

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

**ASSESSMENT OF PRINT ADVERTISING THE CASE OF
HABESHA CONSTRUCTION AND MATERIAL DEVELOPMENT
REAL ESTATE S.C**

BY

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ADDIS ABABA

**ASSESSMENT OF PRINT ADVERTISING THE CASE OF HCMD
REAL ESTATE S.CO**

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Chapter One

Introduction

1.1 Background of the Study

In the 21st century companies has a lot of ways to communicate and make themselves well known in the market being advertising one of the ways, whether the advertising is made by print medias like newspapers and magazines or non-print medias like TV and radio it should consider the audiences for the reason that it is all about transferring messages to the audiences.

As Matin Khan, (2006:248) stated; advertising is a paid and non-personal form of presentation and promotion of ideas, goods or services by an identified sponsor. There is also an identified Media and message behind every advertisement. The advertiser tries to spread his message and ideas to the prospective customers and diffuse information into them. By this method, he tries to popularise the products/services which is the basic aim of the activity.

In addition to the above paragraph, “Advertising” is responsible for “space” or “print” –that is, newspaper and magazine ads, Internet advertising, radio and television commercials, and direct mail and other “direct response” activities, plus catalogs and billboards. (Fred E. Hahn, 2003: xiii- xiv)

According to Dr Anthony Curtis (2011) Print media are lightweight, portable, disposable publications printed on paper and circulated as physician copies in forms we call books, newspaper, magazines and newsletters.

They hold informative and entertaining content that is of general or special interest. They are published either once daily, weekly, biweekly, monthly, bimonthly or quarterly. Their competitors include electronic, broadcast and internet media. Today, many books, newspapers, magazines and newsletters published digital electronic editions on the internet.

Any company, be it service provider or manufacturer, shall consider media elements of in designing a message in addition to audience consideration. This is becoming important more and more, especially in the era of globalization in which competition is stiff.

Kotler and Keller, (2012:485) explained, the magic of advertising is to bring concepts on a piece of paper to life in the minds of the consumer target. In a print ad, the communicator must decide on headline, copy, illustration, and color. For a radio message, the communicator must choose words, voice qualities, and vocalizations. The sound of an announcer promoting a used automobile should be different from one promoting a new Cadillac. If the message is to be carried on television or in person, all these elements plus body language must be planned. For the message to go online, layout, fonts, graphics, and other visual and verbal information must be laid out.

Habesha construction Materials and Development S.Co's is a share company which is established in 13/09/2002 to engage on the supply of construction materials and Real estate development in Ethiopia in general and that of Addis Ababa in particular. The company is currently engaged on the construction of residential buildings (Apartments) on three large sites in the eastern expansion areas of the city. In addition, it has acquired several sites within the inner city itself for construction of mixed use buildings. HCMD mission is to bridge the gap between the demand and supply of quality residential quarters at an affordable price. HCMD, therefore, has the vision and the potential to become one of the main actors in the Real estate development in Ethiopia and to be the reliable choice for home buyers.

The company believes that working for the mission and business objectives of the company will have a strong contribution to the development of our country through value chain creation and effective and efficient resource management. Such efforts and contribution of the private sector will allow the realization of the growth and transformation plan.

The company have a strong conviction, that with the support and investment of the dedicated and committed Ethiopian people, this grand business objective will be fulfilled and thereby create a great wealth particularly to its stakeholders and to the nation in general.

1.2 Statement of the Problem

When people say that advertising is brain dead, they mean that it is successful or at least was until the consumer smartened up. What's more, the brain prioritizes negative information before positive due to our survival instinct. This makes most ads uninteresting; we'll live anyway. The farther away from the consumer you get, the less relevant the message. (Stefan Engeseth, 2009:22)

More over Paul Copley, (2004:101) explained; effective advertising can only be achieved through understanding the subject as a management process. There are various steps to this kind of process, but before this can be achieved the various functions performed and the creativity involved have to be understood. In this sense advertising can be seen as both 'art' and 'science'.

Stefan Engeseth in his book in titled "the fall of PR & the rise of advertising", (2009:35) stated, when advertising no longer works as well as before, it's not longer just a matter of making changes in the way you work or increasing your media budget. In other paragraph he said, in this time of change, the advertising industry has a golden opportunity to turn the negativity towards advertising by involving consumers on their terms, by hooking the message on to the enormous power that consumers represent on the market.

The company advertises itself in both print and digital advertising methods. The company performs its advertising through newspapers, magazines, radios and others. The company advertises almost the same way as its competitors; the design and the message is some similarities with other companies.

In order to attract customers the advertisements must be attractive and understandable by customers. As the student researcher observed the print advertisements used by the company is not as attractive as it should be and it lacks detailed information about the products and others.

1.3 Research Questions

- How does the company allocate its budget for print advertising?
- How does the company measure effectiveness of the advertising?
- How does the company choose between different print advertising media?
- To what extent the company's advertising influence its customers?

1.4 Objective

The objectives stated below are not influenced by the student researcher's personal feeling and opinion in considering and representing facts. The objectives consist of two parts general objectives and specific objectives.

1.4.1 General Objective

The general objective of the research study is to assess the print advertising of Hacomal real estate.

1.4.2 Specific objective

The specific objectives of the research study are as follows:

- To identify the company budget allocation
- To assess the effectiveness of the advertising
- To examine the company's print media selection method
- To measure the influence of company's add

1.5 Delimitation/Scope of the Study

A company can choose to communicate with its audience using Print or broad cast advertising media. Newspapers, Magazines, Billboards, and Brochures are part and parts of print Medias and TVs, Radios, websites are included in digital Medias. However, the research focuses on the print media advertising to be specific on

newspapers. The study will address company employees, managers and customers. Since the customers are many in number the student researcher can't address all of them so that the researcher chooses specific areas for the study. Customers who will come to the company and customers located in the real estate's will be addressed.

1.6 Significance of the Study

This paper is intended to:

- Improve the print advertising technique of the company
- Give an insight about print advertising for employees & managers of the company
- Give other interested researchers with a start up base
- As a student to incapacitate me in to practical world

1.7 Research Design and Methodology

1.7.1 Research Method

To accomplish the above objectives and to seek answers to the research question the student researcher will use descriptive types of research method since it will help to describe the print advertising of Habesha construction Materials and Development S.Co. The student researcher used both the quantitative and qualitative measurement methods. The qualitative measurement will help to interpret ideas which are going to be gathered through interview and open ended questions and the quantitative measurement method will help to interpret ideas which are going to be gathered through closed ended questions.

1.7.2 Population and Sampling Techniques

1.7.2.1. Population

In this study, customer, and employees of Habesha construction materials and development S.Co will be consider as participants of the study.

