ST. MARY'S UNIVERSITY COLLEGE

FACULTY OF BUSINESS

DEPARTEMENT OF MARKETING MANAGEMENT

AN ASSESSEMENT ON ADVERTISING PRACTICE IN THE CASE OF

SNAP COMPUTER PLC

BY

TEMESGEN DANANTO

MAY, 2013

SMUC

ADDIS ABABA

AN ASSESSEMENT ON ADVERTISING PRACTICE IN THE CASE OF

SNAP COMPUTER PLC

A SENIOR ESSAY SUBMITTED TO THE DEPARTEMENT OF

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OF ART IN MARKETING MANAGEMENT

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APROVED BY THE COMMITTEE OF EXAMINERS

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ACKNOWLEDGEMENTS

DECLARATION

I, the undersigned, declare that this senior essay /research paper/ are my original work, paper under the guidance of my advisor Hilina Mohammed. All source of materials used for manuscript have been duly acknowledge.

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Place of submission ST. MARY'S UNIVERSITY COLLEGE

Date of sub mission _____

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

Name _____

Signature _____

Date _____

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Advertizing is the most visible marketing tool which seeks to transmit an effective message from the marketer to a group of individuals. The marketer plays for sponsoring the advertizing activity. Advertizing unlike salesmanship which interacted with a buyer face to face is non- personal. It is directed at a mass audience and not at an individual as in personal selling. Though marketers use advertizing, basically it is a communication process here the advertizing is the source who transmit the message which passes through an appropriate medium like press, TV, Radio, or magazines. The message is decoded meaningfully. It is ultimately receive by the target audience for whom the product or service (Chunawall and others, 1993:3).

According to Chunawall and others (1993:3) in the sense advertizing is not ordinary communication but marketing communication since it is received by a longer number of people, though the mass media it is called mass communication. Advertizing aims at drawing attention to a product it seek to create awareness about the existence of advertised product. It passes on information about the product in such a way that interest is created in the mind of the prospective consumer about the product. Then there is a growing desire to posses the product there are convincing argument in favor of the product all this leads us to a buying inclination.

Unlike other promotional mix, advertising can reach geographically dispersed mass of customers and costs relatively less per exposure. It also enables the seller to repeat its message many times so that customers can compare the message of various competitors. Customers tend to view the advertised product to be of standard quality and legitimate. Large scale advertising says something positive about the seller's image, popularity and success (Rathor, 2005: 211).

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Snap Computer PLC is one of a company that has expanded from a humble niche player to a national leader with a substantial volume and turn over. Moreover, Snap Computer PLC gradually grew to become the regional player in East Africa. After the pioneering year in Addis Ababa (Year 2000) new initiatives followed in the regions by creating a supply chains in the regions.

March 2000 the company establishes with seven dedicated full time employees in distribution of ICT (Information Communication Technology) products with an initial capital of Birr 1 million. Since then the Company focused on developing and building potential market. Snap, with its headquarters in Addis Ababa is one of the leading companies in the trading of ICT products. Snap, currently having successive business reputation in supplying ICT equipment and providing reliable solution. The Company has become one of the leading ICT product providers in Ethiopia.

It's no coincidence that the head quarter is in Addis Ababa, a city with a major role in the trade of computer and ICT products. The Company is now one of the outstanding companies engaged in supplying world approved and technologically advanced ICT products and services render for the past nine years.

Products Snap supplies are: Desktop PC, Laptop, Workstation, Scanner, Server, Genuine toners and Cartridges and Printers. The company advertises their products through Television, Radio, Newspaper, Billboard and Magazines. In this research paper, the student researcher was assessing the advertising activity of the Snap Computer PLC.

1.2. Statement of the Problem

Today advertising and promotion becomes an integral part of our society and economic system. In this complex society advertisement has involved in to a vital communication system for both customer and business. Advertising is the best known and most widely used form of promotional mix because its pervasiveness cost effectiveness for communication with large number of audience and the ability to deliver carefully prepared message to the target audience. Moreover, advertising plays essential role in free market system by making customer aware of products and service to provide them information for decision making (Belch, 2003: 5).

The main objective of advertising among other is to communicate to the potential buyer and influence them to make purchase decision. For the successful achievement of its objectives, companies must make sure that the advertising is reaches to the customers effectively (Chunawalla, 2003: 117).

Preliminary observation by the student researcher shows that the advertising practice in Snap computer PLC is:

- The firm advertising doesn't have a creativity skill to attract its customers.
- Lack of knowledge on appropriate media selection.

The student researcher was tried to assess the major gap related to the advertising practice of Snap Computer PLC through the following research question.

1.3. Research Question

- How advertising elements well recognized and utilized by the company?
- What are the major factors affecting advertising of the company?
- What are the criteria used by the company to select media and message?
- To what extent advertising of the company create awareness to its customers?

1.4. Objective of the Study

General Objective

The main objective of the study is to assess the practice of advertisement in Snap Computer PLC.

Specific Objective

- To assess the way of advertising tool element recognition and utilizes by the company.
- To identify major factors affecting advertising in Snap Computer PLC.
- To describe the company media and message selection practice.
- To assess to what extent advertising of the company create awareness to its customers.

1.5. Significance of the Study

The student researcher believes that the study will be important for the following parties:

- It will help the company to know their advertising practice gap, and to provide relevant information about advertising practice.
- It will help to get additional knowledge or information about advertising for the student researcher.
- Finally, the student researcher believes that this study will play a certain role in providing, leading and serving as a cornerstone for further studies.

1.6. Delimitation of the Study

In this study, the student researcher was focus on television advertising practice of Snap Computer PLC, because the company was most of the time using advertising practice on television. Advertising has a broad concept and classification; as such to assess in detail television advertising activities; the student researcher was express only the company television advertising practice.

Snap Computer PLC has four branches; the student researcher was focuses on head office of Addis Ababa around Bole Medhanyalem, this is because the company advertising practice is performed in head office marketing department and there is high number of customers than other branches. So this was good opportunity to get more information about the company advertising practice.

In addition, the student researcher was assess the past three years (2009-2012) advertising practice in Snap Computer PLC. This is because the student researcher needs to collect the recent necessary data and investigate the company advertising practice.

1.7. Limitation of the Study

During the preparation of this research the student researcher was constrained by various limitations. Among the limitation it was difficult to find the customers who are willing to return the questionnaires and shortage of reference book.

1.8. Research Design and Methodology

1.8.1. Research Design

In order to assess the advertising practice of the company the student researcher was use descriptive research method, because it will help to describe the outcome and findings of the research.

