specific media vehicles
4. Deciding on media timing.

1. Deciding on Reach, Frequency, and Impact

To select media, the advertiser must decide on the reach and frequency needed to achieve advertising objectives.

Reach: is a measure of percentage of people in the target market who are exposed to the ad campaign during a given period of time.

Frequency: is a measure of how many times the average person in the target market is exposed to the message. For example, the advertiser might want an average exposure frequency of three. The advertiser also must decide on the desired **media impact**.

The qualitative value of a message exposure through a given medium. For example, for products that need to be demonstrated, message on television may have more impact than message on radio because television uses sight and sound. The same message in one magazine (say, news week) may be more believable than in another (say, the national Enquirer). In general the more reach, frequency, and impact the advertiser seeks, the higher the advertising budget will have to be.

2. Choosing Among Major Media Types

According to Kotler and Armstrong (2005:463) the media planner has to know the reach, frequency, and impact of each of the major media types. The major media types are newspapers, television direct mail, radio, magazines, out door and the internet. Each medium has advantage and limitation media planners consider many factors when making their media choices. The media habits of direct consumers will affect media choice- Advertisers look for media that reach target consumers effectively. So will be nature of the product for example, fishiness are best advertised in color magazines, and automobile performance is best demonstrated on television. Different types of message require different media. A message announcing a major sale tomorrow will require radio or news paper; a message with a lot of technical data might require magazines, direct mailing, or an online ad and web sight. Cost is another major factor in media choice. For example net work television is very expensive, where as news paper or radio advertising costs much less but also reach fewer consumers.

The media planner looks both at the total cost of using a medium and at the cost per exposure of reaching specific target customers.

3. Selecting Specific Media Vehicles

The media planner now must choose the best media vehicles specific media within each general media type.

Media planners must compute the cost persons reached by the vehicle. For example for a full page for colure advertisement in news week costs \$2,000,000 and news week's readership is 3.1 million people the cost of reaching each group of 1,000 persons is about \$64.

4. Deciding on Media Timing

The advertiser must also decide how to schedule the advertising over the course of a year suppose sales of a product peak in December and drop in March. The firm can vary its advertising to follow the seasonal pattern, to oppose the seasonal pattern or to be the same all year. Most firms do the same seasonal advertising (Kotler and Armstrong, 2005:456).

2.8.3. Communication Objectives

As Mishra (2004:201) stated communication objectives are developed with in the frame work of marketing objectives- communication objectives for advertising have certain elements, such as creativity and performance. A creative message is based on the unique feature of a product, features appealing to consumers, comparison of brands, competition and position of the product in the mind of consumers. The performance of advertising messages achieves the objectives quickly and smoothly communication and advertising objective have been broadly divided in to general objectives and specific objectives.

2.8.3.1. General Objectives

Communication objectives are informing, persuading and reminding the consumer about the products appealing feature to increase the volume of sales. Every advertisement is supposed to make or at least contribute to sales. There are several activities other than advertising, which also contribute. An advertisement in the long run creates a climate for increased sales. The impacts of advertisement are not observed immediately. There for advertising objective may be short-run or long-run communication should directly or indirectly increase the sales. The

broader objectives of message formation are introducing the product, persuading consumers to shape their desires motives in favor of the product and directing their behavior towards the purchase of the product. The general objectives may be divided in to three categories: learning, attitude and behavior (Mishra, 2004:205).

- a) **Learning:** The prime objectives of the message are to make the consumers aware of and comprehend the product. The message introduces the product to prospective consumers. Learning about the product following the advertising message should be achieved by creating awareness and comprehension.
- b) **Attitude:** The message should develop a proper attitude to stimulate the purchase of the product. The prospects may or may not have the capacity but if a strong attitude is developed, they may buy it on credit or installment basis. Attitude involves interest, liking, evaluation and conviction.
- c) **Behavior:** consumer behavior is influenced by the ad message. It should be so designed as to would the behavior of consumer in favor of product. Message influencing behavior changes the intentions and actions of consumers.

2.8.3.2. Specific Objectives

The message objectives should be specifically formulated by the advertising. These objectives are the frame for their activities. In other words, advertisers and producers direct their activities according to the specific objectives of marketing desired by them. The specific objectives are focus on a specific audience, a specific product and the intended effect of advertising. They are mentioned in quantitative terms, measurable sales, identifiable audience and measurable massager. The specific objectives may be psychological- that is to develop and satisfy a need; to induce action; to build the corporate image; and to stimulate the demand for the product(Mishra, 2004:205)..

