

ST.MARY'S UNIVERSTY
BUSINESS FACULTY
DEPARTMENT OF MARKETING MANAGEMENT

**AN ASSESSEMENT OF ADVERTISING PRACTICE IN THE CASE OF MOHA SOFT
DRINK INDUSTRY S.C**

BY:-

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JUNE, 2014

SMU

ADDIS ABABA

**AN ASSESSEMENT OF ADVERTISING PRACTICE IN THE CASE OF
MOHA SOFT DRINK INDUSTRY S.C**

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BACHELOR OF ARTS IN MARKETING MANADEMENT**

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertising is powerful communication tool directed towards specific target audience or customers in order to the message regarding a particular product meaningfully and persuasively with a view to achieve certain specific objectives such as to establish brand loyalty, expansion of the existing market and increase sales volume (Kummar and mittal, 2002:2) moreover, advertising is the best known and almost widely discussed form of promotion, probably because of its pervasiveness. It is also Avery important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets (Belch & Belch, 2004: 16)

Furthermore, print advertising is one of the many vehicles for getting message to target audience; it is also one of the most frequently used methods and has proven to be quite effective. To be effective, advertising must arouse readers in some way and create a desire, to be “proactive”. This means that it must promote readers to call or take some other reaction. Print advertising work because readers see the product and read your promotional message (Mohan, 2004:212).

Moha Soft Drinks Industry S.C was founded on the 5th of May 1996. The company was founded after accusation of four Pepsi cola Plants located at Addis Ababa (Nefassilk and T/haymanot) Gonder, Dessiesse which were purchased by Sheik Mohammed H.A.L Moudi in the 18th of January 1996 currently with new factory in (Awassamillennium plant). **Moha** is engaged in the production of Pepsi cola, 7up, Mirinda orange, Mirinda tonic and Mirinda Apple. The products are available in 300 mlreturnable bottle, 1 liter plastic bottle and in key or barrel container. In addition to this **Moha Soft Drink Industry S.C** is engaged in the production of bottle water in 0.5 liter plastic bottle returnable glass bottle by name Cool.(broacher)

In this research paper, the researcher will be asses the advertising activity of **Moha Soft Drinks Industry S.C**.

1.2 Statement of the Problem

Effective promotional strategy and controlled practice can access firm to achieve its marketing goals. Both client and agencies are continually striving to determine whether the communications are working and how well they are working relative to another options. (Belch and Belch 2003:39)

Advertising is an important part of marketing promotional mixes. Because it is a cost effective important for communicating large audience secretes brand image and symbolic appeals for a company. And also plays important role in bring companies and potential customers closer and facility the exchange process, (Tomas, 2004:2100).

The company use specially billboard and banners. The researcher primary assessment indicate that the place were covered by the company's banner and billboard on the gate of Addis Ababa boundary to say welcome, on selected city place by using a famous national and international foot ball players on sport compound, the company also uses news paper and magazines such as on sport newspaper. They post their product by using big picture on vehicles like city buses.

There are a lot of factor that affect the advertisement, for instance the advertise give less attention to issue like time frequency attractiveness, they don't adjust their advertisement current events, don't change billboard once it post the company post it product by using big billboard at the entrance and exist of Addis Abeba the quality of billboard and place selection is very poor.

1.3 Basic Research Question

Considering the problem discussed in the previous section, the following research questions were drawn:

1. What is the current practice of advertisement in the case of **MOHA Soft Drink Industry S.C?**
2. What are the factors that the company should consider to have an effective advertisement?

3. What are the procedures used by the company to select advertising media?
4. What are the main challenges in advertising practice of the company?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of this study is to identify the advertising practice **Moha Soft Drink Industry S.C.**

1.4.2 Specific Objective

1. To indicate the current practice of advertisement in the case of **Moha Soft Drink Industry S.C**
2. To point out the factors that the company should consider to have an effective advertisement.
3. Understand the procedure of the company used to select advertising media
4. To signify the main challenge in advertising practice of the company.