1.8.2. Population and sampling Technique

The target population of the study was included the marketing department manager and customers of the firm. According to Malhotra (2006:339) in order to select 150 (one hundred fifty) of customers, the student researcher was use non probability sampling technique. Because of, the entire customers are not recorded in the company and difficult to accessible. The student researcher used accidental (convenience) sampling by using those customers available at a certain specific time and place. Because of, not recorded customers list in the company and to get actual customer at the company.

1.8.3. Types of data to be collected

As a source of data both primary and secondary data was collected to make the study complete and accomplish its stated objective.

1.8.4. Methods of Data collection

Primary data was acquired from the marketing manager and customers of the company. In doing this the student researcher was use questionnaire for customer and interview for marketing manager. Secondary data was collected from company published materials, books, Internet and others sources.

1.8.5. Method of Data Analysis

The data collected using primary sources were analyzed. For primary data analysis, the student researcher was use tabulation, ratio, percentage and other tools of analysis. On the other hand, data collected through interview was narrated qualitatively.

1.9. Organization of the study

The general structure of the study consists of four chapters. The first chapter is introduction part which is build up of background of the study, statement of the problem, research question, objective of the study, significant of the study, delimitation of the study, limitation of the study and research design and methodology. The second chapter presents literature review. The third chapter was consisting of analysis of data, interpretation of data and findings. The last chapter was having summary, conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1 An over view of Advertising

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

According to Mishera (2004:78) advertising is based on communication market analysis, customer behavior, market segmentation, psychographic and geographic approaches, and all this call for effective communication. The advertisers need a proper knowledge of consumer attitude, perceptions, personal influence and the way in which they react to a particular advertisement. Communication plays a significant role in advertising. It is focuses on the process by which message are transferred from the communication mix and effects to achieve marketing objectives.

2.2 Concept of Promotion

Promotion is the element in an organization's marketing mix that serves to informs, persuade and remind the market of the organization and 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 recipients felling, beliefs or p table, it is essential. One of the attribute of the free society is the right to communication as a tool of influence (Belch and Belch, 2004:661).

Promotion is the most visible as well as the most culture bound of the firm's marketing functions. Marketing includes the whole collection of activities the firm performs in relating to its market, but in other function of the firm quieter, more possible may with the promotional functions, however, the firm is standing up and speaking out wanting to be seen and heard (Belch and Belch, 2004:661).

2.3 Definition of advertizing

An advertizing is an announcement to the public of a product service or idea through a medium to which the public has access the media may be print (such as news papers, posters, banners, and headings) electronic (radio, television, video, cable, phone) or other. An advertizing is usually paid for by an advertiser as rates fixed or negotiated with media. The word advertising comes from or derived from Latin word advert which means to turn round (the mind) broadly speaking advertising turn the attention of the public to a commodity or service and in sense it might be called as attention (Pride and others, 1998:404).

Advertizing uses a numbers of mediums to reach us we can classify this mediums as the traditional mass media include TV, Radio, News Paper, Magazines and bill boards and other mass media and Video cassettes. The American marketing association, Chicago also, defines advertizing as "any paid form of non personal presentation of ideas, foods and services by an identified sponsor". Advertising has been considered as the most effective method of promotion, for it creates demands, stimulate sales and reach customer quickly and effectively advertising is mass communication, while the other media of promotion are individual communication or face to face communication personal selling involves carrying the message of product to consumer the product sales promotion, include the techniques to motivate free items and other incentive prices advertizing carries only the message and create demand. It touches the inner part of the desires by the sponsor. But advertizing is paid communication (Misra, 2004:60).

2.4 Objective of Advertizing

According to Kumar and Mittal (2002:4) the basic objective of advertizing of a concern is to increase its sales volume and profits. However, these can be achieved by adopting a variety of strategies, we were mentioning here some of principal objectives of an effective advertising campaign to increase the sale volume by multiplying product uses or increasing the unit of purchases.

- ✓ To support the existing sales force of the organization in order to make the job sales personal less difficult and more efficient.
- ✓ To facilitate launching a new product or a new brand in the market.
- ✓ To get more access to such customers who are otherwise in accessible on account of topographic or transportation barriers.
- ✓ To enter a new market segment which are literature untapped
- ✓ To better the dealer relation in order to augment the indirect distribution
- ✓ To augment the industries sales for the betterment of the entire society.
- ✓ To eradicate the wrong consumer notation which are otherwise based on the minds of the customer
- ✓ To build up good was by why non commercial advertisement without a profit motive.
- ✓ Finally, to build up an effective brand performance for a particular product or service.

Again, these advertising objectives can be classified as to whether their aim is to inform, or persuade or remind.

1. Informative advertising:-appears at the initial stages of a particular product category where the principal objective is to develop the primary demand of the customers.
2. Persuasive advertizing:- aims to build selective demand for a particular product and generally is applicable at the competitive stage.
3. Comparison advertising: some of these perspective advertizing can be put in to established the superiority of one brand through concrete evaluation with one or more other brands in the product line. This has been specifically used in case of such products as toothpaste, automobiles and fast cooking foods.
4. Reminder advertizing: is other type, which assists to consumers to recollect the messages, ideas, and etc. of particular product.
5. Reinforcement advertizing: This intends to assurance the current purchasers that they have often for the right product (Kumar and Mittal, 2002:4).

2.5 Nature of advertizing

Advertizing is a process which gives information to the public about the product. It's an element of the marketing mix and part of promotion activities. It is mass communicating of message bearing on goods and services. It is paid publicity sponsored by the

advertiser. It is persuasive, controlled, identifiable the targeted audience (kumer and Mittal, 2002:5).

2.6 Element of marketing mix

According to kumer and Mittal (2002:5) advertizing is an important component of the marketing mix. It is a sort of marketing promotion. But many people consider as synonymous with marketing. Price, product promotion and physical distribution are four main elements in marketing. Advertising is part of the promotion mix which is a signification part of the promotion mix which is a significant tool of marketing management.

2.6.1 Promotion mix

Advertizing is an essential element of promotional mix. Personal selling, sales promotion, publicity and advertizing has been considered as the most effective method for promotion, to create demand, stimulates sales, and reaches customers quickly and effectively.

2.6.2 Mass communication.

Mass communication is the basic purpose of advertizing. It informs not one person but a group of person who may be expected to purchase the article. The mass communication media such as radio, television, newspaper, billboard and magazines etc.. are for advertizing purpose. Print media has been adopted in many countries for mass communication. Electronic devices are now becoming more popular for advertizing purpose. Television has been one of most useful methods advertizing purposes.

2.6.3 Message

An advertisement carries a message, which motivates and inspires customers to purpose a particular of the goods and service advertised. The voice and sight combine together make the message very effective. Color plays an important role in carrying the messages and very effective.

2.6.4 Paid

Advertizing activity is undertake by some advertizing agencies, which charge the price of advertizing some advertizing may be done on the basis of personal agreements, but here,

too, payment is made through indirectly. In other forms of promotion, languages, etc. are sold by advertizing agencies.