1.7.2.2 Customers

It is difficult to cover the whole population in this research study. For this reason, the student researcher will use non-probability sampling approach, specifically convenient sampling technique. Non-probability sampling approach is important when the exact number and list of the population is not available this means there is no guaranty that every member of the population has same chance of being included in a sample. The student researcher will use convenience sampling because the customers are located in specific time and place which is either in the real estate or at the company. Based on the recommendation of Malhotra (2006; 383) a total number 200 respondents will be taken as a reliable sample size.

1.7.2.3 Employees

Since there is a complete list of the employees the student researcher were use probability sampling technique of all, systematic random sampling will be implemented which means every employee will have equal chance to be selected.

In systematic random sampling the sample is selected by implementing the formula

$$k = N/n$$

N= Total Population n= Sample Size k= Sampling Interval

N= 360 n= 30% of N = 108 k= 360/108 = 3

N.B approximately every 3rd employee will be taken as a part of the study

1.7.3 Types and Sources of Data Collection

For this purpose the student researcher will use both primary and secondary data. The primary data will be collected from marketing manager, customers and employees of the company by interviewing and distributing questionnaires respectively. The secondary data will be obtained from the company's documentation, relevant books, written materials relevant for the topic.

1.7.4 Methods of Data Collection

To support the research findings by primary data the student researcher will collect questionnaires and conduct interview. The questionnaires will be distributed among the company's customers and employees, and the interview will be conducted with the company's marketing manager.

1.7.5 Data Analysis

Data analysis is important in interpreting the data's so that the information can be put in use of decision making. As a result, the responses from the quantitative method will be put in terms of percentage, tables, charts, and qualitative once will be put in qualitative description method. For quantitative measurements computer software's like excel will be used.

1.8 Limitation of the study

The student researcher has encountered a great deal of challenge due to lack of enthusiasm and willingness from employees and return the distributed questionnaires time in order to finish the study at the required time period.

1.9 Organization of the Study

The study is organized in four chapters. The first chapter includes background of the study, statement of the problems, objectives of the study, significance of the study, scope of the study, and research design and methodology. In the second chapter literature review will be seen. The third chapter deals with presentation, analysis and interpretation of data. The fourth chapter includes summary, conclusion and recommendation part. Finally the bibliography and appendices will be attached with the research paper.

Chapter Two

Review of related Literature

2.1 Over View

This research paper reviews relevant literatures written by different scholars on advertising in order to conduct detail analysis and discussion on each and every element found in Advertising.

2.2 Promotion

Promotion is the element in an organizations marketing mix that serves to inform, persuade & remind the market of the organization & for its products. Basically promotion is an attempt to influence, whether a particular promotion activity is designed to inform, persuade or remind the ultimate objective is to influence the recipient is feelings, beliefs of behavior, In our socio economic system, this is not only acceptable it is essential, once of the attribute of the free society is the right to use communication as a tool of influence (Rathores 2005:4)

Since advertising is one aspect of promotion it is suitable to start with explaining what promotion is and descended to advertising.

Promotion is that part of communication that consists of company messages designed to stimulate awareness of, interest in, and purchase of its various products and services. Companies use advertising, sales promotion, salespeople, and public relations to disseminate messages designed to attract attention and interest. (Kotler, 2003:18-19)

Khan, (2006:12) complemented the above idea saying, promotion is the means of changing the attitudes of the consumer, so that it becomes favorable towards the company's products. Various means of promotion are advertising, personal selling, sales promotion and publicity.

2.3 Promotional Mix

According to Kotler and Armstrong (2012:408) a company's total promotion mix—also called its marketing communications mix—consists of the specific blend of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships. The five major promotion tools are defined as follows:

- Advertising: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- Sales promotion: Short-term incentives to encourage the purchase or sale of a product or service.
- Personal selling: Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- Public relations: Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.
- Direct marketing: Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.

Each category involves specific promotional tools used to communicate with customers.

2.4 Integrated Marketing Communication

From the title one can easily understand it means combining the promotional mix's together for a purpose of one and the same objective.

Kotler and Keller, (2012:476) defined; marketing communications are the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are a means by

which the firm can establish a dialogue and build relationships with consumers. By strengthening customer loyalty, marketing communications can contribute to customer equity.

Kotler et.al, (2005:719) added; a modern company has to communicate with its intermediaries, consumers and various publics. Its intermediaries communicate with their consumers and publics. Consumers have word-of-mouth communication with each other and with other publics. Meanwhile, each group provides feedback to every other group. The company therefore has to manage a complex marketing communications system.

2.5 Advertising Definition

The term advertising refers to a paid non personal communication about an organization & its products that is transmitted to a target audience through a mass medium such as television, radio, newspapers, magazines, direct mail, mass transit vehicles, or outdoor displays etc. individuals and organizations use advertising to promotion goods, services, ideas, issues & people, being highly flexible, advertising can reach an extremely large target audience or focuses, an a small, precisely defined segment.

The term advertising originates from the Latin 'advert,' which means to turn round. Advertising thus denotes the means employed to draw attention to any object or purpose. In the marketing context, advertising has been defined 'as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.' Through an advertisement, the advertiser intends to spread his ideas about his products/offerings among his customers and prospects. Popularization of the products is the basic aim of the advertising activity. (Ramaswamy and Namakumari, 2002:534-535)

Kotler and Keller, (2012:478) supports the above paragraph saying; advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by

an identified sponsor via print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, Web page), and display media (billboards, signs, posters).

2.6 Types of Advertising

In 1991, the chairman and CEO of Procter & Gamble Company one of the world's largest advertisers, Edwin L. Artzt, summarized his view of advertising: "Think of advertising and promotion as exercise and recreation. Advertising is exercise. It's something you need and it provides long-term benefits, but it's awfully easy to either cut or postpone because there's no immediate penalty for not exercising. . . .When you want your brand to be fit, it's got to exercise regularly." (Doraszelski and Markovich, 2007:557-558)

Advertisers have many different forms of media to choose from when distributing a message, and they ultimately try to select the media that deliver the most "bang for the buck." A few of those channels are radio, television, newspaper, magazine, outdoor signage, and the Internet - all of which have their own unique benefits. Each channel is facing new challenges. (Swain & Sorce, 2008:4)

Copley, (2004:146-150) classified advertising in:

Classification of advertizing

2.6.1 The Electronic Media

Traditionally, the two main forms of electronic broadcast media have been television and radio. They are mass media that can reach large audiences at Marketing Communications Management a relatively low cost per target. There has been a large growth recently in the number of electronic vehicles due to the developments of cable and satellite television, and also the introduction of many more commercial radio stations including Internet radio. Developments of satellite, cable and digital

transmission are here and still happening. As advertising media there are problems but also opportunities.

2.6.2 Direct marketing

Direct marketing of one form or another has been around for many years but in recent times, largely due to information technology and data handling, this kind of activity has grown considerably. Direct marketing includes direct mail, telemarketing and direct response to press or broadcast media advertising and the Internet. Where appropriate, more sophisticated interactivity will take place such as with satellite television advertising. Direct marketing is often used to make an offer there and then but is also to provide more detailed information.

