

ST. MARY'S UNIVERSITY
BUSINESS FACULTY
DEPARTEMENT OF MARKETING MANAGEMENT

AN ASSESSEMENT OF ADVERTISING PRACTICE IN THE
CASEOF AL-SAM PLC

BY
YIMESLAL YENEABAT

JUNE 12, 2014
SMU
ADDIS ABABA

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**A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT
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APPROVED BY THE COMMITTEE OF EXAMINERS**

_____	_____
DEPARTMENT HEAD	SIGNATURE
_____	_____
ADVISOR	SIGNATURE
_____	_____
INTERNAL EXAMINER	SIGNATURE
_____	_____
EXTERNAL EXAMINER	SIGNATURE

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CHAPTER ONE

INTRODUCTION

1.1 Background Information

According to Philip Kotler (1993) Advertising decision making is a five step consisting of objective setting, budget decision, message decision, media decision and advertising effectiveness evaluation. As George and Micheal (2004) interpreted this definition the paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement, whose advertising space or time is donated by the media.

The non-personal component means that advertising involves mass media (TV, radio, magazines, and newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertng means that there is generally no opportunity for immediate feedback from the message recipient (except in direct response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpreted and respond to it Blech and Blech, 2004.

Today's company must do more than make a good product, they must inform consumers about product benefits and carefully position in the consumer mind. A firm to be successful in the activity, it need promotions , which is the coordination of all sellers initiated effort to set up channel of information and persuasion in order to sell goods and service or promote an idea (Blech and Blech,2004).

AL-SAM PLC was established in1999 with paid up capital of Birr 20,000,000. Earlier it was known as SAMPLC that was meant manly to be engaged in import and distribution of consumer goods. Whereas, AL-SAM is established with much broader objectives of import, export, real state, domestic trade investment. Following this objective ,AL-SAM has succeed in informing a joint venture manufacturing facility of its leading brand B-29 laundry soap in **Ethiopia** so as to create job opportunity and technological known how transfer. AL-SAM is known its major brands kiwi, every day and

energizer brand dry cell batteries, S-26 infant formula, Colgate, Palmolive, Bic pen, kanny full cream instant milk and many more.

It is through the effective implementation of advertising that the consumer will be aware, informed and persuaded to buy the product .To this end, undertaking such study will help Al- SAM PLC to be more successful in advertising media to beat sales volume and market share.

1.2 Statement of the problem

Advertising is a power full communication tool directed toward specific target audience or customers in order to carry the message regarding particular product meaning fully and persuasively with a view to achieve certain specific objective such as, to establish brand loyalty expansion of the existing market and increased sales volume (Kummar&Mittal, 2002).

AL-SAM plc has been using advertising as its main promotional tools for many years. AL-SAM PLC advertise its product by using one or more of the following types of advertising TV, Radio, Billboard and poster. As a result AL-SAM PLC creates brand images and symbolic appeals through using them. In relation to the nature and objectives of advertising discussed above the student researcher tried to observe the adverting activities of the company. Most of the products are unknown by the consumer .The advertisement is not identifiable from competitors. To the awareness of the student researcher market share and sales volume are one among various variables that could be reduce because of weak adverting . Because of these, the student researcher is motivated to assess the advertising practices of AL-Sam plc and tires to investigate all the possible problems.

1.3 Research Questionnaire

1. What is the current advertisement practice of Al-Sam plc?
2. What is the method used by the company to select advertising media?
3. What mechanism is used by the company for measuring the effectiveness of its advertising program?

1.4 Objective of the Study

The general objective of this study is to assess and investigate the effectiveness of advertising program in Al-Sam plc.

More specifically the study was addressing the Following objectives

- Investigate the current advertisement of Al-Sam plc.
- Identify the method used by the company to select advertising media.
- To assess that what factors should be consider to have an effective advertisement.
- To assess the mechanism set by the company for measuring effectiveness of its advertising program.

1.5 Significant of the study

This paper will give a contribution to the following parties

- It will be very important for Al-Sam plc to know the main weaknesses and strength with regarding to advertising effectiveness
- It will helps the student researcher in applying the concept and theories in the real world
- It can be used as an input for other researchers or the company to make an in depth study on the area

1.6 Scope of the Study

The study was conducted specifically on assessment of advertising practice in Al-Sam plc .Among various advertising practice provided by Al-Sam plc, specifically on TV advertisement is the major topic of the study .Also the study focused on the major brand of Al-Sam plc (B-29 laundry soap, B-29 powder soap and Ayelu body soap). Since Al-Sam plc started its operation at the beginning of 1999, the research conducts and study starting from 2010-2012 fiscal year of Al-Sam plc to analyzing recent facts to determining current advertising status, because the company starts new strategy. Furthermore the study focused on Merekato and Mexico branch. These branches were selected by the number of customer they have.

1.7 Research Design and Methodology

In order to carry out this research descriptive research method has been used. Because descriptive research is used to obtain information on the characteristics of particular issue and identify facts as well as response basic research questions.

1.7.1 Population and sampling Technique

In this study customers of AL-SAM PLC and the marketing manager are considered as a population size. For the successful accomplishment of the purpose of this study, the researcher used non-probability sampling method in selecting customers. Among the non-probability sampling techniques convenience sampling were selected because it is accessible, convenient, and easy to measure and provides freedom to choose respondents, who are there at the time of distribution the questionnaire. In order to determine the sample size the student researcher used the models provided by the Author (Malhotera: 2006), in setting 150 respondent customers as more relevant, sufficient and representative sample in order to get relevant information.

1.7.2 Types of Data Collected

In order to come up with appropriate answer to the research question, the student researcher was collected both primary and secondary data.

1.7.3 Method of Data Collection

The primary data was collected by distributing questionnaires to customers and conducting interview with the company marketing manager and secondary data was collected by investigating different books, company broacher and internet.

1.7.4 Data Analysis Techniques

Finding is analyzed using both quantitative and qualitative data analysis techniques. Quantitative data were used to analyze and summarize questionnaires using percentage and tabulation. And the interview results and the open ended questioner were narrated qualitatively.

1.8 Limitation of the Study

During the preparation of this research the student researcher was facing different challenges. Among the major one is the majority customers were not willing to provide the necessary information, and financial constraints to effectively and efficiently accomplishing the research objective.

1.9 Organization of the Study

The study is organized in four chapters. The first chapter contains an introduction part that consists of background of the study , statement of the problem ,objective of the study , significant of the study scope of the study ,research design and methodology ,organization of study and time and budget schedule. The second chapter includes review of related literature. The third chapter includes data analysis and interpretation. The fourth chapter includes summary, conclusions and recommendations. Finally, sample questionnaires and interview are annexed.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The importance of this section is to review literature related to the study. Therefore, the researcher tries to see the work of different writers regarding advertising and definition, the scope of advertising, defining advertising objective, developing advertising strategy and other related concept.

2.1 Overview of Advertising

Alongside its importance as a field of cultural and consumer studies, advertising is a major field of management studies. It has assumed particular significance as the major element of brand marketing. Marketing communications in general and advertising in particular are now seen as a major and possibly the major source of competitive advantage in consumer markets (Shimp, 1997).