2.6.5 Sponsor

An advertisement is sponsored by some identified advertiser, disclosing ideas, messages and information.

2.6.6 Persuasive

The advertizing message is persuasive and informative enough to motivate potential customers. It is only when it is persuasive and creative that it would increase sales. The advertisers provide and creative that would increase sales. The advertiser provides information to the prospect that is to purchase his goods and services. This is the most efficient means of reaching people.

2.6.7 Controlled

The time, message and direction of advertizing are controlled to make them effective and purposive. The selection of the medium, message and time is carefully done to achieve the most economically results. The controlled element distinguishes an advertisement from publicity because, in the letter case, the controlled technique is not adopted, but in the former case, the control function is a vital necessity.

2.6.8 Identifiable

Advertizing is identifiable form the sponsors point of view as well as from the audience point of view. The message and presentation should be recognized by receivers or customers.

2.6.9 Target group

Advertising aims at the target group. Although it does not distinguish between target and non target group, it is designed to influence the target group. The desire, purchasing power, status, entertainment elements and attractiveness to suit the target group are considered while framing an advertisement (kumer and Mittal, 2002:5).

2.7 Role of Advertizing

Advertizing is part of the total marketing mix influence the sales of the product as do the other variables of the mix. Together with product or brand, price, channel of distribution,

and personal selling advertising attempt to react the marketing objectives. When firms introduce a prestige product with premium price, advertising should reinforce the idea of the high quality and prestige of the product by associating it with prestigious people place and event (Chanwallan and others, 2004:20).

According to Wasiam shurts and Mackay (2002:56) the relative important of advertizing as a promotion mix is detrained by the circumstance task economic and reach and rashness advertizing is more likely to be used in the following circumstance.

- When there are many customers widely scattered for a low cost product.
- When the distribution channel is long and complex
- The opinion of many people is required in buying decision
- The potential customers are not easily to identify and advertizing can be used to 'flush them out'

Advertizing is good particularly at affecting some stages in the selling process for example arousing initial interest creating brand awareness. It is less good at other (example making specific proposal closing sale) water advertizing is the beat means of communicating depends what is being communication and to whom it has been communicating. Some product can easily explain in the short time on radio, TV, or in the limited space of a press or in the time that a pastor site next to the road is viewed other need discussion or specifically designed to fit the customer requirements economically it is all it enables more people to be given the right message more effectively in any other way (Wasiam Shurst and Mackay, 2002:57).

2.8 Advantage and disadvantage of Advertising

According to George E. Belch & Michael A. Belch (2003:244) academicians have identified several advantages and disadvantages of advertising exhaustive enumeration way claim much time and space and it's beyond our purpose. Thus for the sake of understanding only some of the important ones identifies

- Since the company plays for the advertizing space, it can control what it wants to say, when it wants to say and to same extent to whom the message is sent.

- Advertising can also be referred to as a cost effective method for communicating with large audiences and cost per contact is often quite law compared to other model of promotion.

- Advertizing is also used to create image and symbolic appeal for products and service a capability that is very important to companies that are selling products and services that are very difficult to different.

- Advertizing has the capacity to create response when other element of the marketing program has not been successful. Though important and benefit to firm, advertising also has some disadvantages they are started as follows. The cost of producing the placing advertizing can be very high due to the growing, needs of business to introduce their offering the advertising media such as TV and Radio have very expensive and is increasing rapidly.

- The lack of direct feedback of most advertizing is also disadvantage as this make it difficult for the advertiser to determine have well the message it received and whether is effective.

- The last but not the least short coming or advertizing in this particular study material is its credibility and the case with which it can be ignored advertising is often treated with suspicion by consumers many of whom perceive it as based and intentionally made to convince them consumer are not skeptical thousands the advertizing message but also to process selectively only those ads that are of interest and relevant of them.

2.9 Advertizing as a tool of Communication.

Advertizing is the most visible marketing tool which seeks to transmit an effective message from the marketer to a group of individuals. The marketer plays for sponsoring the advertizing activity. Advertizing unlike salesmanship which interacted with a buyer face to face is non- personal. It is directed at a mass audience and not at an individual as in personal selling. Though marketers use advertizing, basically it is a communication process here the advertizing is the source who transmit the message which passes through an appropriate medium like press, TV, Radio, or magazines. The message is decoded meaningfully. It is ultimately receive by the target audience for whom the product or service. In the sense advertizing is not ordinary communication but marketing communication since it is received by a longer number of people, though the mass media

it is called mass communication. Advertizing aims at drawing attention to a product it seek to create awareness about the existence of advertised product. It passes on information about the product in such a way that interest is created in the mind of the prospective consumer about the product. Then there is a growing desire to posses the product there are convincing argument in favor of the product all this leads us to a buying inclination (Chunawall and others, 1993:3).

2.9.1 The Communication Process

According to Chunawalla and others (1993:5) in making communication there is a transmission of message from a sender to the receiver. The end result of the communication process is the understanding of a message is transmitted through media or certain channels. The response to the message is known by receiving the feedback from the recipient its purpose creation of an appropriate response or understanding when the message is distorted by 'noise' elements. The sender is the source of the message it puts the message in symbolic from say a letter or advertizing copy. It is called encoding the message is carried by the media say postal department of TV or Newspaper the message is received by receiver by the receiver who should a particular response which is communicated back to the sender. The message must accomplish the task in order to be effective.

i. It must gain the attention of the receiver
ii. It must be understood
iii. It must be stimulate the needs of the receiver and suggest appropriate method to strategy these needs.

Sender must be aware of the receiver or audiences they want to reach and the response they want. They must be skillful taking in to account how the receiver or the audience is going decode the message, the sender must know as match to understand the message through efficient media the reach the audience. The response of the audience is known by developing the feedback channels. In process, noise may distort the effectiveness of communication, noise include poor message planning busy audience members or carless feedback or response (Chunawalla and others, 1993:5).

2.9.2 Marketing Communication

The America marketing association define marketing as the process of planning and exciting the conception, pricing, promotion and distribution of idea, goods, service to create exchange the satisfy individual and organization objective. The planning process involved in marketing is based on the marketing objectives set themselves are derived from the overall organizational objective. All other activities to be carrier on in relation to marketing for instance product development and pricing have their goal derived from the marketing calls for more than developing a good product, pricing it attractively in making it accessible to target customers most firm try to communication with their present and potential customers relatives, suppliers other stakeholders and general public therefore, they must also have clearly define specific and measurable objectives in developing their communication program the communication objectives refers to what the firm seek to accomplish with its promotional program and often are stated in the nature of message to be communication on what is to be in terms of communicating effects. It is thus the basis the development of the overall promotional strategy and was also guide the development of objectives of the promotional mix areas (Kotteler, 1985:625).