2.6.3 Print media

Despite the impact of the Internet, newspapers and magazines are still popular. Branding is strong and behavior often habitual. Here the classic activities, interests and opinions can be clearly seen. Magazines, in particular, reflect interests and lifestyles so that targeting can be very accurate, allowing marketers to understand the characteristics of the target and work on this through advertising, editorials (where effective PR and press relations are at work), offers and other sales promotions such as competitions. Generally, the printed word allows for detailed explanations and the supply of facts and figures if appropriate, which can be particularly useful where there is high involvement. Newspapers have a wide reach, high coverage and are of course national and regional vehicles and, while many are published daily, some are weekly or Sunday newspapers. The reader controls the speed of consumption and chooses what he or she wants to read and ignores other parts of the paper in the time frame that he or she dictates. Detailed information can be provided and coupons used at a later time. Newspapers have short lead times, usually a day or two and now most offer colour, different sized advertisements and varying placements, for example on the back page.

On the downside, they are disposable, often only skim-read and have a very short life span; therefore exposure can be at best a fleeting glimpse. There is much clutter and advertisements can often end up with poor reproduction and this can lessen their impact or even damage the brand. Magazines, especially hobby, lifestyle or special interest magazines (SIMs) usually have targets with high attention to what is on offer.

2.6.4 Out-of-home media

This category is now very wide with many media and vehicles including cinema, billboards or poster hoardings, transport (outside as well as in), in-store promotions, shopping trolleys, parking meters, window displays, sports arena and sports apparel, banners from planes and projections onto buildings. Out-of-home media can provide triggers that jog the memory by using short, simple messages.

2.7 Implementation of Advertising Strategy

In designing a promotion one need to study how to design and implement the strategy since it takes a lot of capital and time of the company.

Stone and McCall, (2004:174) explained; the critical issues of concern when implementing an international promotion programme relate to:

- setting the objective;
- methods of determining the resource implications;
- selection of persons to undertake the promotion;
- choosing the message;
- media selection;
- evaluating performance.

2.7.1 Advertising Objectives

According to Kumar & Meenakshi (2006:451) the propose of advertising is to sell something a goods services, idea person or place either now or that can be expressed in individual advertising in corporate into an advertising campaign.

The advertising objectives must flow from prior decisions on target market, brand positioning, and the marketing program. An advertising objective (or goal) is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time. We can classify advertising objectives according to whether their aim is to inform, persuade, remind, or reinforce.

- **Informative advertising** aims to create brand awareness and knowledge of new products or new features of existing products.
- **Persuasive advertising** aims to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit comparison of the attributes of two or more brands.
- **Reminder advertising** aims to stimulate repeat purchase of products and services.
- **Reinforcement advertising** aims to convince current purchasers that they made the right choice.

The advertising objective should emerge from a thorough analysis of the current marketing situation. If the product class is mature, the company is the market leader, and brand usage is low, the objective is to stimulate more usage. If the product class is new, the company is not the market leader, but the brand is superior to the leader, then the objective is to convince the market of the brand's superiority. (Kotler and Keller, 2012:504-505)

2.7.2 Advertising Budget

Advertizing Budget

Sine advertising is only a part of promotional mix, the total promotional mix, the total promotional budget itself itself should divided among advertising personal selling, sales promotion, & publicity in a way that gives marginal profit on the marginal sum spent on each account. (Haile Hagas 209).

The advertizing budget is a plan for the company is future advertizing, it can make a useful contribution of a profitable operation, it provides a programme of the best assortment of types of advert to be undertaken along with tamable & frequency.

3.4 Chunawalla 128)

Budgets are to do with timing of spread of financial resources. Media scheduling has to be considered. Appropriation is the total sum allocated, while a budget is specific to the media or a market. These are the two broad tasks the organization faces. The size in the end depends on objectives that, of course, may have to be revised in the light of the amount of money available. It also depends on the stage in the company and the competitive environment. Costs depend on which media slots are bought and how much is spent on production, administration and research. A reserve of some sort should be considered. (Copley, 2004:89)

Hahn, (2003:14-15) discussed that, how much you can, will, or must spend on advertising should be decided as objectively as possible; that is, base your decision on reasoning rather than luck or "hoped for" results. To do this, take your advertising goals and calculate, as well as you can, both the "static" percentage-of-sales and the "dynamic" objective way of establishing your overall advertising budget.

- **"Static" percentage-of-sales method.** Historically, "percentage of sales" was the way to establish advertising—and most other—budgets. In many businesses it still is. A specific percentage of last year's gross sales, often suggested by industry standards, is allocated for promotional activities. Objectives are proposed but must be modified by the reality of such budgets.

- **“Dynamic” objective method.** The objective method is more dynamic and requires a certain daring by management—especially if it’s spending its own money. Unlike percentage of sales, which locks in budgets regardless of the current year’s goals, the objective method expands promotional budgets to meet what management believes are realizable objectives, regardless of previous years’ sales.

2.7.3 Message

Many of today’s automobile ads look similar—a car drives at high speed on a curved mountain road or across a desert. Advertisers are always seeking “the big idea” that connects with consumers rationally and emotionally, sharply distinguishes the brand from competitors, and is broad and flexible enough to translate to different media, markets, and time periods. Fresh insights are important for avoiding using the same appeals and position as others. (Kotler and Keller, 2012:506)

Kotler and Armstrong, (2012:442) elaborate the above paragraph; the purpose of advertising is to get consumers to think about or react to the product or company in a certain way. People will react only if they believe they will benefit from doing so. Thus, developing an effective message strategy begins with identifying customer benefits that can be used as advertising appeals. Ideally, the message strategy will follow directly from the company’s broader positioning and customer value strategies. Message strategy statements tend to be plain, straightforward outlines of benefits and positioning points that the advertiser wants to stress. The advertiser must next develop a compelling creative concept—or “big idea”—that will bring the message strategy to life in a distinctive and memorable way. At this stage, simple message ideas become great ad campaigns.

2.7.4 Media Selection

The selection of the media is important and it should be correlated with the audience one is trying to reach. We can have different media for rural and urban areas. We may also have different media for younger people, as compared to elder people. Media for men, women, high income, or low income groups may also be different. The advertisements must capture attention and convey meaning. The consumers take an interest in the ads when they are in need of the product, not otherwise. (Khan, 2006:92)

2.7.5 Evaluating Performance

Advertisers should regularly evaluate two types of advertising results: the communication effects and the sales and profit effects. Measuring the communication effects of an ad or ad campaign tells whether the ads and media are communicating the ad message well. Individual ads can be tested before or after they are run. Before an ad is placed, the advertiser can show it to consumers, ask how they like it, and measure message recall or attitude changes resulting from it. After an ad is run, the advertiser can measure how the ad affected consumer recall or product awareness, knowledge, and preference. Pre- and post-evaluations of communication effects can be made for entire advertising campaigns as well. One way to measure the sales and profit effects of advertising is to compare past sales and profits with past advertising expenditures. Another way is through experiments. For example, to test the effects of different advertising spending levels, Coca-Cola could vary the amount it spends on advertising in different market areas and measure the differences in the resulting sales and profit levels. More complex experiments could be designed to include other variables, such as differences in the ads or media used. (Kotler and Armstrong, 2012:450)

2.8 Successful Advertising

One can say the advertising of a company is successful when it meets its objectives. Because this way or the other it is all about achieving company's overall objective. To do so one has to design the ad by assessing the customers' perception, understanding and culture.