Advertising alone does not make the brand but the successful consumer brand is, nevertheless, inseparable from its portrayal in advertising and other market communication media. The multiplication of media channels through new technology and regulatory changes has meant that most aspects of brand marketing management has become tied with a concern for the potential impact in brand communications and the integrity of the brand personality (Shimp, 1997).

Another important reason why advertising is a useful subject of study is because it lends itself to examination from many differing disciplinary perspectives and therefore offers means of linking those perspectives multidisciplinary studies. The booms in the quantity of advertising to which we are exposed on a daily basis and the intriguing sophistications of many creative executions have generated lively popular interest. In its most high profile manifestation advertising has almost become a branch of showbiz, with ostentatious televised award shows for the best advertising. Through this profile and exposure advertising intrudes frequently on typical personal experience, which offers a point of departure for the wider study of the topic both as a management discipline and as subject of consumer and cultural studies (N.Kumar & Others, 2005). Advertising is one of the most promotional tools that are often used by organization promotional tools represents the various communicational mix to inform and persuade people about a product which a firm directs towards its target market, channel organizations and the public at large (Graw, 1982).

2.2. Definition of Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, good and service by identified sponsor (Kumar& Mittal, 2002).

One of the earliest attempts at formulating a definition of advertising sums it as the dissemination of information concerning an idea, service or product to compel action in accordance with the intent of the advertiser (ManendraMohan, 2004).


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


Advertising is purposeful communication design with a view to achieving specific objective. It must reach the target audience identified for such communication. The resource allocation for advertising, as for other marketing inputs, is expected to have the effect of value imputation which may be measured in variety of ways in order to estimate the const-benefit ratio or pay off. The measurement of pay off or return on advertising is quite complicated, owing to problems in identifying measurable parameters and taking into account the influence of a large number of environment factors which contributed in varying degrees to the total impact of advertising (Manedra, 2004).

2.3. Role of Advertising

According to Matin Khan (2006) most firms, both large and small, use advertising in some form or the other. Advertisement seldom produces direct sales. It is backed by other promotion mix elements like personal selling and sales promotion. Advertising produces a psychological effect and it can change the mental disposition of the audience, so that they purchase the advertised product. Advertising is basically a form of communication and the basic responsibility of advertising is to deliver the information to the target audience.

The Role of advertisement:

 **It stimulates demand:** This stimulation is because of the availability of the product, discounts offered if any and the expectation of the fulfillment of latent and aroused needs.

 **It supports other promotion mix elements:** It does pre-selling and helps the sales promotion and personal selling activities.

- ✚ **It counters competitive moves:** By combining with other promotion elements it acts as a competitive weapon. It differentiates the company's offer from other products and builds a brand personality and image of its own.
- ✚ **It develops brand preference.** When the products deliver the desired quality, service and value it creates a satisfied customer. With consistent advertising, the brand preference gets reinforced. The satisfied customers spread a favorable word of mouth and are an asset to the company.
- ✚ **It cuts cost**—by increasing sales, more units are produced and the cost of production comes down (economies of scale). Even the selling costs are decreased because there are a less number of wasted calls by the salesman. With lower prices offered by the company there is more penetration markets and more demand for the product.
- ✚ **It builds brand images**—Images are built in the minds of the consumer. There are positive images and are for different segments. A brand is a promise of a certain level of consistency, quality, service and other benefits like warranty etc. Manufacturers are proud of their brands and want to have greater brand equity for them.
- ✚ **Innovation**—It encourages innovation and new product development and reduces the risk of the product becoming obsolete. With more innovation there is more sales which offsets the cost of innovation. Innovation leads to more sales and the business expands. More employment is generated and the people become more prosperous and their standards of living improve.
- ✚ **It communicates and imparts information to the consumers so that they are well informed and can make a good choice.** Advertisement is a very fast and effective method of information and communication. It can reach a great number of audiences in short time.
- ✚ **It is an instrument of persuasion.**
- ✚ **It has an informative role.**
- ✚ It provides knowledge about product specification, about product features and product quality and the functions that a product can perform.
- ✚ **It is an important marketing tool.**
- ✚ It informs about the price of a product.
- ✚ It gives information about the alternatives available to the purchaser.
- ✚ It gives information about the new offers and the discounts available to the purchaser.
- ✚ It helps in achieving the sales objectives and the communication objectives(Matin Khan, 2006).

2.4. Scope of Advertising

According to Mishra(2004) advertising has a very wide scope in marketing and in the social system. The scope of advertising is described on the basis of activities included under advertising and their forms and systems, objectives and functions. These include the

2.4.1 Message

Message is designed in a systemic and psychological manner to influence the prospective customer and formulating on the bases of need, environment and objectives. It may or may not brilliant in planning and execution, but it should be representative of the product. The success of advertising depends upon the message (Mishra, 2004).

2.4.2. Media

The selection of the media should be made on the basis of the type of customers to be approached and the capacity of the organization to bear the cost (Mishra, 2004).

2.4.3. Merchandise

It is the buying and selling of the product-advertisement covers the attributes of the product to be sold. The outstanding qualities of the product should be assessed and exposed with emphasis. New and existing products are advertised to popularize them. A firm is considered as an important source of advertising (Matin Khan, 2006).

2.5. Types of Advertising

According to S.A. Chunawalla (1985)it is conceptually more interesting and analytically more important to classify advertising. The basis of classification, however, can be diverse, as will be evident from below:

2.5.1 Consumer Advertising

Most of consumer goods manufacturing companies are in a highly competitive field, and engage in advertising. Consumer non-durables are frequently bought. The advertising here tries to establish a competitive advantage while advertising their brands. Consumer non-durables are appliances which serve us for a long time. They are also advertised by making use of both emotional and rational appeals (S.A. Chunawalla, 1985).

2.5.2 Informative Advertising

This gives information about the products, their features, their style, their value, price and availability. It educates the customer of its nutritional values(Matin Khan, 2006).

2.5.3 Persuasive Advertising

It is done to persuade the customer to buy the advertiser's products. In this there are many ways of persuading the consumer. If a person has outside work and is mainly engaged in outside activities, he is persuaded to buy a cell phone (Mobile) so that he is well informed even when he is out of the office. Earning members of the family are persuaded to buy insurance policies, not only for themselves, but also for the safety of their family members. People are persuaded to buy safety alarms for their houses, for their cars as a measure of security. People are also persuaded to keep firearms for their safety. Persuasive advertising is done in the nature part of PLC and it often lead to Comparative Advertising. While persuading the customer to buy the advertiser's products, statistics and performance of other products in general are also shown, so that the customer makes a choice(Matin Khan, 2006).

2.5.4 Reminder Advertising

This is done with mature products. This is done at the maturity stage of the PLC (Product life cycle). This is done with great frequency. Many advertisements are released in a short period of time so that the consumer is reminded of the product and its benefits constantly and at short intervals of time(Matin Khan, 2006).