2.10 Advertizing Media

Media is nothing but it is a medium or a channel or carrying the message for the intended audience the media of advertizing is selected by sponsor or the company. Each media of advertisement offers after due consideration of the potential market costs expected benefit and availability of the media that much with our preference. Media selection is not an easy task it needs to consider the basis of differ situations effective and efficient media selection gives the company a strong completive advantage owner its competitors (Koter, 1985:625).

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

2.11 Television Advertising

It has often been said that television is the ideal advertising medium. Its ability to combine visual image, sound, motion and color presents the advertiser with the opportunities to develop the most creative and imaginative appeals of any medium (Belch, 2004:35).

According to Belch & Belch (2004:304) television provides many opportunities for creativity in advertising design, visual image and sounds can be incorporated together to gain the attention of viewers as well as to persuade them. Goods and services can be demonstrated on television in manner not possible in print or using radios great appeal for companies vending good and services with more general target markets. Moreover, Clow (2004:227) stated that, television is an excellent medium to reach members of the buying center when they are not preoccupied with other business concern.

2.12 Major types of advertizing media

According to Kotler (199:588) the media planner has to know the capacity of the major media types i.e. broadcast media and print deliver the message to the target audience. The major advertising media are discussed as follow:

Television

This is an extremely creative and flexible medium which combine sight, sound and motion appearing to the since high attention reach. The major limitation is high absolute case high feeding exposures less audience selectivity.

Radio

Radio is a personal medium that take advantage of its many station and formats direct advertizing to extremely well define audience segment that medium can be heard in the home at ware in the can and during ensure activities the advantage of this media mass high demographic selectively low cost. Limitation is audio presentation only lower attention that television non stand or size rate structure feeling exposures.

Newspaper

This type of media has flexibility time line good local market coverage road acceptance, high believability. The major disadvantage of the media is short life poor reproduction quality small 'pass long' audience.

Direct mail

Include all form of advertizing sent directly to prospects through the mail. It involves audience selectivity flexibility. It is also characterized by no competition within the same medium personalization the main advantage of the medium it is highly costly.

Magazines

It is a printed page which provides a unique, flexible medium for advertizing creative magazines offer district advantages they include high geographic and demographic selectivity credibility and prestige high quality reproduction long life goods pass a long reared ship. The disadvantage include long advertizing purchase load time some vast circulation no guarantee of position.

Out door

Outdoor advertizing offer lower case per message delivered other advantage are it is highly flexible, high repeat exposures and its also characterized by low completion the advantages include limited audience selectively creative limitation.

Yellow pages

Using yellow pages always excellent local coverage high believably wide reach the other advantage is low cost, the disadvantages includes high completion.

Broachers

They are flexible they allow full control they can dramatize messages their disadvantages in over production could lead to run away cost.

Telephone

Using telephone advertizing is not that much applied their major advantage is many users opportunity to give personal touch they are characterized by high cost unless volunteers are used.

Internet

It is a medium of vast potential by very few compares have been able to successfully adopt the technology to a political or profitable sales tool. The advantages of internet are high selectively interactive possibility and relatively low cost it is also characterized

some disadvantage which includes relatively new media with a low number of users in some countries

2.13 Advertizing Message

According to Kotler (199:581) advertisers go though four steps to develop a creative strategy message generation, message evaluation and selection, message execution and responsibility review.

Clearly marketing and promotion objectives are at the heart of message generation if the prime objectives are to generate awareness, then the message must offer clear information to alert the audience to what is on offer. If the objective is to stimulate enquires than the focus would need not to be on moving the customer through action making sure that the response mechanism is clear and easy to use there also needs to be consistency between the product position desired and the content and style of the advertisement (Frances and Stephen, 2003:611).

According to Anderson (2000:350) the heart of advertising is transmitting ideas. The secret of doing advertising is to offer solution to problems. This can be done by understanding consumer's needs. An effective message does not describe the product in great detail; instead, it convinces buyers that the product will satisfy needs. Therefore, choosing the right message is a key task. Moreover, kumar and mittal (2002:5) emphasizes that an advertisement carries a message, which motivates and inspires customers to purchase a particular of the goods and services advertised.

To gain and hold attention, advertising message must be better planned, more imaginative, and more rewarding to customers. The purpose of advertising is to get consumers to think about or react to the product or company in a certain way. In this way people will react only if they believe that they will benefit from doing so. For this reason, the first step in creating effective advertising message is to a plan message strategy to decide what several message will be communicated to consumers (Kotler, 2006:460).

2.14 Create awareness of advertising

The ability to generate fresh, unique, and appropriate ideas that can be used as solutions to communications problems. To be appropriate and effective, a creative idea must be relevant to the target audience. May advertising that is creative and different yet communicates relevant information to the target audience. The agency views a creative core or message as one that is built around a creative core or power idea and uses excellent design and execution to communicate information that interest the target audience (George E. Belch & Michael A. Belch, 2003:241).

2.14.1 Creative personnel

The image of the shows is often one of a freewheeling, freethinking, eccentric personnel is often in non business areas such as art, literature, music, humanities, or journalism, so their interests and perspectives tends to differ from those of managers with a business education or background. Creative people tend to be more abstract and less structured, organized, or conventional in their approach to a problem, relying on institution more often than logic. Most agencies thrive on creating, for it is the major component in the product they produce. Thus, they must create an environment that fosters the development of creative thinking and creative advertising; clients must also understand the differences between the perspective of the creative personnel and marketing and product managers. While the client has ultimate approval of the advertising, the opinions of creative special lists must be respected when advertising idea and content are evaluated (George E. Belch & Michael A. Belch, 2003:244).

2.14.2 The creative process

Some advertising people say creativity in advertising is best viewed as a process and creative success it most likely when some organized approach is followed. This does not mean there is an infallible blue print to follow to create effectives advertising; as we saw earlier, many adverting people reject attempts to standardizes creativity or develop rules.

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However, most do follow a process when developing advertising. Model of the creative process are valuable to those working in creative area of advertising, since they offer an organized way to approach an advertising problem. Preparation or gathering of back ground information is the first step in the creative process. The advertising and agency start by developing a thorough understanding of the product or service, the target market, and the competition. They also focus on the role of adverting in the marketing and promotional program (George E. Belch & Michael A. Bench, 2003:244).

2.15 Setting the advertising budget

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

In addition to these according to Kotler and Armstrong (2005:456) as they stated after determining advertising objective, the company next set its advertising budget often depends on its stage in the product life cycle need large advertising budget to build awareness and to gain consumer trial. In contrast, mature brand usually require lower budget as a ratio to sells market share also impacts the amount advertising needed.