2.9. Media Planning Strategy

2.9.1. Definition of Media

Media, as the very meaning implies, is nothing but a medium or a channel for carrying the intended advertising message to an intended audience.

Selecting the appropriate medium and the media vehicle and arriving. Media mix is a very crucial function in advertising. These days advertising agencies provide help in media selection as an integral part of their service to the advertiser (Kumar and Mittal, 2002:276).

2.9.2. Media Planning

Media planning, however, is a more general term, taking with in its compass all decisions regarding the time and place of advertising in addition to selection of media.

A "Media plan" thus out lines how advertising time and space in various media will be used to achieve the marketing objectives of the company through advertising. Media planning thus involves not only 'media selection' but also the drawing of an advertising 'schedule' (the frequency, for instance, with which the ad or campaign will appear in the various media). A single insertion in a single medium is rare for consumer products (Chunawalla and others, 2004:205).

2.9.3. Media Objectives

Developing media objectives is the initial step in developing a strategy. The media objectives are the goals to be reached through a proper use of media resources. A media strategy indicates how media characteristics or tools will attain those goals. Media objectives are developing with in the limits of the marketing objectives. This is reason why media objectives are formulated only after the marketing objectives have been determined by management.

The basic media objective is to introduce a new product, build a high level of product awareness, and promote a trial use of it among the primary target audience. The media sustain the continuing of the impression developed by innovators and opinion leaders. They stimulate and repurchase. The media objective varies with the life cycle of the product (Mishra, 2004:163).

2.10. Evaluating Advertising

The advertising program should evaluate both the communication on effects and the sales effects of advertising regularly. Measuring the communication effects of an ad- copy testing- tells whether the ad is communicating well. Copy test can be done before or after an ad is printed or broadcast. Before the ad is placed, the advertiser can show it to consumers, ask how they like it, and measure message recall or attitude change resulting from it. After the ad is run, the advertiser can measure how the ad affected consumer recall or product awareness, knowledge, and performance. The sales effects of advertising are often harder to measure than the communication effects. Sales are affected by many factors besides advertising – such as product feature, price and availability. One way to measure the sales effect of advertising is to compare past sales with past advertising expenditures.

(Kotler and Armstrong, 2006:467)

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with presentation, analysis and interpretation of the study based on the data gathered from the respondents.

3.1. General Characteristics of Respondents

Table 1 below show the general characteristics of respondent, which incorporate Sex distribution, Age range and their Educational level.

Table 1. Age, Sex and Education level of Respondents

S.N	Item	Response	
		No	%
1	Sex		
	Male	91	70
	Female	39	30
	Total	130	100
2	Age		
	18-28	54	42
	29-39	65	58
	40-50	11	8
	Over -50	-	-
	Total	130	100
3	Education		
	Below 10 th	9	7
	10 th – 12 th	77	59
	Diploma	27	21
	Degree	17	13
	Total	130	100

As can be seen in table 1 of item 1 of above, 91 (70%) of the respondents were male, and the rest 39 (30%) of them were female. This indicates that the company's product highly consumed by male.

Item 2 of the same table indicted that 65 (58%) of the respondents belongs to the age group between, twenty nine to thirty nine. The rest, 54 (42%) and 11(8%) of respondents, fall under the age category of eighteen to twenty eight and forty to fifty respectively. From this one can realise that majority of the respondents fall in the age category of 29-39. This shows that, much of the factory product users are with in the adult age category.

Regarding item 3 of the same table 9(7%), 27(21%), 77(59%) and 17(13%) of the respondents said that they are below 10 grade, 10th -12th grade, diploma and degree holders respectively. This indicates that respondents have the potential to respond what they are asked.

3.2. Analysis of the Finding of the Study

This study tried to investigate the Advertisement practices and its problems in ASF. To this end, various questions were raised to sample respondents. Thus, in this section response from respondents are summarized in and presented as follows.