2.5.5 Industrial Advertising

Most common objectives for industrial product advertising are to inform, to bring in orders, to stimulate queries, to empanel the marketer's name on the buyer's panel of sources. It also seeks to influence the buying persons in the purchasing organization whom sales people cannot access. Industrial advertising is prepared in the form of messages inserted in trade journals and at times in the lay press. It motivates the distributors. It also seeks to build up a corporate image. It reminds the finale consumers about the role the industrial marketer pays in their lives by offering products which a consumer finally ends up using (S.A. Chunawalla, 1985).

2.5.6 Trade Advertising

This is directed at the wholesalers, distributors and retailers. The goal is to encourage channel members to stock, promote and resell the manufacturer's products to customers. Channel members are also given incentive for the same (Matin Khan, 2006).

2.5.7 Advertising for Image Building

Sometimes advertising is done for building the image of the company. This is done by highlighting their social responsibilities. To build an image the company keeps in mind the factors of pollution and safety. It keeps away from harmful activities. Pays attention on the quality of goods, price and availability of the products (Matin Khan, 2006).

According to Frances and Stephen (2003) there are two type of advertising (product advertising and institutional advertising)

2.5.8 Product Advertising

It focuses on the product or service being offered whether for profit or not. Product advertising can be classified as:-

Pioneering Advertising – is used in early stage of lifecycle. When it is necessary to explain just what the product will do and the benefits it can offer. Depending on the product newness the emphasis might be on stimulating basic generic demand rather than attempting to compete.

Competitive advertising – is concerned with emphasizing the special features of the product or a brand as a means of out selling the competition. Usually the seller communicates the unique benefit real or imaginary that distinguishes the product and gives it its competitive edge.

Comparative Advertising- Is making a direct comparison between one product and another showing the advertiser's product in a much more favorable light of course alternative the comparison may be more suitable referring to other leading brand and leaving it up to the target audience which rival product intended.

Reminder and Reinforcement Advertising –Is intended to operate after purchase takes place. It reminds customers that the product still exists and that certain positive priorities consumer to buy large quantities.

2.5.9 Institutional Advertising

It is type of adverting that builds sound reception and image for the whole organization to achieve a wide range of objective with different target audiences: these could include the community financial stake holders, government and customer (Matin Khan, 2006).

2.5.10. Advertising for Positioning

The company positions its product to a target audience by juggling its marketing mix. The performance of the sales is analyzed and the product is compared with other leading products and is positioned by modifying the product and price to compete with them. This is also done by perceptual mapping technique (Matin Khan, 2006).

2.5.11. Advertising for Attitudinal Change

The main aim of advertising is to bring attitudinal changes in the minds of the consumer. It is done by imparting knowledge to the consumer. His emotions are touched and played with the feeling of likes and dislikes towards objects, are handled in a manner that leads to action/ purchase (Matin Khan, 2006).

2.6 Objectives of Advertisement

The starting point in advertising is a plan. It starts with a clear definition of objective. The objective is usually what you want the target buyer to do as a result of listening your advertisement. According to Amerchand and Varadharajan(1979) there are basically five objectives of advertisement.

It may be used for interdicting a new product. Here the potential consumers have never used such a product before and, as such the product itself needs an introduction.

It induces the middlemen to store and handle the product. A well-advertised product is likely to create curiosity to buy among the consumers and this possibility encourages the middlemen to store or handle the product.

Under competitive conditions, advertising helps to build up brand image and loyalty. Product differentiation and brand names are prerequisites to advertising. Step by step advertising helps to create brand awareness acceptance, insistence or loyalty. When customers have developed sum brand loyalty, it becomes difficult for the middlemen to offer substitutes. It creates a favorable climate for maintaining or improving sales.

Advertising may be necessary to publicize some changes in the marketing strategy. Whenever changes are introduced in the process, channels of distribution must do by way of any imprudent in quality, size, and weight; packing etc. the changes must be informed by advertisement to the customers.

These should grow out of the overall marketing strategy and the jobs assigned to advertising. It is not enough for the marketing manager just to say “promote the product or service.” The marketing manager should decide exactly what advertising should do.

An advertising campaign might be given one or more of the following specific objectives:

- 🎨 Aid in the introduction of products or service to specific target markets
- 🎨 Helps obtain desirable outlets
- 🎨 Prepare the way for sales people -by presenting the company’s name and the merits of its products or service.
- 🎨 Provide ongoing contact with target customer- even when the sales person is not available
- 🎨 Get immediate buying action
- 🎨 Help confirm their purchasing decision(Amerchand andVaradharajan, 1979).

2.7 Tools Used for Advertising

What are the tools used for advertising? Traditional and new media are the vehicles that carry advertising messages. With the advent of the internet, new advertising strategies are possible that traditional media cannot offer (Harriman, 2006).

There are around various tools used in advertisement, the following are some of the tools used to conduct an advertisement.

Radio: radio broadcasting is considered to be a traditional medium. Radio strength lies in its ability to target audiences through its programming, which is reflected in its advertising. Radio advertising is effective in that most commercials are targeted at local audiences, compared to television commercials, which are mostly national. A drawback to radio advertising is that the effectiveness of a message is solely audio-dependent. This can be present challenge in describing certain products or service being marketed (Harriman, 2006).

Television: television is considered to be a traditional medium but has the ability to adapt to new media. Some television advertising strength are its impact in combining sight and sound, its ability to reach local, national and

global audiences , and its more recent adaptation to interactive marketing. Through service technology like On-Demand, viewers can engage in advertising messages with a remote control. Television advertising weaknesses are high production cost, programming disruption, and short-lived messages (Harriman, 2006).

Newspaper: this type of media has flexibility time lines good local market coverage road acceptance, high believability. The major disadvantage of the media is short life poor reproduction quality small “pass long” audience (Kotlor, 1985).

Magazines: It is printed page which provides a unique, flexible medium for advertising creative magazines offer district advantages they include high geographic and demographic selectivity credibility and prestige high quality reproduction long life goods pass along reared ship. The disadvantages include long advertising purchase load time some waste circulation no guarantee of position (Kotlor1985).

Outdoor billboard: are all static , fixed on highway ,with increasing number of automobiles, the dispersion of population to the suburbs and the greater mobility of the people , the outdoor advertising will be seen by more and more moving people. There is no big message in outdoor advertising, they are basically the shortest possible but are most visible and eye caching. The ideal poster uses symbols universally recognize (Chunawalla, 2003).

Thus, the researcher has more or less similar idea an idea regarding tools used for advertising, however, from among various advertising tools discussed above television and radio are the most appropriate media for advertising since both of them can be easily accessible by various segment of the population.

2.8 Setting Advertising Budget

According to Matin Khan (2006) the money spent in advertising forms an important cost factor and no matter what type of company it is, large or small, budget decision may lead to profitability or drain away most of the profits. Advertisement can be considered as an investment into future sales. Proper budget allocation for long-term reinforcement effect is necessary for proper planning. Setting the budget is a different job and a lot of experience is required to avoid overspending yet maintaining the company’s image. There are certain factors that must be taken into consideration for preparing the budget.