2.16 Evaluation the advertising effectives

Finally advertisement program is to evaluate the advertising effectiveness .The advertising program should evaluate both the communication effects and the sales effects of advertising regularly. Measuring the communication effects of an advertising referred to as a copy tasting that tells whether the advertising is communicating well. Copy testing can be done before or after advertising is printed or broad cast (Kotler & Amestrong, 2006:467).

Before the advertising is placed, the advertiser can show it to consumers, ask how they like it, and measure message recall or attitude change resulting from it. After the advertising is run, the advertiser can measure how the advertising affected consumers

recall or product awareness, knowledge, and preference (Michael J. Etzel & others, 2005:548).

Regarding measuring the sales effects of advertising there are often harder to measure than the communication effects. Sales are affected by many factors besides advertising such as product features, price and availability (Kotler & Armestrong, 2006:467).

Comparing past sales with past advertising costs can be one way to measure the sales effects of advertising conducting experiments it also said to be another way in this regard. For example a company can evaluate the effects of advertising on sales in three market area, but was vary the advertising costs different for each market area. Then it was compare the difference in the sales volume can, therefore, be related to the advertising level. Although the above stated experiment and other more complex experiment are available to the marketers, measuring, advertising, effectiveness, remains a difficult task. However inspire of this marketers are trying and must try to evaluate the effectiveness of advertising (Kotler & Armestrong, 2006:467).

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with the presentation, analysis and interpretation of the data gathered from both customers as well as from the marketing manager of Snap Computer PLC. The data were obtained through questionnaire and interview. The questioners were distributed to customers of Snap Computer PLC and the interview was held with marketing manager of the company.

Among the customer of Snap Computer PLC, 150 (the minimum sample size that took for Advertising, Malhotra, 2007.339) were taken as sample respondents. Thus 150 copies of questionnaire containing both open and close ended question were distributed to Snap Computer PLC customers, and out of the total 150 questionnaire distributed 140 were filled and returned. This means out of the total one hundred fifty questionnaires distributed the rate of return is around 93.33 percent.

3.1 General Characteristics of the Respondents

Table 1 Personal Information

No.	Description	No.	percentage
1	Sex		
	a) Male	85	60.7 %
	b) Female	55	39.3 %
	Total	140	100 %
2	Age		
	a) 18-30	50	35.6 %
	b) 31-40	54	38.6 %
	c) 41-50	18	12.9 %
	d) 51 and above	18	12.9 %

	Total	140	100 %
3	Educational background		
	a) Under 12th grade	13	9.3 %
	b) 12th complete	24	17.1 %
	c) Certificate	30	21.4 %
	d) Diploma	38	27.1 %
	e) Degree	30	21.4 %
	f) Above degree	5	3.6 %
	Total	140	100 %
4	Occupation		
	a) Government employee	56	40.0 %
	b) Private company employee	63	45.0 %
	c) Business person	17	12.1 %
	d) Others	4	2.9 %
	Total	140	100 %

As it is shown in the above table No. 1 the participant respondents are characterized based on their Sex, Age, Educational background and occupation. Accordingly, out of the 140 of the respondents 85(60.7%) of the respondents are males while the remaining 55(39.3%) of respondents are females. This implies that males are the dominant respondents than females in the company. The age distribution is also another characteristics of the respondents that 50(35.6%) of the age ranges from 18-30 years, 54(38.6%) of the respondents are between the age 31-40, while age range of the respondents from 41-50 are 18 in number which is 12.9% of the total respondent lies in this age group and 18(12.9%) of the respondents are above 51 years. This indicates that 74.2% of the respondents are under the age of 41years and the remaining 25.8% of the respondents are above the age of 41 years. Therefore, the majority of the respondents are under 40 years of age and they are the younger customers.

Concerning to the educational background 38(27.1%) of the respondents are diploma holders, 30(21.4%) of the respondents are degree holders, 30(21.4%) of the respondents are certificate, 24(17.1%) of the respondents of educational back ground is 12th complete,

while 13(9.3%) of participant respondents are under 12th grade and the remaining 5(3.6%) are above degree. This implies that the majority of the respondents are above certificate holder and they are more of educated customers.

Work occupation of the participants has also its own value indicator in the characteristics of the respondents. Based on this out of the total 140 respondents 56(40.0%) of them are government employees, while 63(45.0%) of employees are working in private companies, 17(12.1%) of respondents are business persons and the rest 4(2.9%) are other in activities. This implies that private employees' respondents have taken the major ratio in using the products of Snap Computer PLC.

3.2. Analysis of the major findings

Table 2 Source of information about the company

No.	Description	No.	percentage
1	From what source of media you obtained information about the company?		
	a) Television	52	37.1 %
	b) Radio	45	32.1 %
	c) News paper	37	26.4 %
	d) If any please specify	6	4.3 %
	Total	140	100 %
2	Which type of advertisement does the company using frequently?		
	a) Television	53	37.9 %
	b) Radio	34	24.3 %
	c) News paper	35	25.0 %
	d) Broshers	12	8.6 %
	e) All	6	4.3 %
	Total	140	100 %

As indicated in the above table 2 item No. 1 the customer has obtained information about the company products from different sources. Based on this out of the total 140 respondents 52(37.1%) of them are from television, 45(32.1%) of them are from Radio and 37(26.4%) of them are from news paper. The rest 6(4.3%) of them are from different source of information like from friends, family, colleague and through word of mouth. Therefore, the majority of the respondents are agreed that the information about the company obtained from television.

As indicated in the above table 2 item 2 the company has different means of advertisement to promote its products. Based on this out of the total 140 respondents 53(37.9%) of them agree with television as a main dominant advertising tool in the company while 34(24.3%) agree radio with radio, 35(25.0%) are agree with newspaper. The remaining 12(8.6%) agree with broshers and 6(4.3%) agree with all means of advertising tools implemented in the company. This implies that television advertisement is frequently using by the company.

Table 3 Advertising strategy of the company

No.	Description	No.	percentage
1	What do you think about the media selection status of the company?		
	a) Very effective	14	10.0 %
	b) Effective	37	26.4 %
	c) Medium	70	50.0 %
	d) ineffective	19	13.6 %
	Total	140	100 %
2	To what extent the message of advertising are attractive?		
	a) Very high	14	10.0 %
	b) High	26	18.6 %
	c) Medium	61	43.6 %
	d) Low	31	22.1 %
	e) Very low	8	5.7 %

		Total	140	100 %
3	How do you evaluate the advertising activity of the company?			
		a) Very good	12	8.6 %
		b) Good	32	22.9 %
		c) Medium	63	45.0 %
		d) Poor	31	22.1 %
		e) Very poor	2	1.4 %
		Total	140	100 %
4	How do you evaluate the convenience of the advertising time of the company?			
		a) Very good	12	8.6 %
		b) Good	26	18.6 %
		c) Medium	56	40.0 %
		d) Poor	42	30.0 %
		e) Very poor	4	2.9 %
		Total	140	100 %

According to the above table 3 the student researcher takes different measurements to evaluate the effectiveness of advertising strategy of the company. Based on this, concerning the first strategy, which is media selection 14(10.0%) of respondents agree in the level of very effective, 37(26.4%) of them agree with the idea that the stated company is in its effective level of selection of the media that address all the target groups, 70(50.0%) of respondents agree with medium level of media selection. The rest 19(13.6%) however, come with the respondents that the organization is still ineffective in selecting the advertising media which is inappropriate to its customers. In addition to this the marketing manager of the company said the decision on media selection of the company is a common problem that is seen in many companies created by the problem of finding the most effective media to deliver the desired message to the target audience. This indicates that the company media selection for advertising of its product still has a problem that needs an improvement on its media selection criteria.