1.5 Significant of the Study

- It is very important for **Moha Soft Drink Industry S.C** to know the main weakness and strength with regarding to advertising and to use as an input to make decision.
- It helps the student researcher in applying the concept and theories in the real world.

It can be use as an input for the other researchers or the company to make an in depth study on the area.

1.6 Scope of the Study

This study paper concentrates only on the print advertising practice of **Moha Soft Drinking Industry S.C** apart from this the study was concentrate on the Branch office of the company which is found around Gergi in Addis Ababa. The reason for selection of Gergi was due to referral from head office because of the advertisement practice is active on Gergi branch.

Furthermore the study focused the advertising period of 2004-2006 E.C because it is not possible to get resource more than three years from the company and the time limitation to do the research.

1.7 Research Design and Methodology

1.7.1 Research Design

In order to describe the problem of the advertising practice **Moha Soft Drink Industry S.C** and also to show these problem occurred based on the information to be collect through various instrument, the student researcher was descriptive method this is because to describe the advertising practice of the company.

1.7.2 Population Sampling Technique

The marketing management department, sales outlets and customers of the company considered as the population of the study. For this reason the student researcher was used non-probability sampling approach issue where the recommendation of Malhotra, (2006, 383) non probability sampling approach issue where there is no assurance that all member of the population has some chance of being included in the sample. A total number of 150 customers taken as are liable sample size and the marketing manager.

According to this suggestion these number of customers are enough as to be representative sample to gain information. For this research the student researcher used convenience sampling to technique because it helps to choose samples based on the researchers conveniences in terms of time and space.

1.7.3 Type of Data Collected

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

1.7.4 Method of Data Collection.

The primary data was collected by distributing questionnaire to customers and conducting interview with the company Advertising Manager on the other hand secondary data was collected by investigating different books, brochures and internet etc.

1.7.5 Data Analysis Techniques

Finding will be analyzed using both quantitative and qualitative data analysis techniques. Quantitative data was use to analyze and summarize using percentage and tabulation qualitative data were use analyzers using narration.

1.8 Limitation of the Study

During the preparation of this research the student researcher was facing different challenges. Among the major one is majority customers were not willing to provide the necessary information, limited time and limited resource.

1.9 Organization of the Study

The research covers for chapter, the first chapter deals with introduction part which include background of the study, statement of the problem, objective of the study, significance of the study, scope of the study, research design, metrology and organization of the study. The second chapter includes literature review part of the research. The third chapter includes the data analyses and interpretation. The forth chapter include summery, conclusion and recommendation.

CHAPTER TWO

REVIEW OF LITERATUR

2.1 An overview of Advertisement

Advertising belong to the modern industrial world and to those countries which are developing and becoming industrialize. In the past when a shopkeeper or stall-holder had only to show and shout his goods to passes by; advertising as we know it today hardly existed. The need for advertising developed with the expansion of population and the growth of towns their shops and large stories, mass production in factories, roads and railways to convey goods and popular news papers in which to advertise (Kummar And Mital 2002:18).

The field of advertising is made up of a system of interacting organization and institutions all which play a role in the advertising process. At the core of this system are advertisers, of the organization that provided the financial resources that support advertising. Advertisers are private or public sectors, organization that uses mass media to accomplish an organization objective (Rajeer and Etal 2005)

2.2 Definition of Advertising

An advertisement is an announcement to the public of a product service or idea though a medium to which the public has access the media may be print (Such as newspapers , posters, banners and headings) electronic (Radio, television, video, cable, phone) or other, an advertisement is usually paid from by an advertiser as rates fixed or negotiated with media.

The word advertisers comes from or derived from Latin word “adverto” which means to turn round (the mind) broadly speaking advertising turn the attention of the public to a commodity or service and in the sense it might be called as attention (Pride and others 1998:401).

