

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

**AN ASSESSMENT OF ADVERTISING PRACTICE IN EAST  
AFRICA BOTTLING SHARE COMPANY**

**By  
THOMAS TADESSE**

**JUNE, 2013  
SMUC  
ADDIS ABABA**

**AN ASSESSMENT OF ADVERTISING PRACTICE IN EAST  
AFRICA BOTTLING SHARE COMPANY**

**A SENIOR ESSAY SUBMITTED  
TO THE DEPARTMENT OF MARKETING MANAGEMENT  
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF BACHELOR OF ARTS IN MARKETING  
MANAGEMENT**

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Company**

Advertising is a paid, non-personal communication about an organization and its products that is transmitted to a target audience through a mass media such as TV, Radio, Billboard and Poster (Lee & Johnson, 2003:3)

Advertising is an important part of many marketing promotional mixes. Because it is a cost effective method for communicating to large audiences, it creates brand images and symbolic appeals for a company therefore advertising her become increasingly important to business enterprises both large and small. (Monle and Johnson, 2003:19)

To communicate is to live. No one can live in this world unless he/she communicates communication helps not only to individuals but also to business enterprise, governmental and non-governmental organizations and institutions in delivering information from the market to the public.

East Africa Bottling Share Company is a company which engaged in producing and distributing soft during products to its customers.

East Africa Bottling Share Company was established in 1959 by five Ethiopian share holder with an initial paid up capital of Birr 750,000. The company started operation in small premises not very far from its present site with 16 workers. (John and Mackay, 1999:83)



As we know from the time of establishment COCA-COLA was first bottled in Ethiopia capital Addis Ababa in 1959 by Ethiopian bottling share company which later opened the second branch in Dire Dawa in 1965. The two plants were nationalized in 1975. Just prior to this in 1995 coca-cola Sabco bought in the business and in 1999 signed a joint venture agreement with the plants. In 2001 coca-cola sabco increased its shares to 61% and the company changed its name to the east Africa Bottling share company (EABSC)

Generally speaking EABSC's achievements included the following

- In 2001 its two plants achieved the coca-cola quality systems (TCCQS) phase one certification.
- In 2002 it celebrated the us \$6.4 million up grate project of its Addis Ababa plant.
- 2003 saw the inauguration of the brand new Philipp H Gutshe training center at the Addis Ababa plant.
- In 2004 for the first time in its history the EABSC registered a volume score of ten million plus.

Generally speaking EABSC vision is we will be the best coca-cola bottles in the world the best means in both sales volume and in return on capital employed.

## **1.2 Statement of the Problem**

Advertising originates from the Latin word 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 a paid non personal form of presentation and promotion of items, goods or services by an identified sponsor". There is not only an identified sponsor, but also an Identified media and message behind every advertisement. Through an advertisement the advertiser intends to spread his ideas about his offering among his customers and prospects. Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsors. (Kumar & Rmittal, 2002). Moreover, (Belech and Belech, 2004) indicated that advertising can be used to create brand images and symbolic appeals for

company or brand, a very important capability for differentiate on functional attributes. (Belech and Belech, 2004: 16-17)

Generally speaking advertising is essential part of many marketing mixes the reason to say this is advertising create brand images and symbolic appeals for a company, and on the other hand advertising is a cost effective method for communicating to a large audiences. (kumar, 1993:81). EABSC advertise its product by using one or more of the following types of advertising TV Radio Billboard and poster) As a result EABSC creates brand images and symbolic appeals through using them.

The gap that exist when EABSC advertise its product through TV and radio are:

- TV advertisements by the company are not targeted to our culture because they simply transmit the copy advertisements from outside. So there is a communication gap on creating advertising package related to our society.
- TV advertising is the most expensive method of advertising and company mainly uses TV to advertise Coca cola and the company's core product like Fanta, and sprite. So when we see in term of costs it is high and it increases the expense of the company.
- Radio advertisement is not visual so it is less expensive then TV to initiate people effectively. The company allocating large amount of money for poster advertisement could result in high promotional costs.

### **1.3 Research Questions**

This study tried to focus on answering the following basic research questions:

1. What factor are considered when the company advertising its product?
2. Which advertising method does the company use frequently in order to promote its products?
3. What are the main problems the company faces while promoting its product?
4. What kind of remedies can be taken to increase the level of awareness?

## **1.4 Objective of the Study**

The student researcher has both specific and general objective as indicated as follows.

### **1.4.1 General Objective**

The main objective of this study was to assess the effectiveness of the recently conducted advertising campaign of east Africa Bottling company.

### **1.4.2 Specific Objective**

More specifically, the objectives of the study were:-

1. To identify problems that the company faces when promoting on TV and radio.
2. To provide recommendation and suitable solution to the problem.
3. To investigate problems that the company faces when promoting on TV, Radio, poster and Billboard.
4. To determine the level of awareness created in public as a result of advertising activity of the company.

## **1.5 Significance of the Study**

This research paper is very important to:-

- **To the company:-** East Africa Bottling share company know its problem on advertising and take its corrective measures.
- **To the Student:-** to get more practical knowledge about how to conduct research with identifying problem. And it gives chances for the student researcher to apply his knowledge in the real world.
- **To the other:-** It may trigger challenges for further research to take –reactive or proactive measures.

## **1.6 Delimitation of the Study**

Advertising is an important part of many marketing mixes, that company used in order to promote the product in the market the study is delimited in:

**Area:** The Company has sales outlet in different regions of the country. But due to time, money and other constraints the research paper delimited in studying head office of the company which is located in Addis Ababa near Abnet. The student researcher selected the Abnet branch because

it is a head office and the factory also located in the same area which help to obtain more information about the company to conduct my senior essay.

**Scope:** As a result of deep analysis given to the practice of advertising the student researcher will delimit on only the effect of TV, and Radio Advertising in East Africa Bottling Share Company.

## **1.7 Research Design and Methodology**

### **1.7.1 Research Design**

Descriptive types of research were applied to achieve the entire objective of the study. The research proposed to describe advertising, by TV, practices found in East Africa Bottling private limited company.

### **1.7.2 Population and Sampling Techniques**

The target populations of this study were the marketing manager and customers of the company. To this end simple random sampling technique was used for work. But the number of customer were difficult to determine, based on Malhotra's (2006, 329) suggestion of 150 respondent customers were taken as representative sample in order to have sufficient and reliable data by using convenient sampling technique.

### **1.7.3 Types of Data to Collected**

The student researcher used both primary and secondary source to collect the necessary data. The primary data were collected from manager, customers; while the secondary data were collected from company records, books, publications and websites related to the study.