Table 2. Respondents Response n Media Selection by ASF

Item	Alternative	Response	
		No	%
Through which media You observe the ads of ASF?	Television	-	-
	News paper	33	25
	Magazines	16	12
	Face to face communication	81	63
	Total	130	100

As it is indicted in the above table, 81 (63%) that is majority of the respondents replied that, they are observing the ads of ASF other than television, news paper and magazine i.e. by its former name/brand, radio mouth of speech and information from friends. The remaining 33(25%) and 16(12%) of them said news paper and magazine respectively. This shows that the factory poorly utilized Audio – visuals advertising media.

Table 3. Influence of the Ads on Customers

Item	Alternatives	Response	
		No	%
To what extent do the ads influence you towards the company's product?	Very high	-	-
	High	-	-
	Medium	11	8
	Low	85	65
	Very low	34	27
	Total	130	100

As it is depicted in table 3, above, majority of the respondents i.e. 85(65%) replied that the advertisement of ASF influence in lower level. While the remaining of 34(27%) and 11 (8%) of them indicted very low and medium respectively. This implies that, the ads of ASF have no power to influence customer to see factory product.

Table 4. Attractiveness of Company Advertisement

Item	Alternatives	Response	
		No	%
How is the attractiveness of company advertisement when you compared with other companies that produce similar product?	Very high	-	-
	High	-	-
	Medium	-	-
	Low	80	62
	Very Low	50	38
	Total	130	100

Table 4, above shows that, majority of the respondents i.e. 80 (62%) said that the attractiveness of the ads as compared with other similar companies is low while the remaining number of respondents i.e. 50 (38%) replied that the attractiveness of the advertisement of ASF is not attractive.

Table 5. Availability of bill board along side roads

Item	Alternatives	Response	
		No	%
Have you seen bill boards of this company along side roads?	Yes	38	29
	No	92	71
	Total	130	100

Moreover, the student research pose questions concerning bill board of ASF, accordingly, the response obtained from respondents indicted that majority of the respondents i.e. 92 (71%) said no, have no seen bill boards of ASF. While the remaining 38 (29%) of the respondents said that yes they have seen the factory bill board along side roads as indicted in the table above. This indicates that customers are doubt full over the advertisement of ASF.

Table 6. Appropriate Media based on respondents opinion

Item	Alternatives	Frequency of Response	
		No	%
In your opinion which media shall the company use to make its advertisement?	Television	65	50
	Radio	60	46
	Bill board	5	4
	News paper	-	-
	Total	130	100

As can be seen in table 6 above, respondents were asked to suggest their opinion in using appropriate media to advertisement of ASF. Accordingly, they replied that majority of them i.e. 65(50%) said television is appropriate media to advertisement. While approximately 60 (46%) of them said Radio is suitable for ASF Advertisement. The remaining 5 (4%) said that Bill board is appropriate. This indicates that television and radio is appropriate advertisement media as per the opinion of respondents.

Table 7. Message Promotion, Attributes and Provoking Ability.

S.N	Item	Alternative	Response	
			No	%
1	The message promote brand recall	Very good	-	-
		Good	-	-
		Normal	13	10
		Poor	76	58
		Very poor	41	32
		Total	130	100
2	The message allow to get consumers to associate a key attribute	Very good	-	-
		Good	-	-
		Normal	75	58
		Poor	37	28
		Very poor	18	14
		Total	130	100
3	The message provokes consumers to buy product.	Very good	-	-
		Good	-	-
		Normal	-	-
		Poor	105	81
		Very poor	25	19
		Total	130	100

As it is depicted in the above table of item 1 concerning the degree of the message towards promoting brand recall, majority of the respondents' i.e. 76(58%) said the message has poor potential for brand recalling. While the rest 41 (32%) and 13 (10%) replied that very poor and normal level respectively. This implies that the message have no power to stay in the mind of customers. This shows the message in the ads of the factory lack some ingredients.

Item 2 in the same table above shows that, majority, of the respondents i.e. 75 (58 %) said the message potential to associate customers key attribute with the factory product is normal. While the rest, 37 (28%) and 18 (14%) of the respondents rated poor and very poor respectively. This indicates that the message have no influence on customer decision to consume the product.

Item 3 of table 7 indicted that, to what extent the message touch customers' interest and provoke them to buy ASF product. Accordingly majority of the respondents i.e. 105 (81%) replied is poor. While the remaining 25 (19%) of the respondents said very poor. From this any one can understand that advertisement of ASF couldn't provoke customers to buy the factory product. This cause for customers not to have concern on factory product.

Table 8. Alternative, Computability and Uniqueness of the Message.