These are:

- Stage of the product life cycle: Different budget allocations are made in different stages. The products which are selling and are in the mature Stage of PLC require less expenditure. Whereas the products in the introductory stage of PLC or new products require much heavier expenditure to create awareness.
- Market share is also an important factor for preparing of budget. To gain greater market share the advertising budget should be high.
- With competition one tries to outdo the competitor and competitive parity method is used.
- Greater advertisement frequency needs greater expenditure and a higher budget.
- If the product can be differentiated and has noticeable features and attributes it may require lesser advertisement expenditure.
- It is difficult to measure the effectiveness of advertising sales, as it can be due to other factors as well. Amount of money spent on advertising depends on objectives. It differs from company to company various practices are followed:

2.9 Creating Advertising Message

Media selection can be successful only when advertising message are effective. If the advertising message of communication is effective than it achieve the marketing objective. Creativity is the main function of advertising message. The basic purpose of an advertising message are informing, persuading, and reminding consumer about the product of the firm (Mishra, 2004).

2.10 Media planning

According to Kumar and Mittal (2002), the purpose of media planning is to conceive analysis and select channels of communication that will direct advertising message to the right people in the right time. It involves decision:-

- Where should we advertise?
- Which media vehicle should we use?
- When (the year) should we concentrate our advertising?
- How often should we run the adverting?
- What opportunities are there for integrating other communication?

Furthermore, Belch and Belch (2004) described that media plan consists of the media mix, target market coverage, geographic coverage, scheduling, reach verses frequency, creative aspect and mood, flexibility and budget considerations.

2.11 Evaluating Advertising Effectiveness

To measure the advertising effectiveness we must be able to evaluate all the aspects of the communication elements. These are the Source, Message, Media and Budget.

2.11.1 Source

It has to be seen whether the source is effective and how the target market will respond to it. They are attractive, genuine sports persons or actors and have the credibility. Sometimes, the source loses its credibility or becomes old and has to be changed.

2.11.2 Message

How the message is communicated to the audience and what type of message it is, also effects the advertisement. The message should be memorable and should be able to deliver the advertising objectives. The delivery of the message and its setting or situation also matters a lot. The message must have proper headlines illustrations, text and layout. The ads must be ethical, the message should be credible and too much use of unnecessary sex should also be avoided. There are certain consumable products like soaps, contraceptives, hair oils, creams and toiletries. These products sometimes have to use and take the help of the other sex for stimulating demand.

2.11.3 Media Strategies

It is very important to decide the proper Media Mix. *i.e.*(Print media, broadcast Media) news paper or magazines, radio, T.V. that could generate the most effective results. Media vehicle has also to be decided, that is, which newspaper or magazines, which channel or TV which Programme on radio is to be used. This is decided by keeping the target audience in mind. The location of the Ad in a particular medium is also important. In a media we can choose the front page or the back page or the inside page or any ordinary page placed strategically. In TV some perogrammes are more effective and popular. Some audiences prefer old programmes and some, like to new ones.

2.12 TV Advertising

To achieve organizational objectives companies manufacture a sell products and services in the market. To increase their sales or profits, companies identify group of prospective customers called target markets and then develop marketing strategies in order to appeal to them. Often the most important decision a company makes is how it should inform prospective customers about its products and services. And a company does this through TV advertising, which is basically persuasive communication that motivates people to buy or to use the service whatever an organization is offering.

Television, the fastest growing of all major media, is probably also the most versatile. TV advertising makes its appeal through both the eye and the ear. Products can be demonstrated as well as explained. It offers considerable flexibility in terms of the geographic market covered and the time of message presentation. By making part of impression through the ear, Television can take advantage of the personal, dramatic impact of the spoken word (George and Michael 2004: 351).

TV advertising is perceived differently with different people, some perceived it as the word and picture transmitted as entertainment. But companies use this tool of communication to get target audiences to do something about products, services or ideas.

Although television is unsurpassed from a creative perspective, the medium has several disadvantages that limit or preclude its use by many advertisers. While George and Michael (20004: 353) said these problems include high costs, the lack of selectivity, and the fleeting nature of a television message, commercial clutter, limited viewer attention, and distrust of TV ads.

2.13 Importance of TV – advertisements

According to D.Amarchad and Voradharajan (1979) the importance of TV – Advertisements are the following:

- It makes the prospects aware of the product and its brand
- It helps selling on mass scale both by persuading new buyers in a given region and by extending the precaution to new regions.
- It helps the retailers to stock goods, which are better known and therefore have better sales possibilities. The retailer's time and efforts need not be spent in introducing the product to the consumers since he already known the product through advertisement.
- It promotes competition and therefore many advantage of competition may follow.

Advertising is a peculiarly attractive alternative to price competition; fluctuating prices are more likely to damage the firms' market position than fluctuating advertising expenditure. Similarly, a price reduction as a means of increasing sales may evoke identical or similar behaviors on the part of the company's competitors. On these situations concentration on advertising can offset the need for price changes.

It reduces the task of sales man. Since the audiences are already familiar about the advertised product, the sales man's task becomes easier and his appeal effective for price changes.

Finally advertising encourages the creative arts and the artists. In the process it even develops aesthetic sense in the society.

Advertisement is presumed to done mostly by sellers, but it need not be always, sometimes competition among buyers may become far keener than among sellers. Buyers may then advertise to obtain scarce suppliers.

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND INTERPRATATION

This chapter is devoted for presentation, analysis and interpretation of the study, data gathered from respondents and marketing manager of Al-SAM PLC through questionnaire and interview with the head.

Out of the customers of AL-SAM PLC Addis Ababa, 150 customers were selected sample respondents using non-probability sampling techniques. One hundred fifty copies of questionnaires were distributed to customer. However, 147 (98%) of questionnaires were filled out and returned while 3 (2%) of them were not able to give their response.

Table 1 General Characteristics of the Respondents

No	Item	Customers response	
		Amount	Percent (%)
1.	Gender		
	Male	86	59
	Female	61	41
	Total	147	100
2.	Age group		
	18-30	34	23
	31-37	69	47
	38-54	25	17
	Above 55	19	13
	Total	147	100
3.	Educational status		
	1-12 th complete	18	12
	12 th complete	36	25
	Diploma	52	35
	First degree	34	23
	2 nd degree & Above	7	5
	Total	147	100
4.	Occupation		
	Government	55	37
	Private organization	41	28
	NGO	9	6
	Self-employee	42	29
	Total	147	100

Item No 1 of table 1 implies the gender and age characteristics of the respondents; the figure shows that out of the total 147 respondents 86(59%) were male while the rest 61(41%) were female. As the data indicates that majority of the respondents are male.

In the item two of table 1, 34(23%) of the respondents were between the age of 18 &30, 69(47%) of them were between the age of 31 and 37 while the rest 25(17%) of them were between the age of 38 -54 and the rest of 19(13%) of the respondent customers found in the age of above 55.

This implies that all the respondents are capable to give correct response to the question raised.

Item 3 of table 1 implies the educational status of customers which indicates that 14(12%) of them 1-12th grade, 36(25%) of them 12th complete, 52(35%) of diploma and 34(23%) of them 1st degree holder and 3(5%) them were 2nd degree and above. As the data indicates that the majority of the respondents is 12th grade complete and have diploma. They have rational thinking and are able to replay with concern.