### **1.7.4 Method of Data Collection**

The data were collected by conducting an interview with the marketing manager of East Africa Bottling Company, and the Secondary data were collected from the company records, different books, publications and websites.

### **1.7.5 Methods of Data Analysis**

The data were analyzed by using both qualitative and quantitative data. The data collected from the sample respondents were presented by using percentages and tabulation.

### **1.8 Organization of the Study**

The paper was organized in to four chapters. The first chapter contain introduction which includes: statement of the problem, research question, and objective of the study, delimitation, Significant of the study, definition of terms, research design and methodology and organization of the study. Chapter two covers literature review. Chapter three has covered data presentation, analysis and interpretation. The final chapter include summary of the findings, conclusions and recommendations.

## **CHAPTER TWO REVIEW OF RELATED LITERATURE**

### **2. Overview**

Advertising defined as a paid form of non-personal communication of any information a brand product and a company by sponsor on a media (Philip kotler, 5<sup>th</sup> ed)

Advertising can reach mass of geographically dispersed buyers at allow cost per exposure and it enabler that sever to repeat a message many timer. Large scale advertising say something positive about the severs size popularity and success because of advertising public nature

customers lead to view advertised products as a more legitimate. Advertising is also very expressive it allows the company to dramatic its predictor through the artful use of visuals prints sound and color. On the one hand advertising can be used to build-up along term image for a product (such of Coca Cola) on the other hand advertising can trigger quick sales.

However through advertising can reach many people it is impersonal and can not be as directly persuasive as a company sales people for the most part advertising can carry a one way communication wit the audience and the audience addition advertising can be vary costly. Although some advertising can be done on small budgets other forms such as network TV billboard advertising requires very large budgets. (Lee and Johnson 20903:8)

Business enterprise whether they are involved in profit making or non-profit charitable mission they need to build a good corporate image with their suppliers employees intermediary customers and the public in general this act of building a good corporate personality is done by self-promoting. Advertising player a great role in increasing sealer creating a good corporate image which can be communicated through different media for instance TV, Radio, Billboard and poster. Thus it can be said that advertisement are tools to project the identity or the reputation of the company (Armstrong 2<sup>nd</sup> Edition).

The product advertising as component of promotion mixes is different from institutional advertising. Product advertising focuser on producing a specific product or services and focuses on stimulating short run action on sales of causes on stimulating short run action on sales of a new product line, decrease or an increase on a specific products price. But institutional advertising mainly focuses on the company reputation or good will, when implemented as part of integrated marketing communication system with the objective of communicating a uniform corporate objective. Thus organization use product advertising as a means or tool to increase sales volume of the company.

But it does not mean that, the firm which uses product advertising, has no any intention of attaining company reputation or favorable corporate image. Instead, it is in the long-run on which the promoting firm can attain its objectives of the desired level of company reputation.

On the other hand institutional advertising is defined as:-

An advertising done by an organization speaking of its work views and problems as a whole, to gain public good will and support rather than to sell a specific product” (Philip Kotler, 5<sup>th</sup> ed).

The above definition of institutional advertising explains its future. It shows that this kind of advertising doesn't focus on the specific product attributes, rather it presents about the company's accomplishments, the way it views or benefits the society and in avoiding its communication problems with the public. These messages presents by institutional advertising are aimed at creating a good corporate image.

## **2.2 Types of Advertising**

By taking different factors in to consideration, we can classify advertising into many types. But we will take two of them in this particular section.

- A. The large audience, either consumers or business
- B. What is being advertising a product versus an institution.

### **A. Consumer and Business Advertising**

In any type of advertising we do have target audience to whom, we want to address our message and the audience can be either consumer or other business. Most organization allocate there advertising budget between these two advertising except retail organizations because they are engaged in selling goods to the consumers directly. But when we look at the public business to advertise in there magazine, news paper and what portion will go to wards selling their published material.

### **Product and institution advertising**

All advertising may be classified as product or institutional product advertising focuses on a particular product or brand while institutional advertising presents information about the advertiser's business or tries to create a favorable attribute, or build good will towards the organization. Its objective is to create a particular image for a company. Product advertising is subdivided into direct action and indirect action advertising.

**Direct** –Action advertising:- asks a quick response but indirect action advertising is designed to stimulate demand over along period of time; it is intended to inform or remind consumers that the product exists and to point out its benefits. (Belch and Belch, 2004:18)

In general, marketing management must make five important decisions when developing advertising program:-

- I. Set Advertising objective setting
- II. Set advertising budget
- III. Develop advertising message
- IV. Develop Advertising media and
- V. Evaluate Advertising campaign

Here the student researcher tries to see each decision one in the following session.

### **i. Setting Advertising Objective**

Setting the advertising objective is the first step in developing an advertising program. Colley has listed 52 possible advertising objectives in his well known “defining Advertising Goals for Measured Advertising Results.” Broadly we can classify advertising objectives into three as informative, persuasive and reminder.

Information advertising figures heavily in the pioneering stage of a product category, where the objectives is to create awareness and to build primary demand, suggesting new uses for a familiar product, to inform the market of a price change and explain how the product works, correcting false impressions, describing available services, reducing buyers fears or building a company image.

Whereas the objective of the persuasive advertising is to build selective demand for a particular brand and it is important in the competitive stage and most advertisings falls into this category.



Some persuasive advertising has moved in to the category of comparison advertising, which seeks to establish the superiority of one brand through specific comparison with one or more other brands in the product class.

Reminder advertising is highly important with mature products. A related form of advertising is reinforcement advertising, which needs to assure current purchasers have made the right choice.

The choice of the advertising objective should be based on a through analysis of the current marketing situation. For instance, if the product class is mature, and the company is the market leader and if the brand usage is low, the proper objective is to stimulate more brand usage. On the other hand, if the product is new and the company is not the market leader, then the proper objective is to convince the market about the brand's superiority.

## **ii. Advertising Budget**

According to (Lee and Johnson, 2003:9) Different business enterprises allocate some percentage of their promotional budgets on advertising Tv, Billboard, Poster and Radio in order to implement the ideal or desired goals as intended. The cost of advertising can be determined as a percentage of sales (current or anticipated), or cost of sales, or as to what the company can afford, or as to the objectives and task of the firm in advertising campaign. The four methods of budgets allocation system to advertising are:-

### **A. The percentage of sales approach**

When this method is employed, advertising budget is set based on a specified percentage of sales (either current or anticipated) or the percentage of the sales price. The advantages of this method are; first, advertising expenditures would vary with what the company can afford, second, it encourages management to think in terms of the relationship between advertising cost, selling price and profit per unit.