Copley, (2004:101) stated that; effective advertising can only be achieved through understanding the subject as a management process. There are various steps to this kind of process, but before this can be achieved the various functions performed and the creativity involved have to be understood. In this sense advertising can be seen as both 'art' and 'science'.

Ramaswamy and Namakumari, (2002:535-536) elaborated; advertising should be of interest to the audience: the first requirement is that the advertisement should capture the attention of the target audience. In other words, it has to get through the attention filter of the target audience. To achieve this, it has to provide the audience with information that is of interest to them. It may give them new information, or it may support the information they already have, or it may attempt to alter their existing views and beliefs. The audience should interpret the message in the intended manner: it is also essential that the audience see the advertisement and interpret it in a way favorable to the advertiser. The same advertising message under a given setting can be perceived and interpreted by different people in different ways. In the same message, one may find optimism, another may find boredom and some others may perceive aggression. An array of audience conditions, such as the needs, desires, status, values and motives affect their interpretation of a message. An advertiser or communicator has to ensure that his message is interpreted in the intended manner, in a way favorable to his products/offerings. The advertisement should influence the audience: it is not enough if the audience listens to the advertisement and interprets it the way the advertiser or communicator expects it to be interpreted. It should also appeal to the audience and influence their attitude, thought process and purchase behavior in favor of the advertised offer. It is generally agreed that purchases are governed by the attitudes of consumers towards alternative product offers. 'Attitude change', therefore, becomes a universally accepted marketing goal. The advertiser/communicator knows that if attitudes of the target customers can be manipulated and changed in his favor, behavior changes along the lines preferred by him will naturally follow.

2.9 Advantages and Disadvantages of Promotion Mix's

Medium	Advantages	Limitations
Television	Good mass-marketing coverage; low cost per exposure; combines sight, sound, and motion; appealing to the senses	High absolute costs; high clutter; fleeting exposure; less audience selectivity
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptability; high believability	Short life; poor reproduction quality; small pass-along audience
The Internet	High selectivity; low cost; immediacy; interactive capabilities	Potentially low impact; the audience controls exposure
Direct mail	High audience selectivity; flexibility; no ad competition within the same medium; allows personalization	Relatively high cost per exposure; "junk mail" image
Magazines	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life and good pass-along readership	Long ad purchase lead time; high cost; no guarantee of position
Radio	Good local acceptance; high geographic and demographic selectivity; low cost	Audio only; fleeting exposure; low attention ("the half-heard" medium); fragmented audiences

Outdoor	Flexibility; high repeat exposure; low cost; low message competition; good positional selectivity	Little audience selectivity; creative limitations
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Table 1 Profile of Major Media Types (Kotler and Armstrong, 2012:447)

CHAPTER 3

Data presentation, analysis and Interpretation

This chapter is dedicated to data presentation, analysis and interpretation of the study based on the data gathered from the respondent customer, employee & interview respectively.

All the data were collected through questionnaires containing close & open ended questions to the business customer, employee and interview to the marketing manager of HACOMAD/Habesha construction and material development marketing manager. 200 (two hundred) copies of questionnaires were distributed for customer and 108 copies of questionnaire to distributed for employee of HACOMAL S.Co. 180(90%) customers of this company responded to our questions and on the other hand 83(77%) employees cooperated our questions, 20(10%) customers & 25(23%) employees did not respond to our questions.

The information obtained from the marketing manager, employee and customer is summarized using descriptive statistics. The raw data is computed in percentage the summarized data is computed in percentage the summarized data is then analyzed by applying descriptive analysis method using tables. Following explain at last interpretation is made to demonstrate the implication of the major findings.

3.1 General characteristics of the responded

Table 1.1 General characteristics of respondent (for employee)

No	Description	Alternative	No of respondent in	
			No	%
1	Gender	Male	47	56.63
		Female	36	43.37
		Total	83	100%
2	Age	18-27	11	13.25
		28-37	23	27.7
		38-47	29	34.9
		48 & Above	20	24
		Total	83	100%
3	Educational status	Below diploma	3	3.61
		Diploma	29	34.9
		1 ST Degree	37	44.57
		2 nd degree	14	16.86
		Above 2 nd Degree	-	
		Total	83	100%

As show in the above table the participant respondent are characterized by based on their sex age and educational status

Accordingly out of the 83 participant respondent 56.63% (47) of them are males while on the other hand 43.37% (36) are females. This implies that males are the dominant employee than female in the company.

The age distribution is also another characteristics of the respondent that 11 (13.25%) of the age ranges from 18-27 years, 23 (27.7%) of the age range from 28-37 years, 29(34.9%) of the age range from 38-47 years finally the last category age 48 & as out 20 (27%) This indicates that the adult people are the major employee of the co

Concerning to the educational background 3(3.61%) below diploma and this employers are very little employee in the company and then 29 (34.9%) of employee diploma holders, 37 (44.57%) employee almost half of the Company in 1st degree finally 14(16.86%) of the Co employee are above the degree. This emplaces that as the firm administration very skill full persons are manage.

Table1.2General characteristics of respondent (for customer)

The following table has information's on personal profile of the sample respondents Gender, Age educational status and occupational status

No	Description	Alternative	No of respondent in	
			No	%
1	Gender	Male	121	67.22
		Female	59	32.77
		Total	180	100%
2	Age	18-27	18	10
		28-37	31	17.2
		38-47	53	29.5
		48 & Above	78	43.3
		Total	180	100%
3	Educational status	Below grade 10 th & 12 th grade	25	13.9
		12 Complete	31	17.2
		Certificate	28	15.5
		Diploma	42	23.3
		First degree & above	54	30
		Total	180	100%
4	Occupational States	Students	5	2.8
		Unemployed	18	10
		Civil Servant	33	18.73
		Governmental Servant	52	28.9
		Private Servant	72	40
		Total	180	100%

Accordingly to the data collected and analyzed as can be seen in the item “1” table”11” the total respondents is 180, 121(67.22%) of the respondent customer were male and 59 (32.77%) are female from this majority of the company/HCMD/ are male.

In the item “2” table “1.2” the age of the respondent is explained 18-27 18years (10%) of customers in the age of 28-37, 31years(17.2%), 38-47, 53 respondent of the total respondent 29.5%, finally 48 years and above the largest customer in the firm and 43.3% in the total respondent.