Item 4 of table 1, implies 55(37%) of respondents are Governmental employees, 41(25.2%) of respondents also privet organization employees, 9(6%) of respondents were Non-Governmental organization, 42(29%) of respondents were self-employees. So it implies in this item most of the respondents are incorporate with company is Governmental employees.

Table 2 Respondent Awareness about AL-SAM PLC product

No	Item	Customers response	
		Amount	Percent (%)
1.	Do you know AL-SAM PLC product?		
	Yes	100	68
	No	47	32
	Total	147	100
2.	Among company's product which one did you purchase frequently		
	B-29	97	66
	B-29 powder soap	26	18
	Ayelu body soap	24	16
	Total	147	100

As it revealed in table 2, item 1 customers were asked if they were aware of the company products. Thus 100(68%) respondents have an awareness about the company product and the rest 47(32%) of respondent are not aware of the company products. Even though, the majority of the respondents are aware of the company product, not few numbers of respondents are not aware of the product. As the fact shown in the study and literature review one of the objective of advertising is creating awareness in all target consumer.

According to table 2 item No 2, 97(66%) of the respondents are used B-29 soaps, 26(18%) of the respondents used B-29 powder soap and 24(16%) of the respondents used Ayelu body soap. So that from the above results most of the AL-SAM PLC customer respondents used more B-29 soaps than of other products. From this one can deduced that the company does not give much attention for the rest of the product.

Table 3 Customer Response regarding if they see/hear the Advertisement of the company.

No	Item	Customers response	
		Amount	Percent (%)
1.	Have you seen advertisement of AL-SAM PLC?		
	Yes	133	90
	No	14	10
Total		147	100
2.	In which media did you see/listen the advertisement of AL-SAM PLC		
	TV	84	63
	Radio	30	23
	Billboard	7	5
	News paper	12	9
Total		133	100
3.	Through which TV program you often watch/listen the company advertisement?		
	After news	9	11
	Entertainment	21	25
	During Holiday	54	64
	Others	-	
Total		84	100
4.	How does the company's TV advertisement influences you to buy the company product		
	Very high	3	2
	High	13	10
	Medium	36	27
	Low	64	48
	Very low	17	13
Total		133	100

According to table 3 item "1" 133(90%) respondents are listen the advertisement of AL-SAM PLC and the remaining 14(10%) of the respondents don't notice the advertisement of AL_SAM PLC. From the above result of the total respondents we can say that majority of the respondents notice the advertisement of the company.

From the above table 3 in item "2" 84(63%) of the respondents mostly listened AL-SAM PLC advertising from TV, 30(23%) of respondents noticed the advertisement of AL-SAM PLC through radio, 7(5%) of respondents

noticed the advertisement of the company in billboard and the rest 12(9%) of respondents noticed its advertisement from newspaper. From this analysis one can clearly understand that, large number of customers mostly noticed the advertising of AL-SAM PLC form TV. So that AL-SAM PLC must identify which media the customer's uses and which media the company must use to advertise widely, so that it can cover more population.

According to table 3 item "3" respondents were asked about how the company advertisement influence their buying activity, 3(2%) of the respondents said very high, 13(10%) of respondents said high, 36(27%) of the respondents said medium, 64(48%) of respondents said also low and the rest of 17(13%) of the respondents are said very low the advertisement influences to buy the company product. This implies that the advertisement of this company is not more influence for users to wards the usage or consumptions.

As shown the above table 3 item "4" 9(11%) of respondents reach the advertisement after news, 21(25%) of the customer respondents are reach the advertisement during entertainment, 54(64%) of respondents also reach during holiday and none of them for others to see/listen the company advertisement. From the interpretation of the adverting reaches of advertisement is majority fluctuated during holiday so should be organized the structure of advertisement system of AL-SAM PLC.

Table 4 Customers attitude towards the frequency of advertisement campaign& ability to identify the advertisement.

No	Item	Customers response	
		Amount	Percent (%)
1	Do you agree that you can identify and differentiate AL-SAM product out of competitor's product advertisement		
	Strongly agree	16	12
	Agree	18	13
	Neither agree nor disagree	9	7
	Disagree	71	54
	Strongly disagree	19	14
Total		133	100
2	Do you agree that you see the company's TV advertisement frequently?		
	Strongly agree	4	5
	Agree	25	30
	Neither agree nor disagree	-	-
	Disagree	55	65
	Strongly disagree	-	-
Total		84	100
3	Do you agree that the TV advertisement of the company is reachable?		
	Strongly agree	-	-
	Agree	15	18
	Neither agree nor disagree	13	15
	Disagree	41	49
	Strongly disagree	15	18
Total		84	100
4	Do you agree that the TV advertisement of the company is attractive?		
	Strongly agree	4	5
	Agree	17	20
	Neither agree nor disagree	3	4
	Disagree	46	54
	Strongly disagree	14	17
Total		84	100

As it is attested in item "1" of table 4 respondents were asked to rate the ability of advertisement 16(12%) of the respondent replied it is strongly agree, 18(13%) of the respondent agree, 9(7%) of the respondents neither

agree nor disagree, 71(54%) of the respondents are disagree and 19(14%) of respondent were strongly disagree to identify and differentiate the company product us a compotators.

On the basis of the above information, one can infer that the customer strongly disagree to identify AL-SAM advertising from variety of advertisement which is released by various competitive markets. According to Mishra one advertisement should demonstrate the attribute of the product and avoid criticism of similar product of the competitor by making the public aware of the product of the non-controversial nature of their advertisement.

Table 4 item 2 shows, 4(5%) of respondents were strongly agreed, 25(30%) responded that the company advertisement is frequently campaign is agreed, 55(65%) of the respondents were disagree and 13(15%) of them are the advertisement is frequent. This shows that the company is not advertise its advertisement frequently.

As shown in table 4 items 3 from 15(18%) of the respondents said agree, 13(15%) said neither agree nor disagree, 41(49%) of the respondents were disagree and the rest of 15(18%) of respondents said strongly disagree reach ability of the advertisement. It implies from the above result majority of respondents disagree that the advertisement is not reachable.

The above table 4 item 4 clearly observed 4(5%) of the total respondents are responded that strongly agree, 17(20%) of the total respondents responded agree, 3(4%) of the respondents were neither agree nor disagree, 46(54%) of the respondents are disagree and 14(17%) respondents are strongly disagree the attractiveness of the advertisement. The above result shows that the majority of the respondents disagree that advertising is not attractive.

Table 5 Customers response regarding by which language they see the advertisement.

No	Item	Customers response	
		Amount	Percent (%)
1	Most of the time by which language do you see the advertisement?		
	Amharic	50	59
	Oromigna	13	16
	Tigrigna	21	25
Total		84	100

As it is denoted in item “1” of table 5 the respondents were asked by which language they saw the advertisement and 50 (59%) of the respondent see the advertisement in Amharic, 13(16%) of respondents see the advertisement in Oromigna and the rest 21(25) of the respondent see the advertisement in Tigrigna.

From the above information one can understand that the company does not frequently use by other language. As it is described in literature review when one company advertises its product it should be understandable by the society.

Table 6 Shows about the message clarity of the company advertisement.