While using the percentage of sales approach, the budget allocated can be effectively and efficiently measured as to the sales result of territories, the sales force, or distribution outlets. The other advantage of this method is the management can be benefited to justify the cost by comparing or correlating the allocation of costs with the volume of sales profit per unit of the sales force, profit unit of territories etc.

### **B. The –all- you can offers approach**

It applies a method on which the advertiser thinks that he can afford. This method has a disadvantage than an advantage. This approach can result in overestimation or under estimation of allocation of costs. What a company can afford perhaps may not coincide with the desired implementation of objectives intended as to sales or profit. Generally, it is unsatisfactory, lately because there is no relation between liquidity and the richness of the advertising opportunities.

### **C. The competitive parity approach**

In this approach the size of the optimum outlay is affected by rivals' advertising plans by employing the average of the advertising cost of competitive party method. One is that the competitor's expenditures represent the collective wisdom of the industry. According to this argument the collective wisdom of the industry, since the amount of budget to be allocated in advertising is derived from the competitor's allocation of costs, this implies that the cost contains the collective wisdom of experts who are experienced in the field. The other supporting argument presented by Kotler is that, competitive parity approach helps prevent promotion wars. Because of the nature of relatively tantamount allocation of resources, that this method will prevent competition through advertising. The competition may be by additional costs of advertising for better and effective advertising campaign. But this problem doesn't occur in a competitive parity-method.

Even if it seems true that this supporting argument is practical, they are exposed to reputation by Kotler as invalid. The ground for the reputation of these arguments is that there is no guarantee, whether they (the competitors) have allocated their resources in a cost effective way to claim the

collective wisdom of the industry. The second point is that, the only factor for advertising betterment is not only the budget allocated. But there are also other factors which can result in serious promotion war. Thus, it cannot be claimed that a competitive parity method prevents promotion war.

### **iii. Objective and task method**

Under this approach the advertising budget is the amount estimated to be required to attain predetermined objectives. This method is also known as budget builds up method. It has three steps refining objectives, determining strategy, and estimating the advertising cost. Under this method the budget allocation is done by build up cost. The budget is allocated after the formulation of objectives and each and every task; and designing the strategies and tactics.

### **iv. Advertising Message**

An advertising message as defined as:

“An element of the creative mix comprising what the company plans to say in its advertisements and how it plans to say it –verbally or non –verbally”.

The messages transmitted can be verbal and /or nonverbal. The verbal messages are presented by speech and words, and can be backed by a music or instrument. Besides, the tone, pitch and the typography or layout of the letters on the TV screen can be tailored to create a strong impact and grab the attention of viewers. On the other hand, non-verbal messages are gestures, facial expressions etc. which express internal feelings based on the presentation manner. And finally, a mere presentation of products by demonstration on TV screen can be a non –verbal way of presentation of a message.

Generally, the elements included in an institutional or product advertising can be the headline, the text, the illustration and the typography –or possibly the information presented or the symbolism.

The message to be presented through the medium must have appeals. Which are grouped under three categories as to kotler they are emotional, rational and moral appeals. These appeals are used to grasp the attention of viewers; by stirring up their emotions (emotional); or by telling them to attain their desired benefits (rational); or by encouraging them to support or participate in social affairs, which is helpful to the welfare of the society (moral).

#### **v. Advertising media**

The major steps in media selection are:

- Deciding on reach, frequency and impact
- Choosing among major media types
- Selecting specific media vehicles
- Deciding on media timing

To select media the advertiser must decide what reach and frequency are needed to achieve its objectives. Reach is a measure of the percentage of people in the target market who are exposed to the end 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. The advertiser also must decide on the desired media impact and the qualitative value of a message exposure through a given medium.

In general, the more reach, frequency and impact the advertiser seeks, the higher the ad budget will have to be. To choose among major media types, the planner has to know the reach, frequency and impact of each of these media types. In addition to these, nature of the product, type of message, cost and other factors have to be considered in making choice.

After selecting among the best media types the next step is choosing the best needs vehicle-specific media within each general type. Finally the advertiser needs to schedule the ad over the course of a year. The schedule can follow the seasonal pattern, to oppose the seasonal pattern or to be the same all the year but generally there are two patterns of ads; the first one is continuing which follows even scheduling within a given period while the other is pulsing that is uneven scheduling over a given time period.

## **vi. Measurement of Advertising Effectiveness**

Any business organization, which tries to increase sales volume and build accompany reputation through advertising should know. How to measure the effectiveness of its campaigns.

Measuring the communication effect of ad message testing-tells whether the ad is communicating well. Text testing can be done before or after an ad is printed or broadcast. There are three major types of ad testing. The first is through direct rating, where the advertiser exposes a customer's panel to alternative ads and asks them to rate the ads. These direct rating indicate how well the ads get attention and how they affect consumers.

Although this is an imperfect measure of ad's actual impact high rating indicates a potentially more effective ad. In portfolio tests, customer's view or listen to a portfolio of advertisements, taking as much time as they need. They then are asked to recall all the ads and their content, aided or unaided by the interviewer. Their recall level indicators the ability of an ad to stand out and its message to be understood and remembered. Laboratory tests use equipment to measure consumer's physiological reaction to an ad-heartbeat, blood pressure, pupil dilation and perspiration. These tests measure an ad's attention -getting power, but reveal little about its impact on beliefs, attitudes or intentions.

## **2.3. Advertising Classification**

### **2.3.1. Product Advertising**

The major portion of advertising expenditure is spent on product advertising the presentation and promotion of new products existing products and revised products.

### **2.3.2. Retail Advertising**

In contrast to product advertising retail advertising is local and focuses on the store where variety of product can be purchased or where a service is offered. Retail advertising emphasizes

- Price
- Availability
- Location
- Hours of operation

### **2.3.3. Corporate Advertising**

The focus of this advertisement is on establishing a corporate identity or on wiring. The public over to the organization's point of view. Most corporate advertising is designed to create a favorable image for a company and its products however image advertising specifically denotes a corporate companion that highlight the superiority or desirable characteristic of the sponsoring corporation.

### **2.3.4. Business to Business Advertising**

This term related to advertising that is directed to industrial users (tires advertising to automobile manufacture resellers (wholesalers and retailers) and professionals (such as lawyers and accountants) Kee and Johnson, 2003:4-5)

### **2.3.5. Trade Advertising**

Advertising targeted to marketing channel members such as wholesalers distributors and retailers. The goal is to encourage channel members to stock promote and resell the manufactures branded product to their customers (Belch and Belch 2004:19)

## **2.4. Television**

The emergence of new products such as personal video records is very important because they will have a profound impact on television, which is our primary form of entertainment as quintessential advertisement.