S.N	Item	Alternatives	Response	
			No	%
1	Message attractiveness	Very good	-	-
		Good	-	-
		Normal	12	9
		Poor	77	59
		Very poor	41	32
		Total	130	100
2	The Message is compatible with Ethiopian culture	Very good	-	-
		Good	98	75
		Normal	32	25
		Poor	-	-
		Very poor	-	-
		Total	130	100
3	The message is unique	Very good	-	-
		Good	-	-
		Normal	21	16
		Poor	74	57
		Very poor	35	27
		Total	130	100

As can be seen in table 8 above, majority of the respondents i.e. 77(59%) replied that, the attractiveness of the message transmitted by the Ads is poor. While the remaining 41(32%) and 12(9%) of them said that the level of message attractiveness is very poor and normal respectively. This indicates that, the Ads of ASF is not capture the interest of customers to see its Advertisement.

Item 2 of the same table above, indicated that, 98(75%) and 32(25%) of the respondents replied that the advertisement of ASF is compatible with Ethiopian culture at high and medium level respectively. This implies that ASF ads are compactable with Ethiopian culture.

The last item in the above table indicates that, majority of respondents i.e. 74(57%) and significant number of 35 (27%) of them replied that the uniqueness of the message is poor and very poor respectively. The rest 21(16%) of them indicated that the message transmitted by the advertisement of ASF is normal unique to customers. This implies that, customers become boring to see and/or hear the message since it is not unique from some other advertisement.

Table 9. Capacity, Low Clutter and Product Focused Message

S.N	Item	Alternatives	Frequency	
			NO	%
1	The message is product focused	Very good	-	-
		Good	91	70
		Normal	39	30
		Poor	-	-
		Very Poor	-	-
		Total	130	100
2	Low message Capacity	Very good	-	-
		Good	83	64
		Normal	-	-
		Poor	38	29
		Very poor	9	7
		Total	130	100
3	The message is low Clutter	Very good	-	-
		Good	74	57
		Normal	51	39
		Poor	5	4
		Very Poor	-	-
		Total	130	100

Item 1 of table 9 above depicted that, 91(70%) of the respondents said that, the message in the advertisement of ASF is good because it's focused on the product. While the rest 39(30%) them replied that, the message in the Advertisement of ASF normally focused on the product. From this we can understand that, the message is focused on the product.

Item 2 of table 9 above shows that, the message capacity send to the customer through advertisement is good said the majority of the respondent's i.e. 83(64%). The rest 38(29%) and 9(7%) of the respondents replied that, the level of the message capacity is poor and very poor respectively. This indicates that the customer can have appropriate range of message about the product.

The last item in the same table indicted that, majority of the respondents i.e. 74(57%) of them replied that the message have normally low clutter. However, significant number of respondents i.e. 51(39%) said low. The remaining 5(4%) of the respondents replied that the advertisement is poor. This implies that, the message in the advertisement of ASF is not Clutter.

Table 10. Editing, setting, Continues Scheduling and Repetition of the Advertisement

S.N	Item	Alternatives	Frequency	
			NO	%
1	The ads has favourable editonal setting	Very good	-	-
		Good	-	-
		Normal	49	38
		Poor	68	52
		Very Poor	13	10
		Total	130	100
2	The ads has high repeat media exposure	Very low	-	-
		High	-	-
		Medium	-	-
		Low	122	94
		Very low	8	6
		Total	130	100
3	The ads has continues Scheduling	Very good	-	-
		Good	-	-
		Normal	-	-
		Poor	48	37
		Very Poor	82	63
		Total	130	100

As can be seen in item 1 of table 10, equal number of respondents i.e. 68(52%) and 49 (38%) replied that the advertisement of ASF has poor and normal editonal setting respectively. The rest 13 (10%) of the respondent said very poor editonal setting. This implies that, some of the advertisement has no favourable edit setting even if some of the

respondents said normal. This hides the flexible feature of the advertisement.

Item 2 of the same table indicted that, all most all of the respondents i.e. 122(94%) replied that, the rate at which the advertisement repeated in frequent manner is low. While the remaining 8(6%) of the respondents said very low. This indicates that, the rate at which the ads of ASF repeat in the media is so rear.

Item 3 of table 10 above shows that, majority of the respondents i.e. 82(63%) said that, the ads very poorly has continues scheduling. While significant number of the respondents i.e. 48(37%) said poor. From this any one can understand that, continues scheduling of the Ads of ASF is totally poor.