Advertising has been considered as the most effective method of promotion, for it creates demand, stimulate sales and reach customer quickly and effectively advertising is mass communication, while the other media or promotion are individual communication or face to face communication personal selling involves carrying the message of product to consumer the product sales promotion includes the techniques to motive free items and other incentive price advertising carries only the message and creates demand. It touches the inner part of the desire by the sponsor. But advertising is paid communication (mishra 2004:206).

2.3 Type of Advertising

Based on the media classification for advertising there are four types of advertising media classification for advertising involves the broad cast media including television and radio, outdoor, media specialty advertising and print media, like news paper magazines and direct mail (kumar and Mittal, 2002:206)

I. Broad Cast Media

According to rather (2005: 134), advertisers use two types of media to reach target consumers over the air waves: radio and television

A. Radio

Advertising using the medium of radio may be classified as national or local advertisers. The radio is a prominent vehicle of advertising on our country, and accounts for a large sum of the total advertising budget (Ruthor, 2005:134).

B. Television

It has often been said that television is the ideal advertising medium. Its ability to combine vision image sound, motion, and color presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium.

However, TV does have certain problems that limit or even present its use by many advertisers (Belch and Belch, 2004:351).

II. Out –of Home Advertising

Out of home advertising encompasses many advertising forms, including outdoor, transit and a Variety of other media (Belch and Belch 2004: 432).

A. Out Door Advertising

Outdoor Advertising involves the use of signs and billboards, posters or displays (such as those that appear on a building's wall) and electric seculars (large, illuminated, sometimes animated designs and displays). The marketers may purchase billboards on the basis of showings. A showing indicates the percentage of the total population of a particular geographic area that will be exposed to it during a non-month period (Rathor, 2005:138)

B. Transit Advertising

Transit Advertising is a category of out-of home media that includes bus taxicab advertising as well as posters on transit shelters, terminals, and subways. Today, standardization, better research, more statistical data, and measured circulation make transit advertising more attractive to national advertisers (Kumar and Mittal, 2002: 293).

III. Specialty Advertising

It includes wide varieties of items, such as calendars, book, matches, pens, pencils, knives, cigarettes lighters, blotters, paper weights, rain hats and so on. Advertising specialties are reminders type of promotion. It is hoped that they will lead to customer's orders and re-orders. However, they have limited space available for sales message. They are also costly (Sherlekar, 2002:357)

IV. Print Media

According to kumar and mittal (2002:292) the oprint media have been divided into newspapers magazines and direct mail advertizing.

A. Newspaper

The newspaper is a local advertising medium. It has local coverage in the sense that it reaches a local basis. There are many national news papers, some state level newspapers and some local news paper. News paper depends on their circulation and select news. Features (kumar and mittal, 2002; 224

B. Magazines

Magazines are a means of reaching different markets, both regional and national and of general and specific interest (rather, 2005; 2005)

C Direct mail

Direct mail advertising refers to any advertising matters sent directly to the person the market wishes to influence .these advertisement take the form of letters, catalogs, and soon (lee and johnson , 2003,239)

2.4 Basic Tools to Measures the Effectiveness of Print Advertising

We can either choose to the evaluating prior to the running of advertising in the media called pre-test evaluation or after the advertising have been run in the media called post – test evaluation. Pre testing increase the likelihood of preparing most effective advertising by allowing us an opportunity to detect and realistic since advertizing or flows.post – tasting is elaborate , expensive and is more realistic since advertising are tested in real life setting .pot –testing guide us to future advertising strategy (chunawalla, 2003:144)

Purpose of Pre-Testing

To spot errors in the cope

To make the communication more effective

To dosing the advertising better

To reduce wastage in advertising

To ensure that money is spent prudently (chunawalla, 2003:144)

Purpose of Post –testing

Post _ test seeks to:

Find out the impact of advertising in terms of its being noticed ,seen and read:

Find out its credibility

Find its comprehension

Measure its memorably

Assess its fit with the promotion and marketing mix

Assess whether it has achieved its objective

Assess the relative effectiveness of different copies and Medias plans

Improve future advertising efforts (chunwalla, 200 :70)

2.4.1 Method of Testing

According to (chunwalla 2003:71) advertising can be tested before they are run in the media (pre-testing) or after they have been run (post -testing) .both pre –testing and post –tasting have a number of methods.