It has been said that television is the ideal advertising medium its ability to combine visual images sound motion and color presents the advertiser with the opportunity to develop the most creative and imaginative appears of and medium. And for over forty years television has been the world's most powerful medium (Belch and Belch 2004:350-351)

Two major categories of television broadcast are important in advertising

- Network
  - Cable
- A. Network:- in network television and independent business called a network joins individual television stations the broadcast is programs and advertising. Usually only one station premarket carries each network programs
- B. Cable:- as with network television cable television advertising can be purchased on a national regional and local level.

#### **2.4.1. Advantages and Disadvantages of Television**

Advertisers would not invest large sum. Of money in television commercials unless these advertisements were effective.

##### **2.4.1.1. Advertiser of TV Advertising**

The major strength at television that makes it appealing as an advertising medium includes the following:-

- The cost per thousand methods can be efficient for an advertiser attempting to reach an undifferentiated market
- Television allows for the demonstration of products or services
- Television is versatile allowing for the combination of sounds color and motion.

- As a primary visual medium, TV employs pictorial story telling a strong point in a world where the amount of time spent reading has decline research also shows that visual imaged by pass the logical brain process and are directly conveyed to the brains emotional center creating. The strong emotional impact characteristics of television and film

It is hard for viewers to tune out acomertial television advertisements engaged the senses and attract attention even when one would prefer not to be exposed to an advertisement (Lee and Johnson 2003:207-208)

Generally Speaking Advantages of Television are:-

- Coverage and cost effectiveness
- Captivity and attention
- Sale activity and flexibility

(Berch and Belch 200,355:353)

#### **2.4.1.2. Disadvantages of TV Advertising**

It takes time to produce commercials and sponsors programs. This medium requires planning and deliberation

It is transient medium

Time gap to purchasing TV advertisement sinks into a mind it is key. But other wise a mind that is well prepared for buying a cretin product con not do so immodestly because there is night to so by and only net morning the action can be taken. By that time we might not have kept the product in mind.

An immobile medium:-

- Like radio
- News paper

**Time constraint:** - in few seconds we can put forward only ones selling proportion



Production costs:- cost of producing commercial is high as compared to cost of the print production (chan wall,1999:5-6)

## **2.5. Characteristics of TV**

- **TV is evocative:-** it stimulates reality
- **TV and image creation:-** powerful images are created for brands and the users of these brands
- **TV and emotions:** - TV can trigger off variety of emotions like sadness, love nostalgia care. Etc
- **TV is Demonstrative:** - it is the most appropriate medium to show the benefits of the product.

## **2.6. RADIO ADVERTISING**

Radio advertising is available on a national network and in local markets many local or regional stations belong to more than one network with each network providing specialized programming to complete a station's schedule. Advertisers may use one of the national radio networks to the network programs. (Lee and Johnson, 2003:214)

### **2.6.1. Advantages of Radio**

- Radio is popular in local retail advertising
- Radio is important to understanding the relative strength and weakness of this medium to make smart decision
- Radio is flexible
- Radio commercial is inexpensive to produce (Lee and Johnson 2003:215)

### **2.6.2. Disadvantage of Radio**

- Creative limitation
- Fragmentation
- Chaotic buying procedure
- Limited research data

- Limited listener attention

(Belch and Belch 2004:380-382)

### **2.7. Bill Board**

Advertising is the major out door medium due to cost efficiency the ability to reach more people at less cost than other media although bill board advertising has high visibility viewing time is brief about ten seconds.

### **2.8. Poster**

**Are lithographed or silk:-** screened by printer and shipped to an outdoor advertising company. They are then pre-pasted and applied in sections to the poster panels that face on coming traffic (Lee and Jonnson 2003:223-224)

## **CHAPTER THREE**

### **DATA ANALYSIS, PRESENTATION AND INTERPRETATION**

#### **Introduction**

This section includes the analysis, interoperation and discussion of the data obtained from sample respondents chosen from the population in A.A. Data gathered from customers of east African bottling share company and the data were obtained through questionnaires and interview.

Out of the customers of East Africa bottling Share Company in Addis Ababa, 150 customers were selected sample respondents using non-probably sampling technique. One hundred and fifty copies of questionnaires were distributed to customers. However, 124 (82.67%) of questionnaires were filled out and returned while 26(17.33%) of them were not able to give their response.

### 3.1. General characteristics of the respondents

**Table 3.1. General Background of the Respondents**

No	Item	Customers response	
		Amount	Percent (%)
1	Gender		
	Male	85	68.5
	Female	39	31.5
	<b>Total</b>	<b>124</b>	<b>100</b>
2	Age group		
	18-27	23	18.5
	28-37	67	54.1
	38-47	34	27.4
	48-57	-	-
	Above 58	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
3	Educational status		
	12 complete	43	34.6
	Certificate	29	23.4
	Diploma	32	25.8
	Degree	17	13.7
	Above 1 <sup>st</sup> degree	3	2.
	<b>Total</b>	<b>124</b>	<b>100</b>

4	Type of customers		
	Agent	-	-
	Retailer	96	77.4
	Whole severs	28	22.6
	Other	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

Item No 1 of table 3.1. implies the gender and age characteristics of the respondents; the figure shows that out of the total 124 respondents 85 (68%) were male while the rest 39 (31.5%) were female. As the data indicates that majority of the respondents are male. This shows on the trade activity are formed by male than female.

As can be seen from item 2 of table 3.1., 23(18.5%) of the respondents were under the age of 18 and 27, 67(54.7%) of them were under the age of 28 and 37 while the rest 34(27.4%) of them were under the age of 38 and 47. As the data indicates majority of the respondents are on the age of 28 and 37.

Item 3 of table 3.1. implies the educational status of customers which indicates that 43 (34%) of them 12 garde complete, 29 (23.3%) of them certificate, 42(33.8%) of diploma and 25(20.1%) of them degree holder and 3(2.4%)of them were above 1<sup>st</sup> degree. As the data indicates that majority of the respondents are 12 grade complete and diploma holder. This shows the majority of the respondents are educated.