No	Item	Customers response	
		Amount	Percent (%)
1.	How do you evaluate message clarity?		
	Very good	10	12
	Good	5	6
	Medium	37	44
	Poor	18	21
	Very poor	14	17
Total		84	100
2.	How do you evaluate the attractiveness of the message?		
	Very good	7	8
	Good	10	12
	Medium	13	16
	Poor	54	64
	Very poor	-	-
Total		84	100

The above table 6 item “1” it is whether the clarity of message is observed 10(12%) of the total respondents are responded that very good, 5(6%) of the total respondents responded highly influenced by the clarity of “AL-SAM PLC” advertisement. And 37(44%) of the respondents also said medium clarity, 18(21%) of the respondents said poor message clarity and the remaining 14(17%) of the respondents said very poor for message clarity. From the above result that majority of the customer respondent of the sample population is medium and good influenced by the message clarity of AL-SAM PLC.

As we can see from the table 6 that the total respondent 7(8%) of them response very good, 10(12%) of them response good, 13(16%) of them response medium, 54(64%) of them response poor. These indicates that majority of the respondents evaluate as medium for attractiveness of the message of the advertisement. This shows that the company expected to work better for the message attractiveness of the advertisement.

Table 7 Customer response regarding the effectiveness of advertising.

No	Item	Customers response	
		Amount	Percent (%)
1.	Do you agree that the company advertise its advertisement at the right time?		
	Strongly agree	8	10
	Agree	6	7
	Neither agree nor disagree	-	-
	Disagree	56	67
	Strongly disagree	14	17
Total		84	100
2.	Do you agree the advertisement enable you to know about AL-SAM soaps?		
	Strongly agree	10	12
	Agree	13	15
	Neither agree nor disagree	3	4
	Disagree	46	55
	Strongly disagree	12	14
Total		84	100
3.	How much do you think the TV advertisement transfer the required information?		
	Very high	7	8
	High	5	5
	Medium	56	66
	Low	18	21
	Very low	-	
Total		84	100
4.	At which media do you suggest the company advertising message easily delivered to the customer?		
	TV	88	60
	Radio	56	38
	Billboard	3	2
Total		147	100

As can be seen from item “1” of the above table 7 on creating effective awareness for the prospect customers 8(10%) of them strongly agreed, 6(17%) of them agreed,56(67%)of them disagreed and 14(17%) of the responded strongly disagree.

Item 2 of table 7 evaluate the influence of the company's advertisement, 10(12%) of them respondents said the advertisement influenced them strongly agree, 13(15%) were influenced disagree and 3(4%) said neither agree nor disagree, 46(55%) said disagree and the remaining 12(14%) strongly disagree to know about the company product. As the data indicates that the majority of the respondent evaluate as disagree for the influencing capacity of the advertisement towards the product. This shows the company requires working strongly on the effectiveness of the advertisement.

As we have seen from item 3 table 7 transfer the required information for the prospect customers 7(8%) of them very high, 5(5%) of them high, 56(66%) of them medium ,18(21%) of them low the advertisement transfer the required information. 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.

The above table 3.6 item "4" indicates respondent's suggestion media to delivered message their target customer's, 88(60%) respondents suggest TV, 56(38%) said radio helps to deliver the message easily and 3(2%) suggest billboard. As the above data indicate that respondents largely suggested media is TV to deliver message easily to the target customers.

3.1 Interview Analysis

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

From the result of the interview conducted with the marketing manager of the enterprise established the budget amount in collaboration with the management. The marketing department will analyzed and study the budget need in relation to the company's objective and state the amount of budget needed based on affordable method in order to minimize their cost. Then it will be presented to the management department and they will allow the proposed budget or reject it.

Decision on the adverting message and type

Companies can find their advertising message by communicating with the mother company like message generation, message selection and evaluation, message execution and social responsibility are done by the association with the joint venture of Ethiopian and Indian.

Generally, in creating the adverting message company will discuss with customer, dealer experts and competitors.

Decision on media used by AL-SAM PLC

Media selection is a common problem that seen in many companies created by the problem of finding the most effective media to deliver the desired message to the target audience. TV, Radio, billboard are the advertising mix that AL-SAM PLC use to communicate with target buyers. According to marketing manager the media the company consider three factors, cost, product life cycle and media coverage.

Evaluating the advertising effectiveness of AL-SAM PLC

Evaluating the effectiveness of advertising activity is a critical element that could help to avoid costly mistakes that is usually occurred at the final version. The evaluation may help them to improve the advertising, decide on additional media and decide on the allocation of budget. The company will provide 250,000 birr for promotional expenses over the year.

The advertisement mainly targeted consumers who have potential to buy AL_SAM soaps in Addis Ababa.

According to the marketing manager the objective of the advertising activity is based on their product lifecycle (introduction stage informing, growth and maturity stage persuasion and decline stage reminding).

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

4.1 Summary's

The aim of the study is to assess the advertising practice of AL_SAM PLC. To accomplish this study some basic questions were raised, related literature were reviewed, relevant interview areas conducted and more over 150 questionnaires were distributed to customers as well. The data were presented and analyzed qualitatively and quantitatively. Based on the analysis and findings, the following summaries were prepared, conclusions are drawn and recommendations were warmly forwarded.

As the finding of the analysis shows that the summary of them are under listed below.

- Regarding the awareness about the company product 127(86%) of respondents are aware of the company product.
- Significant number of respondent 87(59%) frequently purchase B-29 soap, 31(21%) of respondents frequently purchase B-29 powder and the rest 29(20%) respondents purchase Ayelu body soap.
- Majority of the respondents 133(90%) of them see the company advertisement.
- More than 84(63%) of sample respondents have see/listen the advertisement of the company.
- The majority the respondents 54(64%) of them watch the company advertisement during holiday.
- 64(48%) of respondents rated low, 36(27%) of respondents were medium, and 17 (13%) of them rated very low regarding the influencing ability of the advertisement towards the product.
- Majority of the respondent 71(54%) don't differentiate AL-SAM products out of competitors product assortment.
- Most respondents 55(65%) disagree that the company advertise through TV frequently.

- Regarding the reach-ability of TV advertisement of the company majority 56(67%) of the respondents disagree with the reach-ability of TV advertising.
- The majority of respondents which was 60(71%) evaluated the attractiveness the company's advertisement as disagree.
- With regarding to which language the respondents see the advertisement majority 50(59%) replied they see the advertisement in Amharic, 13(16%) see the advertisement in Oromigna and 21(25%) replied in Tigrigna.
- Issue relating to message clarity majority 37(44%) rate medium, 18(21%), 14(17%) evaluated poor and very poor respectively.
- In relation to evaluate the attractiveness of the message, majority 54(64%) poor and, 13(16%) rated medium.
- Majority of the respondents 56(%) disagree that the company doesn't advertise its advertisement at the right time.
- Among total respondent, majority 46(55%) of them disagree that the advertisement of the company doesn't enable to know the company's product.
- With regarding the advertisement transfer the required information, 56(66%) said medium and 18(21%) of them rated low.
- Majority of respondents, 88(60%) replayed that they suggest TV to advertises the company product.
- The company does not provide budget for advertising specifically but it will assign budget for all promotional mix.
- 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 customer.
- AL_SAM PLC does not have advertising department but it will do its advertising activity with coordination of management and marketing department.