There is not respondent below 18 year Accordingly to table “1.2” item “3” more focus an background of the respondent as explained in detailed.

Among the same respondents 25(13.9%) of the sample respondent customer are under grad 10th and up to 11th grade, 31(17.2%) are 12 completed 28(15.5%) of the sample respondent are certificate graduated. 42(23.3%) and 54(30%) of the respondent customer were Diploma and first degree & above respectively. This implies that the majority of the Co customer respondents finish 12th grade.

Concerning to the occupational status 5(2.8%) the lowest customer of HCMD S.Co and also 18(10%) of the respondent unemployed peoples, 33(18.3%) of the total respondent are civil servant, 52(28.9%) of the respondent have governmental servant finally private events cover the total number of respondent 72(40%) from above information HCMD S.Co customer the majority customers are private servants The following table has information on awareness of the company product and which product watch in the site.

Awareness related to the study

Table 2 General Knowledge of the Company

No	Description	Alternative	No of respondent in
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1	Do you know Habesha Construction & material development /HCMD/ real estate		Number	%
		Yes	113	62.8
		No	67	37.2
		Total	180	100%

In table “2” item “1” customer were asked they were aware of the company respondents. As we can see in the above table the majority 113(62.8%) of the respondent as “yes” and 67(37.2%) of the respondent are say “No” this respondent show that most of the company in promotion have good creating awareness.

No	Description	Alternative	Respondents			
			Customer		Employer	
			Number	%	Number	%
1	Have you see Advertisement of HCMD real estate?	Yes	45	25	67	80.7
		No	135	75	16	19.3
		Total	180	100%	83	100%
2	Which media do you see/listen?	Radio	20	11.1		
		TV	54	30		
		Newspaper	38	21.1		
		Magazine	22	12.2		
		Internet	10	5		
		Broacher	22	7		
		Billboard	14	7.7		
Total	180	100%				
3	Which product do you see/visit	Apartments	44	24.4		
		Town houses	54	30.1		
		Villas	82	44.5		
		Total	180	100%		
4	In your opinion which media shall the Co use to take makes its Advertising?	Radio	20	11.1	10	12.86
		TV	54	30	25	30.12
		Newspaper	38	21.1	32	38.55
		Magazine	22	12.2	8	9.6
		Internet	10	5	4	4.8
		Other	36	20.6	4	4.8
		Total	180	100%	83	100%

Table 3 General knowledge of the company

According to table “4” item “1” the respondent are company Advertising is they are watch /listen. 45(25%) of the company customer are know their company Advertising and 135 (75%) of the respondent are luck of information’s about HCMD S.Co on the other hand respondent of

this research of HCMD S.Co employee responded to table “3” item” 67 (80.7%) of the total respondent are said it is “Yes” it is not see the advertising of HCMD real estate. This implies most of the firm employees aware the company advertising

From the above table “3” item “2” were asked about do you see/listen 20(11.1%) respondents they are listen from radio, 54(30%) watch from T.V, 38 (21.1%) see in the news paper, 22 (12.2%) respondent responded from magazine, internet & Broacher Billboard the lowers result in the respondent felling the result is 10(5%), 12.7 (7%) & 14 (7.7%) respectively.

However the employee /HCMD S.Co responded in the above question responded were asked about which media asked to you see? Responded their question almost over all a company advertising see/watch b/c they are one of their duty/

In Table “3” item “3” as it can be this question more focus all a company product. The respondent are responded this question 44(24.4%) of respondent said Apartments have they are visited, 54 (30%) of in the total respondent they are visit town houses & also villas visitors are 82(44.5%) it is majority visitors all most half if the company product visit from villas housed demand. It implies that the above result majority of the respondent are villas houses.

According to table “3” item “4” are which media shall the company use to makes its advertising Radio 20 (11.1%) of the company choose radio, 54 (30%) T.V, 38 (21%) responded newspaper, 22 (12.2%) are select magazine, 10(5%) and other included Broacher 36 (20.6%) respectively. This implies television and newspapers are best media advertising in the others

In the table “3” item “1” employer are responded 10(12.86%) select the Radio, 25 (30.12%) responded TV, 8(9.6%) respond magazine and finally 4(4.8%) & 4(4.8) internet and other result in the above result the majority of the company result is newspaper

Table 4 print media General Knowledge advertising

No	Description	Alternative	No of respondent in				
			Customer		Employee		
			No	%	No	%	

1	Do you believe real estate Print media advertizing?	Yes	58	32.2	26	31.32
		No	122	67.8	57	68.8
		Total	180	100%	83	100%
2	If your answer questions “No” why?	Attractiveness	42	23.4	36	43.37
		In formativeness	19	10.6	24	28.9
		Morality	12	6.7	9	10.8
		Persuasive	29	16.2	10	12
		Other	20	11.1	2	6
		Total	122	100%	83	100%
3	Could you remember magazine the space of the company HCMD print media	Front area	46	25.6	6	7.22
		Meddle area	120	66.6	67	80.72
		Back area	14	7.8	10	12.06
		Total	180	100%	83	100%
4	Can you see other real estate print media advertizing?	Yes	180	100	83	100
		No	0	0	0	0
		Total	180	100%	83	100%

From above table “4” item “1” it is possible to understand that most of the respondent /customer/ the know/awareness/ HCMD S.Co print media 58(32.2%) of the company it’s detail aware and 122(67.8%) responded print media advertising this implies customer believe a farm 26(31.32%) & 57(68.8) are “Yes” and “No” respectively. However in the above mention table “4” item “2” 42(23.4%) respondents are the attractiveness the company’s very low 19 (10.6%) Respondents lack of information’s 12(6.7%) it is not morality 29(16.2) respondent said that the presentation of the company advertising is not persuasive and also 20(11.1%) the result of other new problem in the print advertising. We understand from the above result the company is not consider its customer or not use enough advertising.

According to the above table “4” item “2” clearly observed in HCMD real estate print media advertising 36 (31.32%) of the total respondent are respond that believe the Co are highly dissatisfied the company advertising. On the other hand the respondent of dissatisfied their cause of the problem are 36(43.37%) respondents are responded that lack of Attractiveness, 22 (28.9%) of total respondent that lack of Attractiveness, 22 (28.9%) of total respondent responded lack of morality the result is 9 (10.8) how ever lack of influence responded that lack of Attractiveness, 22(28.9%) of total respondent responded lack of morality respondents & other are 10(12%) & 5(6%) respectively.

From the above table it is possible to understand that most of the respondents they are watch /seen HCMD S.Co advertising in the print media like (magazine, newspaper) in the middle area the result is 59 (32.7%) but 11 (6.2%) responded that they can read on from area conclusion that the majority of the company print advertising watch /read from middle area HCMD S.Co employee responded this questions reach the advertising in the magazine the space of advertising are 6(7.22%) are in the front area 67(80.72%) of the employees respondents are seen in the middle area finally 10 (12.04%) are the lowest in the employees answers.