Item No 4 of the same table implies the types of customers which the retailer comprise 96 (77.6%) of the respondents, 28(22.6%) of them are whole sellers, and there were no agent or other type of customer. As the data indicates that the majority of the respondents are retailers. This shows that the No of retailers are higher than others on the market

**Table 3.2. advertisement and media usage of the company**

No	Item	Customers response	
		Amount	Percent (%)
1	Have you listen, watch or see advertisement of east Africa Bottling S.C.?		
	Yes	109	88%
	No	15	12%
	<b>Total</b>	<b>124</b>	<b>100%</b>

2	If your answer – question 1 is “yes” in which advertising media did you listen, see or watch more?	Radio		
		Television	37	34.6
		Bill board	55	51.6
		Poster	7	5.6
		Other	10	8
		-	-	-
	<b>Total</b>	<b>109</b>	<b>100%</b>	

Item No 1 of table 3.2. implies that whether customers have listen, watch or see advertisement of East Africa bottling company that 109(88%) of them said yes and the remaining 15(12%) replied No. As the data indicates the majorities of the respondent watch or see advisement of the company. This shows that the company performs to advertise their products to their customers.

Among the 109(88%) of the respondents who said yes for item 1 of the above table; item No 2 of the table shown above 37(34.6%) of them listened the companies advertisement by radio, 55(51.6%) of them watch it by television, 7(5.6%) of them from bill board and 10(8%) from posters and non of them specified other. As the data indicates that majority of the respondent are watch the advertisement by television. This shows that the customers of East Africa bottling company can be addressed by television advertising.

**Table 3.3. Practicability of the advertisement**

No	Item	Customers response	
		Amount	Percent (%)

1	Which type of advertisement media the company frequency use?		
	Radio	47	38
	Television	70	56.4
	Bill board	4	3.2
	Poster	3	2.4
	Other	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>
2	Which time do you think is convenient for you attend TV, programs (in terms of hours)?		
	From Monday to Friday		
	Morning 7:00am – 8:00am		
	Afternoon 12:00pm – 9:00am	-	-
	Night 7:00am – 9:00 am	13	10.4
	Saturday and Sunday	88	71
	Morning 7:00 am – 9:00 pm		
	After 12:00 pm – 2:00 pm	6	4.8
	Night 6:00pm – 8:00 pm	17	13.8
		-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

As we have seen from the above table 3.3. on the type of advertisement used the customers responded as 70(56.4%) of them are Television, 47(38%) of them are Radio, 4(3.2%) of them are on poster and 3(2.4%) of them on Billboard.



As can be seen from item 2 of table 3.3. On the convenient time selection for the advertisement they responded as 13(10.4%) of them are select after now afternoon from 12:00 pm- 9:30am , 88(71%) of them are select night from 7:00 – 9:00 am from Monday to Friday. And for Saturday and Saturday 6(48%) of them are select am 17(13.8%) of them select afternoon 12:00 pm – 2:00 pm. As the data indicated that majority of the respondent implies that the company use the advertisement on the television. The customers of the company prefer the television advertisement in addition they prefer the night time to get better understanding from it.

**Table 3.4. The effectiveness of advertisement**

No	Item	Customers response	
		Amount	Percent (%)
1	How does the company's televeison advertisement influence you towards the company's product?		
	Very high		
	High	0	0
	Medium	37	29.8
	Low	63	50.8
	Very low	19	15.3
		5	4.1
	<b>Total</b>	<b>124</b>	<b>100</b>
2	Which type of people (celebrities) influence you to buy the products?		
	Models	0	0
	Sport men	14	11.3
	Film actors	82	66.1
	Other	28	22.6
		-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

Item 1 of table 3.4. evaluate the influence of the company's advertisement, 63(58.8) of the respondents said the advertisement influenced them medium, 37(29.8%) were influenced highly, 19(15.3%) said low and 5(4.1%) replied very low. As the data indicates that majority of the respondent evaluate as medium for the influencing capacity of the advertisement towards the product. This shows the company requires to work better on the effectiveness of the advertisement.

As can be seen from item 2 of table 3.4. 82(66.1%) of the customers prefer sport men do the advertising, 20(22.6%) said Film actors, 14(11.3%) prepare modlist of the total respondents and none specified other preferences. As the data indicates that majority of the respondent prefers to the sports man to do the advertisements. This shows that the advertisement attracts the society because the sports man have high social value than others.

**Table 3.5. The product preference of respondent**

No	Item	Customers response	
		Amount	Percent (%)
1	Which product do you purchased frequently among the company's product.		
	Fanta	11	8.8
	Sprite	15	12
	Coca Cola	92	74.2
	Other	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

2	How do you evaluate the message of the advertisement used by the company?		
	Very good	5	4.1
	Good	29	23.4
	Medium	84	67.7
	Bad	6	4.8
	Very bad	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

Item 1 of table No 5 implies purchase frequency among the company's product, the figure shows 92(74.2%) of the respondents said they prefer Coca Cola, 15(12%) said they prefer Sprite and the remaining 11(8.8%) of them said prefer Fanta. As the data indicates that majority of the respondent consume Cocacola than others. This shows that Cocacola have multipurpose like for stimulation, for digestion and so on.

As can be seen on item 2 of the above table evaluate the consent of the advertisement, the figure shows that 84(67.7%) of the respondents it medium, 29(23.4%) of them believed its good, 5(4.1%) said very good and 6(4.8%) replied bad. As the data indicates that majority of the respondent evaluate as medium for the consent of advertisement. This shows that the company expected to work better on the improvement of advertisement.

**Table No. 3.6. The advertisement message clarity**

No	Item	Customer response	
		Amount	Percent (%)
1	How do you evaluate the message clarity of East Africa Bottling share company advertisement		

	Very high		
	High	7	5.6
	Medium	12	9.6
	Low	96	77.5
	Very low	9	7.3
		0	0
	<b>Total</b>	<b>124</b>	<b>100</b>

As we can see from the table 3.6. that from the total respondent 7(5.6%) of them response very high 12(9.6%) of them response high, 96(77.5%) of them response medium, 9(7.3%) of them response low. These indicates that majority of the respondent evaluate as medium for the clarity of the message of the advertisement. This shows that the company expected to work better for the message clarity of the advertisement.

**Table 3.7. The convincing power of the advertisement**

No	Item	Customer response	
		Amount	Percent (%)
1	How do you evaluate the convincing power of the advertisement?		
	Very strong	-	-
	Strong	3	2.4
	Medium	105	84.7
	Weak	16	12.9
	Very weak	-	-
	<b>Total</b>	<b>124</b>	<b>100</b>

As we can see from table No. 8 the convincing power of the advertisement of east Africa bottling company customers responded that 3(2.4%) of them respondent 105 (84.7%) of them respond

medium, 16(12.9%) strong of the respond weak and any one of the respond very strong and very weak. As the data indicates that majority of the respondent evaluate as medium for the convincing power of the advertisement. the company advertising practice have drawback in regard to convincing power.