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:

- 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 compotators.
- 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 to its customers list and ads not helping the company to ensure the sustainability of existing customers.
- According to the finding with respect to the questions which product does they purchase frequently, B-29 soap have a large number of the total population. For this reason, it is possible to say that AL-SAM PLC does not give much attention for the rest of the product.
- The study indicated that majority of the respondent does not remember the time of the advertisement release because it is not identifiable from the competitors and the advertisement is reachable, frequent and attractive. For this reason it is possible to say that the customer does not remember the advertisement.
- The information gathered from the customers indicates that most of TV advertisement has low message clarity and attractiveness.
- Generally, it is possible to deduce from the above statement that the company has negative side that should be improved when advertising its product for the customer.

4.3 Recommendations

The main purpose this study is to evaluate the advertisement practice of AL-SAM PLC. 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 be able to develop the advertising message which is attractively by discussing with advertising agency, artistic and understandable way so that it can draw the attention of customers.
- The attractiveness of the advertisement should be improved in accordance with the customer's interest. This should be additional and relatively detailed information about the company products.
- The company should continue its advertising frequently in order to get high market share.
- With respect to the language of the advertisement, it is advisable to use different language that the customers will understand the messages that have been told.
- The company needs to have appropriate mechanism to evaluate the advertisement effectiveness by designing feedback gathering mechanism and by comparing how much they go with the objective.
- To get more demand AL-SAM PLC have to positioned in to the customers mind by increasing its advertisement campaign, for new product they should develop awareness creation program, for matured product they should remind the customer that they are still existed and they are here for them.

APPENDICES

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APPENDEX –A: Questionnaire to be filled by customer of AL-SAM PLC.

(English version)

ST. MARY’S UNIVERSITY

BUSINESS FACULTY

DEPARTEMENT OF MARKETING MANAGEMENT

Objective of the Questionnaire

This questionnaire is prepared by fourth year marketing management student. I am carrying out a research entitled the assessment of Advertising practice in the case of AL-SAM PLC.

Your views are important for the success of the research, therefore pleas express your opinions and experience as openly as possible. Your answers have great impact on the research.

Thanks you for your cooperation.

Instructions

- Writing your name on the questioner is not necessary
- If the question has an alternative put “x” on the space provided

1. General characteristics of the respondent

1.1. Sex A. Male B. Female

1.2. Age A. 18-30 B. 31-37 C.38-54 D.55 & above

1.3 Educational background

A. 1- 12th grade B. Complete

C. Diploma D. First Degree E.2nd Degree& above

1.4. Occupation

A. Government B. Private Organization C. NGO

D. Self-employee

Questions directly related with the subject understudy

1. Do you know Al-SAM products?

A. Yes B. No

2. Have you seen advertising of AL-SAM PLC?

B. Yes B. No

3. Which product do purchase frequently among the company's product (you mark more than one)?

A. B-29 B. B-29 Powder soap C. Ayelu body soap

4. Most of the time by which media do you see/ listen the advertisement of AL-SAM?

A. TV B. Radio C. Bill board D. News paper

5. How does the company's TV advertisement influences you to buy the company's product?

A. Very high

B. High

C. Medium

D. Low

E. Very low

6. Through which program you often watch/listen the company's advertisement?

A. After news

B. With entertainment program

C. During holiday

D. Others _____

7. Do you agree that you can identify and differentiate AL-SAM product out of number of variety Competitive product advertisement released by varies marketers?

A. Strongly agree

B. agree

C. neither agree nor disagree

D. Disagree

E. Strongly disagree

8. Do you agree that you see the company's TV advertisement frequently?

- A. Strongly agree
- B. agree
- C. neither agree nor disagree
- D. Disagree
- E. Strongly disagree

9. Do you agree that the TV advertisement of the company is reachable?

- A. Strongly agree
- B. agree
- C. neither agree nor disagree
- D. Disagree
- E. Strongly disagree

10. Do you agree that the TV advertisement the company is attractive?

- A. Strongly agree
- B. agree
- C. neither agree nor disagree
- D. Disagree
- E. Strongly disagree

11. Do you agree that the company advertise on TV its advertisement at the right time?

- A. Strongly agree
- B. agree
- C. neither agree nor disagree
- D. Disagree
- E. Strongly disagree

12. Most of the time in which language do you sees the advertisement?

- A. Amharic
- B. Oromogna
- C. Tigrigna

13. How do you evaluate message clarity?

- A. very good
- B. good
- C. medium
- D. poor
- E. Very poor

14. How do you evaluate the company's advertising activity comparing with competitors?

- A. Very good
- B. Good
- C. Medium
- D. Poor
- E. Very poor

15. Do you agree the advertisement enable you to know about AL-SAM soaps?

- A. Agree
- B. Somewhat agree
- C. Disagree
- D. Partially disagree

16. How much do you think the TV advertisement transfer the required information?

- A. Very high
- B. High
- C. Medium
- D. Low
- E. Very low

17. How do you evaluate the attractiveness of the message?

- A. Very good
- B. Good
- C. Medium
- D. Poor
- E. Very poor

18. At which media do you suggest the company's advertising message easily delivered to the customer?

- A. TV Radio Billboard

19. Generally what is your opinion about the media which is selected by AL-SAM to advertise its product?

APPENDEX –B: Questionnaire to be filled by customer of AL-SAM PLC.

(English version)

ST. MARY'S UNIVERSITY

BUSINESS FACULTY

DEPARTEMENT OF MARKETING MANAGEMENT

Interview questions

1. How many advertising media did you use to the advertising campaign?
2. Who select the advertising media?
3. What are the company procedures to select the advertising media?
4. On which media type do the people encourage the advertisement?
5. What is the main objective of your adverting
6. How is your actual performance in relation to the objective of advertising?
7. How much is your annual budget for your advertising campaign?
8. Do you have any measure to evaluate the company advertising media?
9. How do you evaluate the effect of advertising on the consumer buying decision?
10. On which part of the population does your adverting mainly address?

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የመጠይቁ አላማ

ይህ መጠይቅ የተዘጋጀው በአራተኛ አመት የማርኬቲንግ ማኔጅመንት ተማሪ ነው። የአል-ሳም ኃላ/የተ/የግ/ማህበር የማስታወቂያ ስራዎ ግምገማ የሚል ርዕስ የተሰጠው ጥናት በማካሄድ ላይ እንገኛለሁ።

ይህ ጥናት ግቡን ለመምታት እንዲያስችለው የእርስዎ አስተያየት አስፈላጊ ይሆናል። በመሆኑም በቻሉት መጠን እና በግልጽነት እባክዎን አስተያየትዎን ይግለጹ። እርስዎ የሚሰጡት ምላሽ በዚህ የጥናት ሥራ ላይ ትልቅ ተጽእኖ ይኖረዋል።

ለትብብርዎ እናመሰግናለን።

መመሪያዎች

- በመጠይቁ ላይ ስምዎን መፃፍ አስፈላጊ አይደለም
- ጠያቂው ሌላ አማራጭ የሚኖረው ከሆነ በባዶ ቦታው ላይ “X” ያስቀምጡ

1. የመላሹ አጠቃላይ መግለጫ

1.1 የታ ሀ. ወንድ ለ. ሴት

1.2 እድሜ ሀ. 18-30 ለ.31-37 ሐ. 38-54

መ. 55 እና ከዚያ በላይ

1.3 የትምህርት ሁኔታ

ሀ. 1-12^ኛ ክፍል ያጠናቀቀ ለ. ዲፕሎማ ሐ. የመጀመሪያ ዲግሪ

መ. 2^ኛ ዲግሪ እና ከዚያ በላይ

1.4.የስራ ሁኔታ

ሀ. የመንግስት ለ. የግል ሐ. የርዳታ ድርጅት

መ. የግል ስራ

በጥናት ስር ከሚገኘው ጉዳይ ጋር ቀጥተኛ ግንኙነት ያላቸው ጥያቄዎች

1. የአል-ሳምን ምርቶች ያውቃሉ?