Table 11. Advertisement Trend of ASF

Item	Alternatives	Frequency of Response	
		NO	%
How do you rate the advertisement trend of ASF?	Very high	–	-
	High	–	-
	Medium	24	18
	Low	76	58
	Very Low	30	23
	Total	130	100

Table 11 above shows the advertisement trend of ASF. Majority of the respondents' i.e. 76(58%) replied that the advertisement trend of ASF is low. While the remaining 30 (23%) and 24 (18%) of the respondents very low and medium respectively. This indicates that, there is a lot of tasks that do not carried out over the ads of ASF.

Analysis of data obtained form Interview

In order to crosscheck the data for the study the student researcher provide interview question to the management of the factory. Accordingly the data obtained from the interview analyzed in brief here under.

According to the marketing manager of ASF, the factory design various advertisements plans for promotion of its product such as advertising the factory product through radio and television, participating in trade fairs printing and distrusting brushers catalogues, sponsoring occasions and customer relation letters etc. However, this almost all of them not properly changed in to application due to various reasons such as the factory dose not have allocate enough budget for the advertisement this mainly affect our advertisement activity. Advertising especially for export market is much expensive. The company cannot afford to take part in frequent international trade fair that would help to best export market.

Moreover, the data obtained from the management indicated, the factory recently make some adjustment over its operation and tries to come in the market with good capacity by introducing new designs, searching market accessibly attaining the existing customer and gaining new one and introduce product to a broad market(export).

The student researcher asked the management concerning the responsible body for advertisement practices of the factory and accordingly the manager replied that, the marketing manager is responsible to decision making process for advertisement. Following this, the manager mention factors considered during advertisement of the factory product this includes the market area to be covered, the customers to be addressed and cultural, economical and social aspects of the society.

Regarding the frequency of the advertisement made on Ethiopian television and radio the manager replied that, like any of organization our factory have no frequent advertisement of our product through the aforementioned media. However, at least once in a year our products are advertised in television said the marketing manager of ASF.

Finally, the manager of the factory said to be the researcher, our factory planed to take some corrective action to make our advertisement program effective and contribute a lot to increase the sales volume of our product using direct feedback from customers and suggestions box, promotional improvement activity and gathering public opinion in the surrounding.

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

After all the data gathered and analyzed in the previous chapter, all the findings of the study are summarized, conclusions are drawn and possible recommendations are forwarded.

4.1. SUMMARY OF THE FINDINGS

- ☞ 81 (63%) that is majority of the respondents replied that, they are observing the ads of ASF other than television, news paper and magazine.
- ☞ Majority the respondents agreed that the ads of ASF have no power to influence customer to see factory product.
- ☞ Majority of the respondents i.e. 80 (62%) rated that the attractiveness of the ads as compared with other similar companies is low.
- ☞ Majority of the respondents i.e. 92 (71%) have not seen bill boards of ASF. On the other hand, Television and radio is rated as appropriate advertisement media by majority of the respondents.
- ☞ Message in the ads of ASF have no power to stay in the mind of customers.
- ☞ Majority of the respondents i.e. 75 (58 %) of the message potential to associate customers key attribute with the factory product is normal.
- ☞ The study indicated that advertisement of ASF couldn't provoke customers to buy the factory product.
- ☞ 77(59%) of the respondents agreed on the attractiveness of the message transmitted by the Ads is poor.
- ☞ The study indicated that ASF advertisement is compactable with Ethiopian culture. On the other hand, since message is not unique

from some other advertisement, customers become boring to see and/or hear the message.

- ☞ 91(70%) of the respondents said that, the message in the advertisement of ASF is focused on the product. On the other hand, majority of the respondent's i.e. 83(64%) agreed on message capacity that send to the customer through advertisement is good and customer can have appropriate range of message about the product.
- ☞ Majority of the respondents i.e. 74(57%) of them replied that the message in the advertisement of ASF have low clutter.
- ☞ According to the study, majority of the respondents hesitate to testify editorial setting of the ads of ASF, which shows poor flexible feature of the advertisement.
- ☞ Majority of the respondents indicated that, the rate at which the ads of ASF repeat in the media is so rare.
- ☞ According to the study, the factory recently makes some adjustment over its operation in order to enter in the market with good capacity.