2.4.2. Pre-Testing Methods

Pre-testing preferred because it enables on to know effective and advertisement it likely to be before spending the budget and adopting advertising action (mishar,2004 : 306) pre tests are conducted before the advertising are actually run in the media. The elements of advertising copies or the whole advertising can be tested the test can be conducted in a laboratory or studio or in natural environment .pre-testing can test the relative performance of alternative advertising copies (chunawalla,2003:1)

The following methods are use to be pre-test the print advertising

- **Check list method**

These checklists are used to the various elements of the advertising copy or the copy as a whole. Checklist ensure that no important feature is omitted, and there is a balance of all the element .it is simply and speedy process. Checklist are suitable for body text but not four others elements, the copies can be giving as core of all the points, but there can be a bias, so different copy should be rated by different persons (mishra 2004: 307)

- **Consumer jury test**

The consumer –jury test involves person most likely to be exposed to the advertisement .consumer reaction have greeting validity then the reaction of non-consumer .the consumer selected to test the message for point media may be asked to evaluate an advertisement or rate two or more advertisement by their attention –getting power and believe believability .each respondent is asked to express his preference for each advertisement. The most common method is to insert questionnaire in the advertisement and request the readers to indicate their preference on the form and return it to the advertiser or the producer (mishar, 2004: 307)

- **Portfolio test**

Here some dummy advertise are mixed with regular advertising. A number of dummy advertising are put in a folio along with the advertising copy to be tested .the consumer sample sees the folio .the consumer is then asked about what he has seen in advertising .the advertising giving minimum playback is considered the best .it is verified whether the adjudged advertising is dummy or regular .in case, it is dummy the actual advertng is improved on the same lines. (Rather, 2005:160)

- **Mock magazines test**

It is an alternative version of the portfolio test. It does not us a portfolio. but uses a real magazine .it introduces best advertng in a magazine to an experimental group to read. The

control group is also exposed to the same magazine, but is without, test advertising. later are call test is conducted to assess the effectiveness of test advertising. (mishra, 2004: 307)

- **Perceptual meaning studies (PMS)**

This method use time exposure to test the advertising .tech is to scope is an instrument that may be sued in this test. The respondents see the advertising for a pre – determined time, and then are subjected to a recall test –product ,brand illustration and main copy (rather,2005:160)

2.4.3. Post Testing Methods

Post-testing gives us an idea about the actual performance of the advertise in terms of exposure, perception communication and sales effect. We can assess the creditability and comprehension of the advertisings.

- **Recall tests:** in recall test ,the respondents is asked to answer ,entirely on the basis of his memory, whether an individual advertising has been read or not. recall tests can be unaided where respondent are not given any help to recall the advertising .in aided recall methods, respondents are give certain clues for recalling the advertising (chunwalla,2003:77) there call or impact test is designed to measure the positive impression of the advertisement .

In response to the question asked by the interviewer, the reader reveals the accuracy and depth of the impressions by his answer (rather, 200 195)

- **Recognition test** :-in recognition test ,first individuals have to quality as readers of a particular issues .this method is relevant for print media and is not suitable for broadcast media. Recognition test also called **ridership test** .they were first developed by Daniel starch ,it assumes that noticing advertising and buying a product are closely relate ,but this assumption may not always be true (chunawalla, 2003:77)
- **Triple association test:** here a respondent is giving clues or ideas which he can associate with a brand name. Which tooth paste is combination of whiteness and mouth wash? ‘if the answer is close up ‘ the responses is correct with respect to the

brand name ,and its advertising them. If the respondent association the product with the company, the triple association is complete (chunawalla, 2003 78) this tie in advertising with recall by seeking to learn the extent of the consumers association with the product brand name and copy them (rather. 2005 :196)

- **sales effect tests:** they measure the various stages of buyer awareness, preferences buying intention and actual purchase in relation to advertising effort; they are also call progress tests

Attitude testes: as we have seen attitude show our predisposition towards objects, ideas people and places .they indicate overall fillings. The change in attitude as result of adverting is assessed. The assumption is that favorable attitude towards

The product may leady to purchase .most advertising are designed either to reinforce or change the existing attitudes. The altitudes are measured by rating scales (chunawalla 2003;79 according to mishra (2004: 314).