**Table No. 3.8. The necessarily of another or additional advertisement**

No	Item	Customer response	
		Amount	Percent (%)
1	The advertisement of the company have the required convincing power?		
	Yes	17	13.7
	No	107	86.3
	<b>Total</b>	<b>124</b>	<b>100</b>

As we have seen from table No.3.8. is 17(13.7%) of them responded, that the company's advertisement are enough and 107(86.3%) of them responded that it is not enough. As the data indicates that majority of them responds the advertisement of the company is not enough. This shows the advertisement of the company do not address the whole customers.

**Table No. 3.9. The problems on the company's advertisement**

No	Item	Customer response	
		Amount	Percent (%)
1	Which problem have you seen on the overall advertisement activity of the company?	16	15
	Media selection	39	35.4
	Redundancy problem	23	21.5
	Using of time	29	27.1
	It is not addressed prospect customers		
	<b>Total</b>	<b>124</b>	<b>100</b>

As can be seen from the table 3.9. 16(15%) of the responded that there is a media selection problem, 39(36.4%) of them responded there is redundancy problem, 23(21.5%) of them responded that there is a problem of using time, 29(27.1%) of them responded the advertisement is not addressed prospect customers. The total respondent for this is who are response there is a problem on the advertisement. As the data indicates that the advertisements of the company have a redundancy problem. The advertisement of the company are identical from time to time that may decrease the convincing power of the message.

**Table No. 3.10. Increasing and creating awareness of the company's advertisement**

No	Item	Customer response	
		Amount	Percent (%)
1	How do you evaluate the company advertisement in increasing the level of awareness of the customer Very high High	6	4.8

	Medium	26	21
	Low	71	57.2
	Very Low	21	17
		0	0
	<b>Total</b>	<b>124</b>	<b>100</b>
2	The company advertisement is effective increasing awareness for the prospect customers?		
	Strongly agree		
	Agree	33	26.6
	Medium	18	14.5
	Disagree	62	50
	Strongly disagree	11	8.9
		0	0
	<b>Total</b>	<b>124</b>	<b>100</b>

As we have seen from the table 3.10. on the increasing the level of awareness of the customers 6(4.8%) of them responded very high, 26(21%) of them responded high, 71(57.2%) of them responded medium, 21(17%) of them responded low.

As can be seen from item 2 of the above table on creating effective awareness for the prospect customers 33(26.6%) of them strongly agreed 18(14.5%) of them agreed, 62(50%) of them medium, 11(8.9%) of them disagreed. This indicates that the respondent evaluate the awareness increasing capacity of the advertisement for both existing and prospect customers as medium. This shows the advertisement of the company needs improvement on the awareness creation or increasing capacity.

**Table No. 3.11. The problems on advertising methods when use it frequently**

No	Item	Customer response	
		Amount	Percent (%)

1	Does the company used the same advertising methods frequently?		
	Yes	117	94.3
	No	7	5.7
<b>Total</b>		<b>124</b>	<b>100</b>
2	If your response is yes what is the problem on it?		
	Adaptation		
	Don't giving attention	91	77.1
	Boring	15	12.9
		11	9.4
<b>Total</b>		<b>124</b>	<b>100</b>

For the frequently using of the same advertising method as mentioned above on table 3.11. responded as 117(94.3%) of them respond Yes and 7(5.7%) of them respond no from the respondent who answer yes 91(77.1%) of them are respond there is an adoption problem, 15(12.9%) of them respond they don't give attention, 11(9.4%) of them respond it is boring. As the data shows that the company used the same advertising methods frequently this it adoptable. This shows that of frequently using of the same advertising make it adaptable, so because of this it do not transfer the expected message.

**Table 3.12. Evaluating the advertisement by comparing with other competitors**

		<b>Customer response</b>
--	--	--------------------------



No	Item	Amount	Percent (%)
1	How do you evaluate the company's advertising activity by comparing with other competitors which produce identical products?		
	Very high		
	High	17	13.7
	Medium	28	22.6
	Low	65	52.4
	Very Low	14	11.3
		0	0
	<b>Total</b>	<b>124</b>	<b>100</b>

As we have seen on the table No.13 by comparing the company's advertisement with other competitors evaluated as 17(13.7%) of them respond very high, 28(22.6) of them respond high, 65(52.4%) of them respond medium, 14(11.3%) of them respond low and non of them respond very low. As the data indicates that majority of the respondent evaluate as medium by comparing the advertisement of the competitors. This shows that the company to works better on the advertisement to compete with the competitors, other wise it may loss its customers.

### 3.2 Analysis of the interview

For the marketing manager of the east Africa bottling share company responds for the interview questions which are concerning the advertising activities of the company

The student researcher asked about the over all advertising practice of the company. The manager responds as the company's advertising practices are used by television, radio, posters, billboard and other social events. In addition to these the company advertises their products by different sponsorship activities.

For the question about the major objectives of advertising in the company, the manager response as the company use the advertisement to increase the sales volume, when new products produced, to increase the production level and to get the prospect customers by competing with other competitors.

For the question about the kind of factors did the company considers while selecting media. The manager respondents as the media selection factors are the addressing of them to the needed society and cost and technologically effective Medias.

For the question the kind of practices did the company, possess in setting advertising budget and the challenges that most of the time faced by the company in relation to advertisement. The manager respondents as the company allocate the budget as other departments from the board of directors and from the managing directors decision by considering the financial plan of the department. In addition our budget advertising 5-10% of the expected sales o the year. In relation the advertisement we didn't faced unsolved problem till now.

For the questions about company's performance for its advertisement and actual performance in relation to the advertisement, the manager replied that the company, as it is mentioned previously, performs the advertisement by government and by private medias like TV, Radio, and by participating on different sponsorship activities. When considered the effectiveness of the advertising in relation to the objective, it was performed as we expected.

For the question about the product preference of the customer the manager replied that all of the products of the company used by the customers but among them Coca Cola highly preferred by the customers.

For the question about the time selection of the advertisement the manager replied that most of the advertisement of the company released on the holiday on the special and on the rest time of the customers.

## **CHAPTER FOUR**

### **SUMMARY'S, CONCLUSIONS AND RECOMMENDATIONS**

In this chapter the data analyzed on the chapter three will be summarized, concluded and the student researcher will give recommendation for the findings of the East Bottling Company advertisement practice.

#### **4.1 Summary of the findings**

As the findings of the analysis shows that the summery of them are und listed below.