4.2 CONCLUSIONS

- ☞ The study reveals ASF poorly utilized Audio – visuals advertising media. This results for not addressing the target customer through its promotion.
- ☞ Customers may easily be attracted by some other brand product, since ASF ads have no power to influence customers to see factory product.
- ☞ The message in the ads of the factory lacks some ingredients, this may be because the ads could not impress the customers.
- ☞ The study reveals the message has no influence on customer decision to consume the product. This highly affects customer preference to buy other product.
- ☞ According to the study, the Ads of ASF do not capture the interest of customers to see its Advertisement. Which highly affects the sales volume of the factory product.
- ☞ Since the message is not unique some other competitors can easily imitate and attract customers to see their product.
- ☞ Since the ads of ASF are compatible with Ethiopian culture. The factory can have the opportunity to send the message easily to the customer.
- ☞ The message in the advertisement of ASF is focused on the product. This enables the factory to achieve its intended target.
- ☞ ASF ads have poor flexible features which cause for not updating the message in frequent manner when ever needed, as revealed by the study.
- ☞ As the study revealed ASF considers the market area to be covered, the customers to be addressed and cultural, economical and social aspects of the society during ads. This contradicts with practical observed facts (low demand of products by the society) in the factory.

- ☞ Finally, the factory has no pre designed system that can assist to evaluate its advertisement program. This might hidden the gap on the advertisement practice of the factory.

4.3 RECOMMENDATIONS

This study examines assessment of the role and impact of advertisement in the factory and tried to identify some of the problem areas and put forward feasible solution from the student researcher point of views. Based on the above conclusions the following recommendations are drawn.

- ☞ ASF is strongly advised to advertise its product through audiovisual media in order to address the general public.
- ☞ In order to touch the test and preference of customers, ASF is recommended designing its ads with appropriate ingredients (substance).
- ☞ In order to address the various segment of the market, the factory is strongly advised using bill board advertisement.
- ☞ In order to enhance the interest of customers to prefer ASF product, the factory is recommended to include key attributes of customers within the advertisement.
- ☞ ASF strongly recommended to make its ads unique, in order to create favourable image in the mind of customer.
- ☞ The factory recommended maintaining its ads compatibility with Ethiopian culture.
- ☞ The factory strongly recommended maintaining the message in the advertisement of ASF in order to enhance the awareness of customers about the factory product.
- ☞ ASF recommended further improving the ranges of message in it ads in order to keep transmitting the right message.
- ☞ The factory is strongly recommended reviews its capacity, in order to make practical all the planed activity.

- ☞ ASF strongly recommended to make overall corrective action on its advertisement in order enhance its effectiveness.
- ☞ Finally, ASF recommended creating mechanisms that measure its sales volume in order to evaluate the impact of its advertisement program.

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Macmillan India Ltd

Appendices

Appendix - A
ST. MARY'S UNIVERSITY COLLEGE
FACULTY OF BUSINESS
DEPARTMENT OF MANAGEMENT

Questionnaire to be filed by Customers

This questionnaire is prepared by St. Mary's University College under graduate degree student in order to assess customer's response regarding advertising practices of Anbessa Shoe Factory. So, the aim of this study is to collect data which could assist to prepare a senior essay for the student researcher. Also the result of the outcome of this paper will be presented to the university college and the copy will go to company in order to support the total advertising program.

So, the validity of your response has too much contribution for all us. Due to this reason, I would like to ask you with do respect to provide the right response

Thank you in advance for your cooperation to fill this questionnaire

- Notice:** a. it is not required to write your name in the questionnaire
b. please, provide your right response
c. please put ✓ mark for the closed ended questions and write your answer /comments for open ended question on the blank spaces provided.

Part I. General characteristics

- | | | | | |
|------------|-------|--------------------------|---------|--------------------------|
| 1.1 Gender | Male | <input type="checkbox"/> | Female | <input type="checkbox"/> |
| 1.2 Age | 18-28 | <input type="checkbox"/> | 29-39 | <input type="checkbox"/> |
| | 40-50 | <input type="checkbox"/> | Over 50 | <input type="checkbox"/> |

1.3 Education

Below 10th 10th – 12th

College Diploma 1st Degree

If other (please specify it) _____

II. Questions directly related to the study

1. Through which media you observe the ads of ASF?

a. Television b. News paper c. Magazines

d. Others (please specify it) _____

2. To what extent do the ads influence you towards the company's products?

a. Very high b. High c. Medium

d. Low e. Very Low

3. How is the attractiveness of company's advertisement when you compare with other companies that produce similar product?

a. Very high b. High c. Medium

d. Low e. Very Low

4. Have you seen bill boards of this company along side roads?

a. Yes b. No

5. In your opinion, which media shall the company use to make its advertisement?

a. Television b. Radio

c. Bill board d. News paper

e. Other (please specify)?