2.5. Selecting Print Media

WHO READS NEWS PAPERS

The simple and truthful answer to “who reads newspaper ” is “just about everyone!” though the trend in newspaper readership is downward ,the majority of adult Americans, regardless of income race or sex read either a daily or Sunday newspaper, and many of them read both. Furthermore, they read their paper not only for news and features but according to an advertising age study, even more intensely for the paper’s advertising, include the classified section.

HOW READ MAGAZINES

If we consider only those magazines that carry advertising, according to media research more than 90 percent of all America adults read at least one magazine per month, with the average adults reading tow magazines per week and spending about one hour with each.

BILLBORDE OUTDOOR DISPLYER

Outdoor advertising, dominated by but not limited to billboards, works local and national advertisers by selling goods and services to travelers, commuters, and those living in the local communities.

HOW TO GET THE BILLBOARD YOU WANT

Billboards are owned or represented by hundreds of different local and national companies, many of which have groups of billboards in specific markets. For local use, if just a few of these companies are listed in your yellow pages, have each one give you a map or tour of their board locations. If that proves unworkable, scout the area holding the boards you want.

THREE KINDS OF MOBILE BILLBOARD

1. Trucks advertising

Three distinctly different kinds of truck “billboard” are in use:

- Special events billboards. These special events promotions quite literally Billboard-on wheels, take attention –catching, brightly lit messages where ordinary billboards would not be permitted. Many can change message electronically, within minutes, as often as desired.
- Mobil billboard, billboard posters, similar to 50-sheet in size, are attached to commercial trucks on regular routes. Other trucks use actual art work. Excellent for markets that restrict conventional outdoor.
- Truck self –advertising. Through all large trucks are painted, few carry a real billboard type selling message as is done by McDonald’s. The selection of specific routes and technology that permits truck-message tracking make this a medium waiting to be discovered...and used.

2. Taxi advertising

Taxis are increasingly becoming carriers of exterior and interior advertising messages. Depending on local rulings, many have lighted signs; some with computer animation and/or LEDs (like TV stock tickers), great for news and sports add-on.

3. Painted cars

A localized phenomenon in some marketers. The personal car billboard, painted in attention-grabbing psychedelic colors and design, has sales message impact on a younger audience. Asked the driver how he or she became the mobile message, then follow their lead to the medium source.

2.6. Deciding on the Advertising Budget

Deciding how much to spend or achieving your specified objective is an important step, since without such discipline, money may be frittered away. It is equally necessary to clarify two possible misunderstandings: one is your budget coverage: how can you prepare a marketing plan without knowing exactly what your budget period is? how can you prepare a plan without knowing the length of time in question and when planning period starts and finishes? Your advertising budget serves as an effective management tool focusing attention on how, when and where to best spend the money; it helps control expenditure although there are numerous ways to establishing the advertising budget it can be grouped into four main approaches. (Mackay, A. 2005:177)

2.6.1. How Much Shall We Spend?

Various methods approach budgeting as percentage casting exercise based on past or anticipated sales, or production casting that include given percentage for each until produced (Mackay, A. 2005:177)

2.6.2. How Much Extra Shall We Spend?

An alternative approach is the marginal or zero based rather than establishing a budget and then deciding on how to spend it, the marginal method adapts a more programmed approach: those applying it decide their expenditure layers by layer with each advertisement paving its way; needless to say not all advertisers can adopt this method only the fortunate few able to evaluate results directly in terms of actual sales (Mackay A, 2005:178).