Table “4” item “4” many of HCMD S.Co employers and customers seen the other (competitor) advertising the result is 100% of respondent are seen other in the above result HCMD more highly use advertising his develop awareness its customers

Table 5 Print Media

No	Description	Alternative	No of respondent in			
			Customer		Employee	
			No	%	No	%
1	How is the attractiveness	More attractive	33	18.3	21	25.30

	of the Co print media when you compare with the other Competitor?	Attractive	56	31.1	29	23
		Less attractive	81	50.6	43	52
		Total	180	100%	83	100%
2	What do you evaluate the message clarity	Very high	23	12.8	4	4.8
		High	30	16.7	8	9.63
		Medium	42	23.3	15	18.07
		Low	57	31.7	27	32.53
		Very low	28	15.6	29	34.93
		Total	180	100%	83	100%
3	How much reachable based on information	Very high	25	13.9	10	12
		High	28	15.5	13	17
		Medium	42	23.3	16	19.2
		Low	62	34.4	32	38.6
		Very low	23	12.8	12	14.2
		Total	180	100%	83	100%
4	How much do you think the advertising transfer the require information	Very high	18	10	11	13.25
		High	26	14.4	7	8.4
		Medium	36	20	17	20.48
		Low	77	42.8	24	28.91
		Very low	23	12.8	24	28.91
		Total	180	100%	83	1000%
5	How degree of print advertisement influence you.	Very high	16	8.8	6	7.22
		High	21	11.6	8	9.63
		Medium	38	21.1	20	24.09
		Low	82	45.5	27	32.53
		Very low	23	12.8	22	26.50
		Total	180	100%	83	100%

As if can be seen from the above table “5” item “1” of the respondent recommend the company advertising in attractiveness of HCMDC advertising with competitor 33(18.3%) of the more attractive 56(31.1%) of them responded attractive. And 81 (50.6%) less attractive This about find results us the company has use very attractive advertising into their target customer, On the other hand as it can be attractiveness respondent recommend /employees/ 21(25.30%) of them more attractiveness, 29(23%) & 43(52%) attractive & less attractive this shows that majority of respondents recommend the company highly uses of attractive advertising.

As indicate also in table “5” item “2” from evaluate message clarity of HCMDCS.Co real estate P.L.C the total no of respondent customer 23(12.8%) 30(16.7%) of the total respondent respond very high and high respectively, 42(23.3%) of them responded medium and finally 57 (31.7%) & 28 (15.6%) in the total no of respondent are low of very low clarity of the message respond this

result watch the company message it is not clear. Employer of its clarity of information 4(4.8%) of respondent rated very high 8(9.63%) of them rated as high 15(18.07%) and majority of employee are 27(32.53%) and 29 (34.93%) of very high 8(9.63%) of them as very low and very low. Based on above result HCMDS.Co lack of clear definitions problem its print media.

It is described in the above table “5” item “3” the respondent were asked reachable information customers respond 25(13.9%) very high in the total no of respondent 28(15.5%) high, 42(23.3%) are respond medium, finally 62(34.4%) & 23(12.8%) low and very low respectively this implies a company information is very low for there customers and also employers HCMD S.Co 10/12%) in the total no of respondent results very high, 13(17%) high 16(19.2%) medium 32/38.6%/ and 12/14.2 respondent are low and very low respectively.

According to table “5” item “4” customers respond as print media influence this question 18(10%) of in the total no of respondent very high, 26(14.4%) answered high, 36(20%) of them respond medium 77(42.8%) & 23(12.80%) of the total no respondent respond low and very low respectively. From this mention we can understand that the customer are getting dissatisfied are poor information our product employers respond their questions 11(13.25%) said very high 7(84%) of respondents said high 17(20.48%) said medium 24(28.9%) said low and the last 24(28.9%) said at is very low. This responded to a company highly striving a message transfers

According to table “5” item “5” the degree of influence based on print media the respondent /customers/ 16(8.8%) of the total respondent said its very high, 21(11.6%) of the respondent said it is high, 38(21.1%) of the respondents said it is medium the majority of respondents also said very low the result is 82(45.5%) and also 23(12.8%) respondents are responded very low. It implies that from the above, result majority of the respondent are agree lowest a luch on the other hand employers /internal customers/ the respondents were asked to rate the advertisement if it is influence the information 6(7.22%) of respondent rated very high, 8(9.63%) high 20(24.09%) medium 27(32.53%) of them rated low and the last 22(26.5%) of them & this implies lack of information of print media

Table 6 Print media & HCMD share company Relationship

No	Description	Alternative	No of respondent in			
			Customer		Employee	
			No	%	No	%
1	Which print media suggest of company advertising easily delivery	Magazine	37	20.6	22	26.5
		Newspaper	52	28.9	23	27.7
		Billboard	16	8.8	10	12.04
		Broacher	12	6.7	17	20.4
		Other	63	34.5	11	13.25
		Total	180	100%	83	100%
2	Do you think print media Advertising reflect HCMD S.Co	Yes	52	28.9	21	25.3
		No	128	71.1	62	74.7
		Total	180	100%	83	100%
3	What do you think are problem of print media?	Attractiveness	59	32.7	32	38.6
		In formativeness	38	21.1	9	11
		Morality	24	13.3	7	8.4
		Persuasive	42	23.3	18	22
		Other	17	9.4	17	20
		Total	180	100%	83	100%

From table “6” item “1” it can be observed for employee that 22(26.5%) advertising effect magazine 23(27.7%) respondent read in the newspaper, 10 (12.04%) see in the billboard and 17 (20.48%) in the total no of respondent were see in the Broacher. 11(13.25%) respondent were see in the advertising by other method of advertising included flier and so on this responded to our question newspaper and magazine are more delivery our achieve the objective of the company customers responded this question 37 (20.6%) respond in the total no of respondent, 52 (28.9) respond newspapers 16(8.8%) responded Billboard Broacher & other 12(6.7%), 63 (34.5%) respectively . and also customers attract or aware information more magazine and newspaper the same to the employees.

According to table “6” item “2” the respondent are respond print media reflection of company /HCMD/ 52 (28%) of the respondent are say “No” 128 (71.1%). Based on this result customers of dissatisfied of their company print media and also HCMD employee 21(25.3%) & 62 (74.7%) yes & no respectively like in the above result.

In the above mention table “6” item “3” 59 (32.7%) respondents are they are replied luck of attractiveness of print media, luck of in formativeness respondents are the result is 38(21.1%) 24(13.3%) respondent said that the morality of gap in actual & in print media persuasive 42(23.3%) and 17(9.4%) . This result a company print media is luck of attractive informative morality and persuasive. On the other hand employees responded this question 32(38.6%) luck of attractive 9 (11%) luck of informative morality result is 7(8.4%) persuasive 18(22%) and others result is 17 (20%) this implies a company print media is very luck of attractive.