How would you rate each of the following ads related variables?

No	Questions	Very good	Good	Normal	Poor	Very poor
6	The message promote brand recall					
7	The message allow to get consumers to associate a key attribute					
8	The message provoke consumers to buy a product					
9	Message attractive					
10	The message is compatible with Ethiopian culture					
11	The message is unique					
12	The message is product focused					
13	Low message capacity					
14	The message is low Clutter					
15	The ads has favourable editional setting					
16	The ads has continues scheduling					
17	The ads has high repeat media exposure					

18. How do you rate the advertisement trend of ASF?

- a. Very high b. High c. Medium
d. Low e. Very Low

19. In general in relation to other competitor what is your comment about advertising program of ASF?

20. What should be corrected on advertisement of ASF?

Appendix - B

ቅድስት ማሪያም ዩኒቨርሲቲ ኮሌጅ

ቢዝነስ ፋኩልቲ

ማኔጅመንት ትምህርት ክፍል

በደንበኞች የሚሞላ መጠይቅ፤

የመጠይቁ ዓላማ:-

ይህ መጠይቅ የተዘጋጀው በቅድስት ማሪያም ዩኒቨርሲቲ ኮሌጅ የመጨረሻ ዓመት ተማሪ መረጃ ለማሰባሰብ ነው። የጥናቱ ዋና አላማ የአንበሳ ጫማ ፋብሪካ ምርቶችን ወደ ተጠቃሚዎቹ ለማድረስ በሚያደርገው የማስታወቂያ ሥራ የተለያዩ ዘዴዎችን ስለሚጠቀም በማስተዋወቁ ዙሪያ ስለሚታዩ ችግሮችና ለችግሮቹም የመፍትሔ ሀሳብ ለማቅረብ የሚረዳ ጥናት ለማካሄድና መረጃ ለመሰብሰብ በምርቱ ተጠቃሚዎች እንዲሞላ የተዘጋጀ መጠይቅ ነው።

ስለሆነም የመልሶቹ በትክክል መሞላት ለውጤቱ ከፍተኛ አስተዋጽኦ ስለሚኖረው በዚህ በኩል ለሚደረግልኝ ትብብር በቅድሚያ አመሰግናለሁ።

ማሳሰቢያ:- ሀ/ በመጠይቁ ላይ ስም መፃፍ አያስፈልግም

ለ/ በተዘጋጀው ሳጥን ውስጥ መልስዎን የ(✓) ምልክት ያድርጉ

ሐ/ ክፍት ቦታ በተሰጡት ላይ መልስዎን /አስተያየትዎን ይፃፉ

I አጠቃላይ መረጃ

1. ያታ ወንድ ሴት

2. ዕድሜ 18-28 29-39

40-50 ከ50 በላይ

3. የትምህርት ደረጃ

ከ10ኛ በታች ከ10ኛ - 12ኛ

ኮሌጅ ዲፕሎማ የመጀመሪያ ዲግሪ

ሌላ ካለ ይግለፁ -----

II. ከጥናቱ ጋር ቀጥተኛ ዝምድና ያላቸው ጥያቄዎች

1. የአንበሳ ጫማ ፋብሪካ ማስታወቂያዎችን የሚመለከቱት በየትኛው መገናኛ ብዙሀን ነው?

ሀ/ በቴሌቪዥን

ለ/ በጋዜጣ

ሐ/ በመጠሪያ

መ/ በሌላ ካለ ይግለጹ -----

2. የድርጅቱ ምርቶች ተጠቃሚ እንዲሆኑ ማስታወቂያዎቹ ያላቸው ተፅዕኖ ምን ያህል ነው?

ሀ/ በጣም ከፍተኛ

ለ/ ከፍተኛ

ሐ/ መካከለኛ

መ/ ዝቅተኛ

ሠ/ በጣም ዝቅተኛ

3. የድርጅቱ የማስታወቂያ ሥራዎች ከሌላ ተመሳሳይ ምርት ከሚያመርቱ ድርጅቶች ማስታወቂያ ስራዎች ጋር ሲነፃፀር ማራኪነቱ?