2.6.3 How Much Will It Cost?

The target sum or objective and task method approaches the problem in a different way: establishing how much it will cost calculated in short this approach reverses the two

planning stage on deciding the budget and then devising the comparing many applied to advertising (Markay, A. 2005:178).

Whatever the consequence, the planning stages of specifying objective setting budget and preparing personal should be interrelated like this linkage rises the important matter of priorities as desired campaign is not affordable then planners must consider if not earlier the budget must be increased or objective reduced to a more realistic level reality impinges (Mackay, A.2005:178)

With full background of information a specific objective and a clear budget you are in appositions to plan your advertising before starting on any detail however you will find it sound practice to consider contingency reserve rather than plan expenditure to the last penny most advisers find it advisable to keep some in reserve said it allows for expected expenditure which without such reserve would weaken your carefully planned coping on positive side reserve (Mackay,A.2005):178).

2.7.Scope of Advertising

According to (Mishra 2004:62)the scope is described on the basis of activities included under advertising and their forms and system, objective and functions.

2.7.1.Message

Message is designed in a systematic and psychology manner to influence the prospective customer formulating on the bases of need, environmental objectives. It may or may not brilliant in planning and execution. But it should be representative of the product. The success of the advertising depends upon the effectiveness of the message.

2.7.2Media

The selection of the media should be made on the bases of the type of customer to be approached, and the capacity of the organization to bear the cost.

2.7.3.Merchandize

The advertiser should demonstrate the attribute of a similar product of competitor. Sometimes, similar products by different producer are advertise to avoid computation and make the public aware of non-controversial nature of there advertisement.

2.8 Benefit of Advertising

2.8.1 Information

(According to mohna 2004) consumers need information about various good and services. During to ignorance, a consumer may purchase an inferior product, pay higher price or even not know that the product exists. information given in an advertisement could be about the company and its products or services.

2.8.2 Branding Image Building

Very after advertising is used to build a brand image. Images are mental picture of brands that may appeal to different segments' of the target audience in varying degrees. these may have their origin in real or assumed features. The image projected are geared to match the needs and expectations of the target audience.

2.8.3 Innovation

Adverting is seen to perform this task most effectively for new product. In a way it reduces the risk of innovation. The cost of innovation can be more than recovered by the sales which advertising may generate and this encourage manufactures to under taken research and development.

2.8.4. Growth of Media

The acceptance of advertising enhances the potential for raising advertising revenues. This in turn helps the launching of new publication and expand ding rhe media.

2.8.5. Long-term and Indirect Benefits

Advertising is a feature of free competitive enterprise and can be a contributory factor towards greater availability of goods. It increases distribution not only the advertised products, but for other products as well. Advertising helps to reduce the cost of goods sold to the consumer.

2.8.6. Limitation Of Advertising

Several limitations are also attributed to advertising. There is a few that advertising increases the cost of goods sold to the consumer. The qualitative aspect of advertising increases the cost of goods to the consumer. The qualitative aspect of advertising is its strengths. It can also be a major weakness when stereotyping starts, at the expense of originality, creativity and innovation. (Manendra Mohan; 2004:11).

2. 9. Role of Advertising

Advertising is an all-pervasive facet of most growing communities. It has important consequences for the advertiser who use it and for individuals who are exposed to it. The following aspects illustrate the basic purpose of advertising.

2.9.1. Communication with Consumers

There is a major way of establishing between manufacturers and other organizations provide services and an increasing need for information about a wide variety of products as economy expands and grows more complex.

2.9.2. Persuasion

Advertising attempts to persuade prospective buyers to buy a product/ service. According to clyde Miller, all success in business, industry and similar activities depends upon the process of planned persuasion. (Manendra Mohan; 2004:4)

CHAPTER THREE

DATA PRESENTATION AND INTERPRETATION

This paper of the student researcher paper is given to presentation of data collected from respondents of this particular study. This chapter is dedicated to present analysis that is made on all collected data through questionnaire and interview. Questioners were distributed to respondents who were found to the researcher convening areas such as around Mixico and Jemo site areas out of 150copies of questionnaires distributed, 133 were filed out thoroughly and returned. The interview which also is supposed to aid the successful completion of this chapter was held with the marketing manager of **Moha Soft Drinks Industry S.C.**

The summarized data is then analyzed by applying descriptive analysis method using tables following detail explanations. At least interpretation is made to demonstrate implications of the major findings.