The other strategy is that the attractiveness of advertising message. Regarding this concept, out of the total respondents 14(10.0%) agrees with the idea that the attractive level of the message that flow in the advertising of the company is on the very high level of attractive and 26(18.6%) of the other respondents agree that the message that flow in the advertising is high attractiveness and 62(43.6%) of the respondents was agreed that the medium attractive of the message and the rest 31(22.1%) and 8(5.7%) respondents are agreed that the message attractive is low and very low respectively. This implies that the attractiveness of advertising message and not strong enough to attract the customer.

Advertising activity is the other factor that measures the effectiveness of advertising practice of the company. Based on this out of the total 140 respondents 12(8.6%) of the respondent are evaluated as very good, 32(22.9%) of the respondents are evaluated advertising activity as good, the majority of the respondents 63(45.0%) are agree that the company advertising activity is evaluate in medium level and the rest 31(22.1%) and 2(1.4%) respondents agree that the company advertising activity is low and very low respectively. According to the analysis the company advertising activity is medium level; it indicated that the company advertising activity is not in a good condition.

Apart from this the convenience of the advertising time is a common aspect of measurement in most companies. Based on this 12(8.6%) out of the total participated respondents believe that the convenience of the advertising time of the company is in a very good level, 26(18.6%) of the respondents are agree that the advertising time is convenient and good level, 56(40.0%) of the respondents, on the other hand, agreed that advertising time is convenience at medium level and the rest 42(30.0%) and 4(2.9%) replied as the advertising time of the company is poor and very poor respectively. This implies that the company advertising time is good and convenience to the customer, but this is not enough to convenient to all customer because the majority of the respondents are responded at a medium this indicates that the company is select the advertising time at the convenience of all customers.

Table 4 The influence of advertising on the buying decision of customers

No.	Description	No.	percentage
1	To what extent the advertising of the company influence you to purchase its products?		
	a) Very good	12	8.6 %
	b) Good	24	17.1 %
	c) Medium	55	39.3 %
	d) Poor	40	28.6 %
	e) Very poor	9	6.4 %
	Total	140	100 %

According to the above table 4 the respondents express their experience regarding to the influence of the advertisement. Out of the total respondents 55(39.3%) of the respondent agreed that the company advertisement was influenced to purchase the products as medium effect, while 12(8.6%) and 24(17.1%) of them agreed that they are very good and good to be influenced respectively by the advertisement to purchase the products. On the other hand, 40(28.6%) and 9(6.4%) of the respondents are responded poor and very poor respectively. This implies that advertising is a weak activity that is not influenced the customers.

Table 5 The perception of advertising efficiency of the company

No.	Description	No.	percentage
1	What is your perception on the advertising of the company?		
	a) Very good	15	10.7 %
	b) Good	29	20.7 %
	c) Medium	56	40.0 %
	d) Poor	33	23.6 %

	e) Very poor	7	5.0 %
	Total	140	100 %
2	What do you think about the main factors that affect your perception about the advertizing of the company		
	a) Poor choice of media	40	28.6 %
	b) Repetition of similar messages	47	33.6 %
	c) Repetition of the same advertisers	37	26.4 %
	d) Others please specify	16	11.4 %
	Total	140	100 %

To understand how a consumer perceives an advertisement as to whether it is effective or not is important to the company. Information in this regards will help the company to adjust and correct its advertising practice. Table 5 item no. 1 shows the perception of customers on the efficiency of the advertising of the company. 56(40.0%) of the total 140 respondents perceive the advertising efficiency of the company at a medium level. 29(20.7%) of the respondents were expressed their perception on the advertising efficiency as good, 15(10.7%) of the respondents are agreed with the perception of company products advertising as very good. On the other hand the remaining 33(23.6%) and 7(5.0%) of the respondents were the negative impression about the company advertising perception that as poor and very poor respectively. Although the advertising efficiency of the company is perceived as medium level, it indicates that the company advertisement is needed an improvement of its activities.

According to the above table number 5 item no. 2 the participant respondents have disclosed their idea on the main factors that affect their perception about the advertising efficiency of the company. Based on this regarding to the first factor i.e. poor choice of media 40(28.6%) of the respondent agree with the idea that poor choice of media is the dominant factor that influence their perception on the advertising efficiency. Regarding the second factor which is repetition of similar messages 47(33.6%) of the total respondent agree that this factor has greatly influenced their perception on the advertising efficiency of the company.

The third influential factor is repetition of same advertisers 37(26.4%) of the respondents agree with the idea that repetition of the same advertiser's influential factors in their perception. The remaining respondents respond that their perception on the advertising efficiency of the company is influenced by factors other than the stated ones. These represent that 16(11.4%) of the total respondent. The analysis shows that the different factors that affect the perception of customer on the advertisers being the efficiency of the company of which repetition of similar message being the dominant.

Table 6 Seasons of advertising

No.	Description	No.	percentage
1	In which seasons does the company advertisement dominate?		
	a) Holyday	35	25.0 %
	b) Festive periods	32	22.9 %
	c) Working days	63	45.0 %
	d) Others	10	7.1 %
	Total	140	100 %

According to the above table 6 the respondents have asked about the seasons when the company advertises activities. Based on this out of the total 140 respondents 63(45.0%) of them agreed with the idea that the company advertise its product mostly during working days. On the other hand 35(25.0%) of the respondents agreed the company advertisement its product doing holyday.

On the other hand 32(22.9%) of the respondents agreed that the company advertise its product s during festive periods. There are also 10(7.1%) respondents who agreed that the company advertises its products in other time than stated one. This implies that the advertising season of the company are working days and holydays dominantly.

Table 7 The message clearness and reaches to customer.