Data gathered using qualitative method

Finally regarding open ended questions, the given suggestions are summarized under here.

- ❖ Regarding the customer opinion about which media shall the company use to make its print media advertisement effective the majority of the customers said magazines and news paper the us on behind is it can drawn the attention and any time we will see.
- ❖ Majority of the customers of HCMD S.Co. the are not know HCMD & customers not detail awareness of its company.
- ❖ The print media advertisement should not unique that can be backed by creative design and cannot be copied by other competitor

CHAPTER FOUR

4. SUMMERY, CONCLUSION AND RECOMMENDATION

This chapter is last part of the study which deals with summary of the major finding conclusion & recommendation

The main objective of the study the print media practice in HCMD S.Co the study attempt to address posted in the first chapter of the researcher paper in order to achieve related literature were viewed, relevant interview raised for marketing manager.

Depending on the analysis the following finding summarized, conclusion were recommendation for warded

4.1 Summary the major finding

- ❖ Out of 108 employee respondents 47(56.63%) were male and 36(43.37%) female
 - Out of 180 customers 121 (67.22%) male and the rest 59(32.77%) are female
- ❖ In the case of their age employee "28-47" they are about 62%
Customers are "38-44" (53%) majority in the total no of respondent
- ❖ Concerning education background the employee & customers, these who holds a diploma & 1st degree 53% 79% respectively.
- ❖ Occupational status private and government servant 69% of the total number of the company.
- ❖ Regarding the awareness about the company's 67 (37.2%) are not aware of the company
- ❖ Number of respondent 82 (44.5%) visit villas 54 (30.10%) of the respondent visit Town houses & the rest 44 (24.4) of respondent town in Apartments.
- ❖ Around 45(25%) of the respondent seen the advertisement of HCMD S.Co and the rest 135 (75%) of the company customers are did not seen the advertisement of HCMD.S.Co

- ❖ In employee's respond this 67(80.7%) they are see and 16(19.3%) did not see the Advertisement & HCMD.Co
- ❖ According to which media do you see most respondents/Customers/T.V 54 (30%)
- ❖ Concerning the trust of print media advertising majority of employee 57(68.8%) & 122 (67.8%) customers it is not believable
- ❖ According to the company's print advertising in the space of magazine majority 120(66.6%) and 67 (80.72%) customers and employer respectively.
- ❖ With regard the question other real estate Advertisement 100% of employee and customers are responded see
- ❖ In relation to the attractiveness of the company HCMD S.Co Advertisement majority of respondent (employee and customer) less attractive 43(52%) and 81(50.6%)
- ❖ With regard how the company message clarity most respondents replied how and very low 85(47.3%) and 56(67.4%) customers and employees respectively.
- ❖ In relation to the researchable in formations majority of respondent, Responded low and very low 75 (47.2%) and 44 (52.8%) customer and employers respectively.
- ❖ With regard to transferring information's in print media 100(55%) and 48 (57.8%) low and very low respondent are employee and customers
- ❖ With regard how the company influences his customers towards the company print media most of the company replied media low and very low 143(79.4%) & 69 (84.03%) customers & employers respectively.
- ❖ Easly delivery of company advertising most of respondents (customers and employers) responded newspaper
- ❖ Majority of the company Advertising their opinion attractiveness and information's of the co print media 97(53.8%) and in employees of HCMD 50(60.6%) persuasive and Attractiveness's.

4.2 Conclusion

- According to the research finding customers and employers are not aware the advertising this shows a company more uses many print media uses.
- According to the research findings customers and employees are not interested this shows that advertising of Habesha Construction Materials Developments S.Co advertising.
- The research findings disclosed with if the customer see/hear the advertisement of the company majority of the customer/employee did not see the advertisement because a company selecting different print media.
- Based on the response of the respondent don't know the entire companies product this shows the company doesn't create awareness and influence to its product .
- Based on the response of the respondent time customers don't know entire company's product except Apartment and town houses villa houses more highest demand.
This shows that the company doesn't create awareness to its others product
- The study indicates that the company uses a print advertisement which doesn't fits to its customers. This shows that the company doesn't fits to its customers. This shows that the company doesn't fits to its customers. This shows that the company doesn't enough print advertising.
- The print advertising of the company it less attractive, clear & persuasive this shows that the company is not using enough print advertising.
- The company has a big picture and differentiates other competitor print media advertising. This shows that the advertising of the company needs to have more different mechanisms.
- According to the research findings, customers and employers are not satisfied the print media techniques style.

- The marketing manager expresses the effectiveness their advertising. This shows that the type of print media advertising the company is using is not effective.
- The company is not performing its advertising according to the customers behavior.
- The company bases its budget on competitors which is not according to the activities and its objective.

4.3 Recommendation

Based on the conclusion drawn the following recommendations are forwarded by the student researcher.

- The attractiveness of the print advertisement should be improved in accordance with the customer's interest in addition relatively detailed, clear, attractive information give its customers.
- The company should continue print advertising in order to differentiate other competitor.
- To get more demand the company should increase awareness by print media advertisement.
- The role of print advertising is to convince customers in order to buy the product companies believe that the sales volume is increased by the effect of its print media advertisements.
- The company is better to use activity and objective based on budgeting so that it could achieve its budget efficiently.

ST MARY'S UNIVERSITY COLLEGE
DEPARTMENT OF MARKETING MANAGEMENT

Data gathered through an interview with Manager of HCMD s.co

1. Would you tell me about the overall advertising practice of you Co?
2. What kind of factors did you consider while selecting media
3. How do you see your company print advertisement as compare to competitor?
4. Who select the print advertizing Media? And Why?
5. What the main objective of the print advertizing in your Co?
6. What kind of practice did your company possess in setting Print advertising budget?
7. What are the most occurred problem in your company print advertisement practice?
8. How many prints advertizing Media did you use to advertizing your company?
9. Do you have any measure to evaluate to your advertising, as well as your print?

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Source:- Internet Available

[http//www answer.com](http://www.answer.com)

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Declaration

I undersigned declare that this senior essay or project in my original work, prepared under the guidance of Ato Tadesse Hailu .All source of materials used for the manuscript have been duly acknowledge.

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Advisor Declaration

This paper has been submitted for examination with my approval as the university college advisor.

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SIGNITOR	
DATE	

ST MARY'S UNIVERSITY COLLEGE

THE ASSESSMENT OF PRINT ADVERTISING THE CASE OF HCMD REAL ESTAT S. CO

BY:- ESKINDER ABEBE

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

APPROVED BY THE COMMITTEE OF EXAMINERS

DEPARTMENT HEAD

SIGNATURE

ADVISOR

SIGNATURE

INTERNAL EXAMINER

SIGNATURE

EXTERNAL EXAMINER

SIGNATURE

St. Mary's University College

Facility of Business

Department of Marketing Management

Questions are to be filled by Employee of HCMD/Habesha constaction materials and development S.C/ Real Estate

Introduction

I am a graduating class student of marketing management in St. mary's university college. I am now conducting my senior essay/research paper the title "assessment of print advertising" their fore this questioner is prepared in order to collect information related to HCMD Real Estate S.C. for the fulfillment to one of the requirement for the BA Degree in marketing management.