ሀ. አዎ ለ. አላውቅም

2. የአል-ሳም ኃላፊ/የተ/የግ/ማህበርን ማስታወቂያ አይተው ያውቃሉ?

ሀ. አዎ አላውቅም

3. ከድርጅቱ ምርቶች መካከል በተደጋጋሚ የሚገዙት የትኛውን ምርት ነው (ከአንድ በላይ ምልክት ያድርጉ)?

ሀ. ቢ-29 ለ. ቢ-29 የዱቁት ሳሙና ሐ. አየሱ የገላ ሳሙና

4. አብዛኛውን ጊዜ በየትኛው መገናኛ-ብዙሀን አማካኝነት የአል-ሳምን ማስታወቂያ ያያሉ/ ያዳምጣሉ?

ሀ. ቲቪ ለ. ሬዲዮ ሐ. ቢልቦርድ መ. ጋዜጣ

5. የድርጅቱን ምርቶች በተመለከተ የድርጅቱ የቴሌቪዥን ማስታወቂያ በእርስዎ ላይምን አይነት ተጽእኖ ፈጥሯል?

ሀ. በጣም ከፍተኛ

ለ. ከፍተኛ

ሐ. መካከለኛ

መ. ዝቅተኛ

ሠ. በጣም ዝቅተኛ

6. አብዛኛውን ጊዜ የድርጅቱን ማስታወቂያ የሚያዩት /የሚያደምጡት በየትኛው የቴሌቪዥን ፕሮግራም ነው?

ሀ. ከዜና በኋላ

ለ. ከመዝናኛ ዝግጅት ጋር

ሐ. በበዓል ቀናት

መ.ሌሎች _____

7. በተለያዩ የገበያ ተወዳዳሪዎች ከሚለቀቁ በርካታ የተወዳዳሪ ምርቶች ማታወቂያዎች መካከል የአል-ሳም ምርቶችን ለይተው ለማወቅ እንደሚችሉ ያምናሉን?

ሀ. በጣም እስማማለሁ

ለ. እስማማለሁ

ሐ. እስማማለሁም አልስማማም

መ. አልስማማም

ሠ. በጣም አልስማማም

8. የድርጅቱ የቴሌቪዥን ማስታወቂያ በተደጋጋሚ ይቀርባል ብለው ያምናሉ?

- ሀ. በጣም እስማማለሁ
- ለ. እስማማለሁ
- ሐ. እስማማለሁም አልስማማምም
- መ. አልስማማም
- ሠ. በጣም አልስማማም

9. የድርጅቱ የቴሌቪዥን ማስታወቂያ በትክክል ይደርሳል ብለው ያምናሉ?

- ሀ. በጣም እስማማለሁ
- ለ. እስማማለሁ
- ሐ. እስማማለሁም አልስማማምም
- መ. አልስማማም
- ሠ. በጣም አልስማማም

10. የድርጅቱ የቴሌቪዥን ማስታወቂያ ሳቢ ነው ብለው ያምናሉ?

- ሀ. በጣም እስማማለሁ
- ለ. እስማማለሁ
- ሐ. እስማማለሁም አልስማማምም
- መ. አልስማማም
- ሠ. በጣም አልስማማም

11. የድርጅቱ ማስታወቂያ በተፈለገው ጊዜ ይቀርባል ብለው ያምናሉ?

- ሀ. በጣም እስማማለሁ
- ለ. እስማማለሁ
- ሐ. እስማማለሁም አልስማማምም
- መ. አልስማማም
- ሠ. በጣም አልስማማም

12. አብዛኛውን ጊዜ ማስታወቂያዎቹን የሚያዩት በየትኛው ቋንቋ ነው?

- ሀ. አማርኛ
- ለ. ኦሮሚኛ
- ሐ. ትግርኛ

13. የመልዕክቱን ጥራት እንዴት ይገመግሙታል?

- ሀ. በጣም ጥሩ ለ. ጥሩ ሐ. መካከለኛ
- መ. ደካማ ሠ. በጣም ደካማ

14. ከሌሎች ተወዳዳሪዎች አንጻር የድርጅቱን የማስታወቂያ ስራዎች እንዴት ይገመግሙታል?

- ሀ. በጣም ጥሩ
- ለ. ጥሩ
-

ሐ. መካከለኛ

መ. ደካማ

ሠ. በጣም ደካማ

15. የቴሌቪዥን ማስታወቂያዎቹ ስለአል-ሳም ሳሙናዎች እንዲያውቁ እንዳደረግዎ ያምናሉ?

ሀ. እስማማለሁ

ለ. በተወሰነ መልኩ እስማማለሁ

ሐ. አልስማማም

መ. በከፊል አልስማማም

16. ማስታወቂያው ተፈላጊውን መረጃ የማስተላለፍ ደረጃውን በተመለከተ ምን ያስባሉ?

ሀ. በጣም ከፍተኛ

ለ. ከፍተኛ

ሐ. መካከለኛ

መ. ዝቅተኛ

ሠ. በጣም ዝቅተኛ

17. የመልዕክቱን መስህብነት እንዴት ይገመግሙታል?

ሀ. በጣም ጥሩ

ለ. ጥሩ

ሐ. መካከለኛ

መ. አንስተኛ

ሠ. በጣም አንስተኛ

18. የድርጅቱ የማስታወቂያ መልዕክት ለተጠቃሚው የሚደርሰው በየትኛው መገናኛ ብዙሀን ነው ብለው ያስባሉ?

ሀ. ቲቪ

ለ. ሬዲዮ

ሐ. ቢልቦርድ

19. በአጠቃላይ አል-ሳም ምርቶቹን ለማስተዋወቅ የመረጠውን የመገናኛ ብዙሀን ዘዴ በተመለከተ ምን ያስባሉ? _____

THE CANDIDATE'S DELARATION

I under signed declare that this senior essay is my original work prepared under the guidance of Meaza G/Medhin . All resource of materials used for manuscript have duly acknowledged.

Name: Yimeslal Yeneabat

Signature: _____

Place of submission: St. Mary's University Department of Marketing Management

Date of submission: _____

ADVISOR'S DECLARATION

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

Name: _____

Signature: _____

Date: _____