- Among the respondent 68% of them were male and the majority of the respondents were under the age of 28 and 37 year which was 54.7% of them.
- 34.6% of the respondents were 12 grade completed and majority of them were retailers which was 77.6%.
- Majority of the respondent 88% of them watch or see the company advertisement. Among them 50.6% of them watch it by television.
- Majority of the respondents which was 56.4% of them watch the company advertisement by television.
- The majority of the respondents which was 70% of them prefer the advertisement of the company from Monday to Friday night from 7:00 am to 9:00 am.
- 50.8% of the respondent medium evaluates the influencing capacity of the advertisement towards the product.

- 66.1% of the respondent prefers to the advertisement will be performed by the sportsman.
- Majority of the respondents which was 74.2% preferred Coca Cola among the company's products.
- Majority of the respondent which was 67.7% evaluated the consent of the company advertisement as medium
- 77.5% of the respondent medium evaluated the clarity of the message of the advertisement.
- 66.12% of the respondent highly motivated on the television advertisement of the company.
- Majority of the respondent 84.7% medium evaluated the convincing power of the advertisement.
- 86.3% of the respondent implies that the advertisement of the company was not enough.
- Among the respondent 35.4% of them responded the advertisement of the company has a redundancy problem.
- 57.2% of the respondent medium evaluated the awareness increasing capacity of the advertisement for both existing and prospect customers.
- 94.3% of them responded that the company used the same advertising method frequently. Among them 77.1% of them this make it adaptable.
- 52.4% of the respondent medium evaluated the company advertisement by comparing with the competitors which were produce identical products.
- The manager responds about the media selection factors were the addressing of them to the needed society, cost and technologically effectiveness of the media.
- The company allocate the advertisement budget by considering 5-10% of the expected sales of the year as the manager replied.
- The manager replied that most of the advertisement of the company released on the holiday, on the special days and on the rest time of the customers.

## **4.2 CONCLUSIONS**

From this study the researcher conclude that the overall advertising practice was adequate, however there are some issues that are not addressed to practice advertisement service effectively of efficiently, these are:

- Customers of the company prefer to be communicated by TV indicating for the company to focus its advertising through the TV also the customers choose the night time helping the company to get more viewers and less cost by only focusing on that specific time.
- Greater part of the customers believe that the advertising made by the company through the TV are not influencing them to buy, the messages are not clear enough to be understood and also it lack convincing power in result hindering them to easily communicate with company and understand the ultimate benefit of its products.
- The fact that the company is not updating the content of its advertising and the fact that the advertising is not addressing the whole customers it is resulting the customers to board with the ads and making the ads to be adaptable among the customers also losing its sense awaking content and most of them not being communicated well.

- As compare to its competitors the company's advertising is weak in the minds of its customers. As we all know all companies ultimate goal it is to be above and number one in the minds of their customers in comparison to their competitors.
- The company advertisements had a problem on the awareness increasing capacity for both existing and prospect customers and also a problem on the using of the same methods frequently hindering the company to ingest new blood customers to its customer list and ads not helping the company to ensure the sustainability of its existing customers .

### **4.3 RECOMMENDATIONS**

The main purpose of this study is to evaluate the advertisement practice of east Africa bottling company. Based on this study finding, the student researcher suggests the following recommendations to improve the advertisement activity of the company.

- Advertising plays a great role in increasing sales, creating a good corporate image and building a bridge with its ultimate customers and also which can be communicated through different media for instance TV. Therefore, the company should use the TV media to communicate with its customers effectively and efficiently.
- The company should include persuasive contents in the advertising it transmits. When transferring the messages the company can use mostly known as influencing and liked people in though out the society like that of sports people.

- In order to keep the customers entertained with its ads content it should include dramatized ads, include colorful images and update them with a different content on a frequent base.
- By considering on the main problems faced during the performance of advertisement like on customers, the media selection, the time selection and methods of offering the advertising the company should promote the products.
- The company should not use the same advertising methods frequently because it decreases the addressing capacity of the advertisement.
- The company should perform on increasing the awareness of the customers by using a proper advertising method.

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# Appendices

## Appendix 1

### St. Mary's University College

### Faculty of Business

### Department of Marketing Management

#### Questioner to be field by east Africa Bottling Share Company customers

This question is prepared by St. Mary's University College under graduate degree student in order to understand customer response regarding to assess the effectiveness on advertising practice of East Africa Bottling share company. So the aim of their study is to collect data which could assist to prepare a senior easy and as a result of their paper will be presented to the university college and the copy will go to the company for supporting the total advertising program.

#### Remark

- Don't write your name
- Put ( ✓ ) on the space provided

#### Part I General characteristics of the respondents

1. Sex      Male            Female        
       

2. Age      18-27      38-47      Above 8        
   28-37            48-57     

3. Educational status  
12 complete            Certificate        
Diploma            Degree            Above degree     

4. Types of customer  
Agent            Whole sellers        
Retailer            other (please specify) -----

**Part II Questions directly related to the research**

1. Have you listen, watch, see advertisement of East Africa Bottling Share Company?

Yes  No

2. If your answer - question 1 is “yes” in which advertising media did you listen, see or watch more?

Radio  Television

Billboard  poster

Other (please specify) -----

3. Which type of advertisements Media the company frequently used?

Television  Radio  ~~Poster~~  ~~Billboard~~

Other (please specify) -----

4 Which time do you think convenient for you to attend TV, programs (in terms of hours)?

From Monday to Friday morning 7:00 am -8:00am

Afternoon 12:00pm – 1:30am

Night 8:00pm – 9:30 pm

Saturday and Sunday Morning 7:00 am -9:00am

Afternoon 12:00pm – 2:00pm

Night 6:00pm – 8:00 pm

5. How the company’s advertisement influences you towards the

Company’s product?

Very high  High  Medium

Law  very low

6. Which type of people (celebrate) influence you to buy the company’s product?

Modelist  Sport men

Film actors  Other (please specify) -----

7. Which product do you purchase frequently among the company's product?

Fanta  Sprite

Coca Cola  Other (please specify) -----

8. How do you evaluate the content of the message of the advertisement?

Very good  Good  Medium   
Bad  Very bad

9. How do you evaluate the message clarity of East Africa Bottling company advertisement

Very high  High   
Medium  Very low

10.. How do you evaluate convincing power of the advertisement?

Very Strong  Weak   
Strong  Very Weak   
Medium

11. Where you motivated to buy case company's products from the message delaminated on the TV?

Yes  No  I don't remember

12. the advertisement of the company have the required convincing power?