The information that you provide is highly confidential, valuable & used only for the purpose of this particular research. Therefore putting all these into considerable. Please be cooperative to give responses to the entire question honestly & truthfully.

❖ *Your name & Address is not necessary*

❖ *If the questions are alternative put "√" & "x" on the other hand fill in the blanks.*

Part one

1. Gender

A. Male

B. Female

2. Age

A. 18-27

B. 28-37

C. 38-47

D. 48 & Above

3. Educational status

A. diploma

B. Degree

C. 2nd degree

D. above 2nd Degree

Part two:- Questioners Directly related to the study

Given below are different questioners about print advertising in Hacomal Real Estate read the questions carefully and indicate your response by putting $\sqrt{\quad}$ & X in the box of the given alternatives. In case your answer is other please specify your particular answers in the given blanks space

1. Have you see Advertisement of HCMD real estate?
A. Yes B. No
2. In your opinion which media shall the Co use to take makes its Advertising effectiveness?
A. Radio B. TV C. Billboard
D. Newspaper E. Magazine F. Internet G. Other
3. Which media do you see?
A. Radio B. TV C. Billboard
D. Newspaper E. Magazine D. Internet G. Other
4. Do you belive HCMD real estate print media Advertising?
A. Yes B. No
5. If your answer question no "5" is "No" why?
A. Attractiveness B. In formativeness
C. Morability D. Influential E. Other
6. Could you remamber in megazin the space of the Co of print media?
A. Front area C. Back area
B. Meddle Area D. Other
7. Do you believe HCMD real estate advertising?
A. Yes B. No
8. If your answer question no "5" is "No" what your reason?

9. Can you see other real estate Advertising?
A. Yes B. No

10. Which Real estate?

11. Do you think Advertizing of the real Estate/HCMD have influenced your customer to make decision and to take action in purchase the product?

A. Yes

C. No

12. If question no 1 “Yes” please reasonable how and why you have been influenced?

13. Do you see the customer After Advertizing?

A. Yes

B. No

14. Why their responds?

15. How much do you think the print Advertisement transfer the require information?

A. Very High

B. High

C. Medium

D. Low

E. very low

16. Which print media you suggest the co advertising easily deliver?

A. magazine

B. newspaper

C. Billboard

D. Broacher

E. Other

17. How much reaching power of local print media to target customers?

A. Very high

B. High

C. Medium

D. Low

E. very low

18. Do you think that the print media Advertisement reflect HMDC real estate?

A. Yes

B. No

19. What do you think are problem of print media?

20. How is the attractiveness of the Cos print Advertising when you compare with the other similar competitor

A. More attractive

B. Similar attractive

C. Less attractive

D. No Response

21. How do you evaluate the massage clarity of HCMD real estate P.L.C?

A. Very high

B. High

C. Medium

D. Low

E. very low

F. no response

22. What do you think are problem of print media?

23. What should be the solution to the above mentioned problem?

24. Any your opinion of HCMD real Estate P.L.C?

Thanks you

St. Mary's University College

Facility of Business

Department of marketing Management

Questions are to be filled by Customers of Habesha construction and materials development/HCMD/ Real Estate S.C.

Introduction

I am a graduating class student of marketing management in St. mary's university college. I am now conducting my senior essay/research paper the title "assessment of print advertising" therefore this questioner is prepared in order to collect information related to Habesh construction and materials development/HCMD/ Real Estate S.C. for the fulfillment to one of the requirement for the BA Degree in marketing management.

The information that you provide is highly confidential, valuable & used only for the purpose of this particular research. Therefore putting all these into considerable. Please be cooperative to give responses to the entire question honestly & truthfully.

❖ ***Your name & Address is not necessary***

❖ ***If the questions are alternative put "√" & "x" on the other hand fill in the blanks.***

Part one

1. Gender

A. Male

B. Female

2. Age

A. 18-27

B. 28-37

C. 38-47

D. 48 & Above

3. Educational status

A. Below grade 10th & 10th grade B. 12 complet E. First degree & above

C, Certificate

D. Diploma

4. Occupational States?

- A. Student B. unemployed C. Civil Servant
D. Governmental Servant E. Private Servant F. Other

Part two Questioners Directly related to the study

Given below are different questioners about print advertising in Hacomal Real Estate read the questions carefully and indicate your response by putting $\sqrt{\quad}$ & X in the box of the given alternatives. In case your answer is other please specify your particular answers in the given blanks space

1. Do you know Habesha construction and materials development/HCDM/ real estate?

- A. Yes B. No

2. Which product do you see?

- A. Apartments B. town house C. Villas

3. Have you see advertising of HCMD real estate?

- A. Yes B. No

4. Which media do you see?

- A. Magazine C. Radio E. Newspaper G. Internet
B. T.V D. Billboard F. Brusher H. Other

5. Do you believe Hacomal real estate Print media advertizing?

- A. Yes B. No

6. If your answer questions no 5 is “no” why?

- A. Attractiveness B. In formativeness
C. Morability D. Influential E. Other

7. Could you remember the space of the company print media advertising?

- A. Front area C. Back area
B. Meddle Area D. Other

8. Can you see other real estate print media advertising?

- A. Yes B. No

9. Which company's do you see?

10. How much do you think the advertisement transfer the require information?

- A. Very high B. High C. Medium
D. Low E. Very low F. No response

11. In your openieon which media shall the Co use to take makes its Advertising effectiveness?

- A. Radio B. TV C. Billboard
D. Newspaper E. Magazine F. Internet G. Other

12. How the Co print Advertisement influences you to wards the Co product?

- A. Very high B. High C. Medium
D. Low E. Very low F. No response

13. How is the attractiveness of the HCMD print Advertising when you compare with other similar competitor ?

- A. More attractive B. Similar attractive
C. Less attractive D. No Response

14. How do you evaluate the massage clarity of HCMD real estate P.L.C?

- A. V. high B. High C. Medium
D. Low E. Very low F. No respond

15. How much reaching power of local newspaper to target customer ?

- A. Vrey high B. High C. Medium
D. Low E. Very low F. No respond

16. How much researching power of local magazine to target customer?

- A. Very high B. High C. Medium
D. Low E. Very low F. No respond

17. Do you think that the print media Advertisement reflect HCMD real estate?

- A. Yes B. No

18. What do you think are problem of print media?

19. You believe print media of HCMD real estate S.C is enough?

A. Yes

B. No

20. Your answer for question no “13” please described?

19 What shuod be the solution to the above mentioned problem?

20 Any your openion of Habesha constraction and material development /HCMD/ real estat S.C?

THANK YOU