No.	Description	No.	percentage
1	The advertizing message reaches all the potential customers		
	a) Strongly agree	16	11.4 %
	b) Agree	32	22.9 %
	c) Indifferent	26	18.6 %
	d) Disagree	64	45.7 %
	e) Strongly disagree	2	1.4 %
	Total	140	100 %
2	The company message is clear		
	a) Strongly agree	16	11.4 %
	b) Agree	43	30.7 %
	c) Indifferent	21	15.0 %
	d) Disagree	58	41.4 %
	e) Strongly disagree	2	1.4 %
	Total	140	100 %

Based on the above table 7 item no.1 the respondents have expressed their idea on the outreach capacity of advertising message to potential customers. In this regards out of the total 140 respondent 26(18.6%) of them are indifferent with the idea that the advertising message of the company address for all its customers and 16(11.4%) and 32(22.9%) of the respondents are strongly agree and agree respectively with the idea that the advertising message of the company address for the potential customers. On the other hand 64(45.7%) and 2(1.4%) disagree and strongly disagree respectively with the idea that the advertising message of the company address for all the potential customers. This implies that as the majority of the respondents' disagree with the effective out reach capacity of the company advertising message. Therefore, the company is transmitted the advertising by mass media to reach the overall customers.

According to table 7 item no.2 the participant respondents are responded their idea on the clarity of the message. Based on this 43(30.7%) and 16(11.4%) of the respondents are agree and strongly agree of the company message clearness respectively, 21(15.0%) of them are indifference, 58(41.4%) and 2(1.4%) disagree and strongly disagree of the company message cleanness respectively. This implies that the company message is not clear and needs an improvement of message for easily understanding by its customers.

Table 8 Creativeness of the company advertisement

No.	Description	No.	percentage
1	Do you think that the company is creative in its advertisement?		
	a) Yes	75	53.6 %
	b) No	65	46.4 %
	Total	140	100 %
2	Advertisement of Snap Computer PLC create awareness to customers		
	a) Strongly agree	12	8.6 %
	b) Agree	22	15.7 %
	c) Indifferent	46	32.9 %
	d) Disagree	58	41.4 %
	e) Strongly disagree	2	1.4 %
	Total	140	100 %

According to the above table 8 item no. 1 for the creativeness of the company advertisement 75(53.6%) of the respondents are responded "Yes" and agree with the creativity of the company advertisement. On the other hand 65(46.4%) of the respondents are responded "No" the creative advertising. This implies that the company advertising is a good condition in creative the advertising message but still not enough to create the advertising message.

Based on the above table 8 item no. 2 12(8.6%) of the respondents responded for the company advertisement creates awareness to the customers, 22(15.7%) of the respondents agreed for the company advertisement creates awareness to the customer, 58(41.4%) of them are disagreed respond for the company advertisement to create awareness for its customers, 2(1.4%) of the respondents are strongly disagree with the idea for the company advertisement create awareness to customers and the rest 46(32.9%) of the respondents are indifferent. This indicates that the company advertisement is not strong enough to create awareness to its customers.

Table 9 The strong company information is enough to persuade customers.

No.	Description	No.	percentage
1	The information that is forwarded by the company is strong enough to persuade customers.		
	a) Strongly agree	12	8.6 %
	b) Agree	27	19.3 %
	c) Indifferent	43	30.7 %
	d) Disagree	53	37.9 %
	e) Strongly disagree	5	3.6 %
	Total	140	100 %

According to the above table 9 12(8.6%) of respondents are strongly agreed with the company information or message is enough to persuade the customers, 27(19.3%) of the respondents are agreed, 43(30.7%) of the respondents are indifference, 53(37.9%) of the respondents are disagreed and 5(3.6%) of the respondent responded strongly disagreed that the company information is not enough to persuade the customers. This implies that the company is needed to focus on the information that forwarded to the customers very efficiently and should make the information's powerful enough to capture the mind of the customers.

3.3 Response of the interview

The following section will focus on the student researcher's interview with the marketing manager of Snap computer PLC.

The company performs its marketing activity in marketing department which is organized with the main objective of advertising media, message type, deciding advertising budget in collaboration with management and effectiveness.

During the interview, the interviewer said about their advertising objective, "The objective that our company uses remained advertising. Because of our customers are knows that our company products are original and brand products. There is a lot of consideration that we are going to take develop advertising strategy, the advertising message, selecting media, identify target customers who is supposed to be addressed, frequency of the advertising to be transferred, are some of the major considerations the company is taking in account"

For question related to customer perception and advertising effectiveness the manager said that, "the customer's response about our advertising is good because our customers are well known about our product HP computer with quality computer. This indicate that our advertisement is well addressed our target customer and the perception is very well".

As the interview continues with the marketing manager of Snap Computer PLC, the interviewer said that our company products are needed the customer technical knowledge about the ICT products, so we are advertising our products at the time of working days and festive period. We are not advertising our products repeatedly may advertise our products one time per month, because of we are follow remained advertising strategy.

During the interview conducted with the marketing manager of the company, the budget amount in collaboration with the management. The marketing department will analyzed and study the budget need in relation to the company objective and stated the amount of budget needed in relation to the company's objective and the amount of budget needed on affordable method in order to minimize their cost.

CHAPTER FOUR

SUMMARY, CONCLUSION AND RECOMENDATION

4.1 Summary of the major findings.

- According to the study, majority of the respondents (52 or 37.1%) replied that the information obtained from television. This implies that the company using advertising practice on television media.

- The study indicate that, majority of the respondents (53 or 37.9%) replied that the company is frequently uses television Advertising. It is implies that television is the selective media by the company.

- The study indicates that 70 or 50.0% of respondents agree with medium level of media selection. This indicates that the company media selection is good condition.

- The study indicate that, the majority of the respondents (61or 43.6%) replied that the advertising message attractiveness at medium level. This implies that the message attractively is not enough and need improve the message attractive.

- The study indicates that 63 or 45.0% of respondents agree with medium level for evaluate the media activities of the company. This implies that the media activity of the company is not enough to the customers.

- The study indicates that 56 or 40.0% of respondents replied the company's advertising time is convenient at the medium level. This implies that the advertising time of the company not strong enough to convenient the customer.

- According to the study, 55 or 39.3% of the respondents replied that the company's advertising influences them at medium level to purchase the products. This implies that stile not strong enough the company advertising message influence the customers.

- The study indicates that 56 or 40.0% of respondents replied the efficiency of company's advertising is perceived at the medium level. This indicates that the gap between the company advertising and the customer perception.

- According to the study the majority of the respondents (47 or 33.6%) replied that the repetition of similar messages is the main factors that affect their perception about the

company's advertising. This implies that the main factor of company television advertising message is similar and repetition.

- The study also indicate that majority of the respondent (63 or 45.0%) replied that it is at working days that the firm advertisement dominantly. This implies that television advertising of the company is not convenient time, because the working days are not possible to reach the customers.

- According to the study the majority of the respondents (64 or 45.7%) replied disagreed that the advertising message is reach for potential customers. This implies that the company advertising message is does not reach to the potential customers.