Yes  No

13. If your response is no in question 13 what is the problem?

Media selection  Timing of time

Redundancy problem  Equal attention for products

It is not addressed prospect customers

14. How do you evaluate the company advertisement on the increasing the level of awareness of the customers?

Very High  High  Medium   
Low  Very Low

15. The company advertisement is effective on the creating awareness for the product customers

Strong agree  Agree  medium   
Disagree  Strongly disagree

16. Does the company used the same advertising methods frequently?

Yes  No

17. If your answer is yes for question 17 what is the problem on it?

Adaptation  Boring   
Don't give attention  Others (please specify) -----

18. How do you evaluate the company's advertising activity by comparing other competitors, which produce identical products?

Very High  High  Medium   
Low  Very Low

19. If any additional comments state here? -----  
-----  
-----

**Appendix II**

**ቅድስተ ማርያም ዩኒቨርሲቲ ኮሌጅ**

**ቢዝነስ ፋክልቲ**

**የሚኬቲን ሜጅመንት ትምህርት ክፍል**

**በደንበኛ የማህላ ማጠቃለያ**

ይህ ማጠቃለያ የተዘጋጀው በቅ.ማ.ዩ.ኮሌጅ የሚኬቲን ሜጅመንት ተማሪዎች ሲሆን፡፡ አለማውጣት በአልሳም ከባንያ የሚከተለውን የህዝብ ግንኙነት ዙሪያ ለማይተኩር የመሠረቱ ጥናታዊ ጽሁፍ ማግኘት ነው፡፡ ማጠቃለያው በታማኝነት እንዲሞሉ እየጠየኩ ምክንያቱም የመረጃዎች ትክክለኛነት ድርጅቱ አሰራሩን እንዲያሻሻል ከመጥቀሱም ባሻገር ለደንበኞቹ ተገቢውን ትኩረት እንዲሰጥ ይረዳል፡፡ ማጠቃለያው በጥንቃቄ እንደማይሞሉ እተማመናለሁ፡፡

ተጨማሪ

ሀ. ስም መጻፍ አያስፈልግም

ለ. ምላሽን በአማራጮች አጠቃላይ በተቀመጠው ሳጥን ራይት / √ / ምልክት በማድረግ ይግለጹ

**ጠቅላላ መረጃ**

1. ፆታ ሀ ወንድ  ለ. ሴት

2. እድሜ  
ሀ. ከ18-24 ዓመት  ለ. ከ25-30 ዓመት   
ሐ. ከ31-36 ዓመት  መ. ከ37-42 ዓመት

3. የትምህርት ደረጃ  
ሀ. ዲግሪ  መ. ሁለተኛ ደረጃ የጨሰ   
ለ. ዲፕሎማ  ሠ. ሌላ ካለ ይግለጹ   
ሐ. ሰርተፍኬት

4. የስራ አይነት  
ሀ. ተቀጣሪ  ለ. የግል ሰራተኛ  ሐ. ተማሪ

1. የድርጅቱ የህዝብ ግንኙነት እንቅስቃሴ ከተጨማሪ ድርጅቶች አንጻር እንዴት ይመዘኑታል?  
ሀ. በጣም ከፍተኛ ለ. ከፍተኛ  ሐ. መካከለኛ

መ. ዝቅተኛ  ሠ. በጣም ዝቅተኛ

2. የድርጅቱን ህዝብ ግንኙነት እንቅስቃሴ እንዴት ያዩታል?

ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ

መ. ዝቅተኛ  ሠ. በጣም ዝቅተኛ

3. ድርጅቱ የጋራ መግባባትን ለመፍጠር ይሰራል?

ሀ. በጣም እስማማለሁ  ለ. እስማማለሁ  ሐ. መካከለኛ

መ. አልስማማም  ሠ. በጣም አልስማማም

4. ድርጅቱ ቅሬታዎችና አስተያየቶችን በመቀበል ለስራ ማሻሻል እንደግብአትነት መጠቀሙ እንዴት ይመዘኑታል?

ሀ. በጣም ጥሩ  ለ. ጥሩ  ሐ. መጠነኛ

መ. ደካማ  ሠ. በጣም ደካማ

5. ድርጅቱ ስለህዝብ ግንኙነት ከደንበኞቹ የክትትል መልስ ለማግኘት የሚያደርገውን ጥረት እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ

መ. አነስተኛ  ሠ. በጣም አነስተኛ

6. ድርጅቱ ከሚሰጠው ጋር መልካም ትብብር አለው?

ሀ. በጣም እስማማለሁ  ለ. አልስማማም  ሐ. መካከለኛ

መ. አልስማማም  ሠ. በጣም አልስማማም

7. ድርጅቱ መረጃዎችን ለደንበኞቹ በተገቢው ሁኔታ የማቅረብ ብቃቱን እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ

መ. ዝቅተኛ  ሠ. በጣም ዝቅተኛ

8. የድርጅቱን የንግድ ትስስር ተሳታፊነት ደረጃ እንዴት ያዩታል?

ሀ. በጣም ጥሩ  ለ. ጥሩ  ሐ. መጠነኛ

መ. ዳካማ  ሠ. በጣም ደካማ

9. ድርጅቱ የህትመት ወጠቶችን ከደንበኞቹ ጋር መረጃን ለመቀያየር ይጠቀምባቸዋል፡፡

ሀ. በጣም እስማማለሁ  ለ. እስማማለሁ  ሐ. መካከለኛ

መ. አልስማማም  ሠ. በጣም አልስማማም

10. ድርጅቱን እወቅና የመፍጠር ብቃት እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ





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**ሰለት-በብርዎ እናመሰግናለን!**

**St. Mary's University College**  
**Faculty of business**  
**Department of marketing management**

The following question is provided to the marketing management of the company

1. Would you tell me about the overall advertisement practice of your company?

2. What is the major objectives of advertising in your company?
3. Who is involved in advertising decision making process?
4. What kind of factors did you considers while selecting media?
5. What kind of practice did your company possess in setting advertising budget?
6. Would you mention challenges that most of the time faced by the company in relation to advertisement?
7. What are most occurred problem in your company advertisement practice?
8. How do you see your company advertisement as compared to compotators?
9. How to you company perform/ undertake it's advertising?
10. How is your actual performance in relation to your objective?

## **DECLARATION**

### **Advisee's Declaration**

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

Name: Thomas Tadesse

Signature: \_\_\_\_\_

Place of submission: St.Mary's University College

Date of submission: \_\_\_\_\_

**Advisor's Declaration**

The paper has been submitted for examination with my approval as the University College advisor.

Name: Tadesse H.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_