ሀ/ በጣም ከፍተኛ

ለ/ ከፍተኛ

ሐ/ መካከለኛ

መ/ ዝቅተኛ

ሠ/ በጣም ዝቅተኛ

4. መንገድ ላይ የተተከለ የድርጅቱን ምርት የሚያስተዋውቅ ሠሌዳ አይተዋል?

ሀ/ አይቻለሁ

ለ/ አላየሁም

5. ድርጅቱ ምርቱን ለማስተዋወቅ የትኛውን መገናኛ ብዙሀን ቢጠቀም ጥሩ ነው ይላሉ?

ሀ/ ቴሌቪዥን

ለ/ ሬድዮ

ሐ/ የማስታወቂያ ሰሌዳ

መ/ ጋዜጣ

ሠ/ ሌላ ካለ ይግለጹ -----

ለሚከተሉት ከማስታወቂያ ስራው ጋር ተዛማጅነት ያላቸውን ጥያቄዎች ትክክለኛ ምዘናዎን ያስቀምጡ።

ተ.ቁ	ጥያቄዎች	በ.ጥሩ	ጥሩ	መጠነኛ	ደካማ	በ.ደካማ
6	መልዕክቱ በቀላሉ የመታወስ ሁኔታው					
7	መልዕክቱ ምርቱን ከተጠቃሚዎች ቁልፍ ባህሪ ጋር መዛመድ መቻሉ					
8	መልዕክቱ የተጠቃሚዎችን ፍላጎት አነሳሽነቱ					
9	የመልዕክቱ ማራኪነት					
10	መልዕክቱ ከኢትዮጵያ ባህል ጋር ተስማሚነቱ					
11	መልዕክቱ ከሌሎች ለየት ያለ መሆኑ					
12	መልዕክቱ ምርቱ ላይ ያተኮረ መሆኑ					
13	የመልዕክቱ መጠን አነስተኛነቱ					
14	የመልዕክቱ ትክክለኛነት					
15	የማስታወቂያ ሥራው ምቹ እና ሊሻሻል የሚችል መሆኑ					
16	የማስታወቂያ ሥራው ቀጣይና ወቅቱን የጠበቀ መሆኑ					
17	የማስታወቂያ ሥራው የሚደጋገምና ግልጽ መሆኑ					

18. በአጠቃላይ የድርጅቱን የማስታወቂያ ሥራ እንዴት ይመዘኑታል?

- ሀ/ በጣም ከፍተኛ ለ/ ከፍተኛ ሐ/ መካከለኛ
 መ/ ዝቅተኛ ሠ/ በጣም ዝቅተኛ

19. በአጠቃላይ ከሌሎች ተመሳሳይ ድርጅቶች ጋር ሲነጻጸር የአንበሳ ጫማ ፋብሪካ ማስታወቂያ ምን መሆን አለበት ይላሉ?

20. በድርጅቱ ማስታወቂያዎች ላይ መታረም የሚገባው ጉዳይ ካለ ሀሳብዎን ቢገልፁልን?

Appendix - C
ST. MARY'S UNIVERSITY COLLEGE
FACULTY OF BUSINESS
DEPARTMENT OF MANAGEMENT

Interview Conducted with Marketing Manager of Anbessa Shoe
Factory

1. When did this company start production?
2. How do the company perform its promotion activity?
3. What is the major objective of advertising in your company?
4. Is there enough budget allocation for advertising program?
5. Who is involving in advertising decision making process?
6. How does the company allocate the advertising budget?
7. What factors are used during selecting the advertising media?
8. What are the major media types used by the company?
9. How many times in year do you use to advertise your product through Ethiopian Television and Radio?
10. How do you evaluate the effectiveness of advertising program?

Declaration

I, the undersigned, declare that this senior essay/project is my original work, prepared under the guidance of Ato Zelallem Tadesse. All sources of material used of the manuscript have been duly acknowledged.

Name Asnakech Worku

Signature _____

Place of submission SMUC

Date of Submission June, 2010

This paper has been submitted for examination with my approval as the university College adviser.

Name Ato Zelallem Tadesse

Signature _____

Date of submission _____