- According to the study the majority of the respondents (58 or 41.4%) of the respondents are replied disagree that the company advertising message is clear. This implies that the company advertising message is not clear.

- The study also indicate that majority of the respondent (58 or 41.4%) disagree that the advertising of Snap Computer PLC create awareness to customer. This implies that the company advertising practice is not creating awareness to customers.

- According to the study the majority of the respondents (53 or 37.9%) disagreed that the information that is forwarded by the company is not strong enough to persuade customer.

4.2 Conclusions

Based on the summary of the major finding the student researcher reached the following conclusion.

- According to the research finding, the customers obtained information's from television.
- As it is discovered from the research findings, the firm uses television advertising more frequently.
- According to the research findings, the customers are not satisfied on the way the firm selects the type of media for advertising.
- According to the research findings, the customer's response show that the company message is not attractive.
- The research findings indicate that, the customers are not satisfied by the company media activities.
- According to the research finding, the company television advertising didn't have convenience time to the customers.
- As it is discovered in the research finding, the company advertising didn't preferred / convenience the customer to buy the products.
- The research findings indicate that, the perception of the customers on advertising of the company in negative influenced by similar messages.
- The research finding indicates that, the company advertising messages are not reached to all potential customers and the message is not clearly understanding by customer.
- According to the research finding, the company advertising practice is not creating awareness and not enough to persuade the customers.

4.3 Recommendations

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

- In addition to television advertising frequently, the company should improved their advertising activities in order to get benefit; like flexibility, timeliness, good local market coverage, message quality, long life of message, credibility, high selectivity, low cost, interactive capabilities and to minimize drawbacks.

- The attractiveness of television advertisement should be improved in accordance with the customer's interest. This should be additional and relatively detailed information about the company products.

- To select the appropriate media, the company should consider the criteria that the advertising budget, advertising message and convenience time is very essentials to achieve the advertising goal.

- In order to get more attention and to increase customer perception, the company should work on the quality of its advertising attractiveness and also style it address to the customer. Because of its customers they will be bored of repetitive and poor advertising.

- The company should advertise its products on clear message for easily understanding by customers and to create customers awareness the company using creative advertising message.

- The company should keep on advertising more because of the company has identical competitors on the market share.

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APPENDIX

St. Mary's University College

Faculty of Business

Department of marketing management

This questionnaire is prepared by a student researcher who will be prospective graduate for the year 2013 G.C in the field of marketing management for partial fulfillment of senior essay. This questionnaire is prepared to assess the advertising practice of Snap Computer PLC. In addition to this, the student researcher believes that the finding will be an input for the case company to improve its advertising practice in order to give possible solutions and directions for the success of a firm and also for customers.

I would like to thank in advance for sparing your time and energy in feeling the questionnaire. All you provide for this research will be kept strictly confident.

You are kindly requested to give your honest and frank opinion.

General direction

- No need of writing your name
- Please put ( ) mark for your response in the space provided.
- Please write short and brief answers or additional opinions, if any, in the space provided

   I.   **Personal information**

1. Sex

a. Male ☐   b. Female ☐

2. Age

a. 18-30 ☐   b. 31-40 ☐   c. 41-50 ☐   d. 51 and above ☐

3. Educational Background

a. Under 12th grade ☐   b. 12th completed ☐   c. Certificate ☐   d. Diploma ☐

e. Degree ☐   f. Above degree ☐

4. Occupation

a. Government ☐   b. Private Company ☐   c. Entrepreneur ☐   d. Others ☐

II.   Questions related to the study

5. From what source of media you obtained information about the company?

a. Television ☐   b. Radio ☐   c. Newspaper ☐   d. If any please specify_____

6. Which type of advertisement does the company using frequently?

a. Television ☐   b. Radio ☐   c. Newspaper ☐   d. Broshers ☐   e. All ☐

7. What do you think about the media selection status of the company?

a. Very effective ☐   b. Effective ☐   c. Medium ☐   d. In effective ☐

8. To what extent the message of advertising are attractive?

a. Very high ☐   b. High ☐   c. Medium ☐   d. Low ☐   e. Very low ☐

9. How do you evaluate the advertising activity of the company?

a. Very good ☐   b. Good ☐   c. Medium ☐   d. Poor ☐   e. Very poor ☐

10. How do you evaluate the convenience of the advertising time of the company?

a. Very good ☐   b. Good ☐   c. Medium ☐   d. Poor ☐   e. Very poor ☐

11. To what extent the advertising of the company influence you to purchase its   products?

a. Very good ☐   b. Good ☐   c. Medium ☐   d. Poor ☐   e. Very poor ☐

12. What is your perception on the advertising of the company?

a. Very good ☐   b. Good ☐   c. Medium ☐   d. Poor ☐   e. Very poor ☐

13. What do you think about the main factors that affect your perception about the advertizing of the company?

a. Poor choice of media ☐   b. Repetition of similar message ☐

c. Repetition of the same advertiser's ☐   d. others please specify_____

14. In which seasons does the company advertisement dominate?

a. Holyday ☐   b. Festive periods ☐   c. Working days ☐   d. Others _____

15. The advertising message reaches all the potential customers.

a. Strongly agree ☐   b. Agree ☐   c. Indifferent ☐   d. Disagree ☐   e. Strongly disagree ☐

16. Do you think that the company is creative in its advertisement? Yes ☐   No ☐

17. If your answer for question number "16" is "no" list the reasons on the space provided.

_____

18. The company message is clear.

a. Strongly agree ☐   b. Agree ☐   c. Indifference ☐   d. Disagree ☐   e. Strongly disagree ☐

19. Advertising of Snap Computer PLC creates awareness to customer.

a. Strongly agree ☐   b. Agree ☐   c. Indifference ☐   d. Disagree ☐   e. Strongly disagree ☐

20. The information that are forwarded by the company are strong enough to persuade customers.

a. Strongly agree ☐   b. Agree ☐   c. Indifference ☐   d. Disagree ☐   e. Strongly disagree ☐

21. What do you think about the general advertising performance of the company?

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22. What is the company's strength? _____

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23. What is the company's weakness? _____

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Appendix 2

St. Mary's University College

Faculty of Business

Department of marketing management

This interview questionnaire is prepared for marketing manager of the company.

1. What is the advertising objective of the company?
2. What consideration is taken to develop the company's advertising objective?
3. What do you think the effectiveness of the objective comparing to customers attractiveness?
4. What do you think about customers' perception towards your company's advertising activities?
5. Do you think the company is achieving the objectives of its advertisement?
6. What are the main problems in your advertising practice?
7. How the company set advertising budget?
8. What type of media your company used to advertise its product?
9. Is your company tries to make a timely evaluation on its advertising practices?

Appendix 3

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