3.1 General characteristics of the respondent

Based on the response obtained from the sample respondents, the analyses and interpretation of the data are presented below.

Table -1 General characteristic of the respondents

No	Description	Respondent	
		No	%
1.	Sex		
	Male	62	46.61
	Female	71	53.38
	Total	133	100
2.	Age		
	25-27	33	24
	28-37	62	46
	38-47	20	16
	48-57	18	14
	58 years and above	-	-
	Total	133	100
3.	Education background		
	Grade 10 completed	33	25
	Certificate	52	39
	Diploma	25	19
	^{1st} degree	23	17
	^{2nd} degree	-	-
	Others	-	-
	Total	133	100

As it can be seen in table 1 of item 1, above 62 (46 .61 %) of the respondent customers were male 71 (53 .38 %) of the respondents were female. This may give good direction to the company to give special attention towards female customer as that of males.

Regarding table 2 from item 1, it can be seen that most are at age 25-27 (24%) respondent,28-37 (46%) respondent 38-47 (16%) ,of the respondent were on the age of 48-57 (14%).This implies that the majority of the customers are at medium age.

The last item of background study was educational background. The respondent have received their 33 (25%) have received their grade 10completed, 52 (39%) have received their certificate, and 25 (19 %-) have received diploma, 23 (17%) have received ^{1st}degree. This implies that most of the company customer's educated and this helps for researcher together reliable data.

3.2 Analyses of questioner directly related to the study

Table 2 has information on awareness of the company frequently among company product.

No	Description	Alternative	Respondent	
			No	%
1.	Do you know Moha product			
		Yes	43	33
		No	90	67
		Total	133	100
	Among company's product which one did you purchase frequently	Pepsi cola	15	12
		Merinda orange	54	40
		7 ^{up}	32	24
		Merinda apple	22	16
		Col water	10	8
		Total	133	100

According to table 2 item 1, customers were asked if they were aware of the company products. Thus 43 (33%) respondents have awareness about the company products and the rest 90 (67%) of respondent are not aware of the company product.

Even through number of the respondent has awareness of the company product majority of respondent has not awareness the product.

According to tables 2 item 2, customers were asked among the company's product which they purchase frequently. Thus 15 (12%) represented purchase Pepsi cola 54 (40%) of respondent have purchase merinda orange frequently 32 (24%) of respondent purchase 7^{up} frequently 22 (16%) represent purchase merinda apple frequently and the rest 10 (8%)of respondents have purchase col water .

Based on the above information one can deduce that among the company's product Mirinda orange is the most frequently purchase by its customers than the rest of company product from this one can deduce that the company does not give much attention for the rest of the product .

3.3 Type of media the company uses to advertise

Table 3 Respondent response on type of advertisement the company uses.

No	Description	Alternative	Respondent	
1.	Have you seen advertisement of the company		No	%
		Yes	50	31.25
		No	83	66.15
		Total	133	100
2.	How often do you buy Moha products after you see/hear the advertisement	Very high	-	-
		High	10	20
		Medium	20	40
		Low	10	20
		Very low	10	20
		Total	50	100
3.	In which media did you see /listen the advertisement of Moha	Radio	20	40
		Billboard	5	10
		TV	25	50
		Total	50	100

From table 3 item 1, 50 (31.25%) of the respondents have seen the advertisement of **Moha Soft Drink Industry S.C** and the remaining 83 (66.15%) rated the total respondent did not see/hear the advertisement of **Moha Soft Drink Industry S.C**.

From the above information, one can deduce that the majority of the respondent did not see the advertisement of the company.

As table 3 of the sample item 2, signifies to 10 (20%) rated the response of how much you buy **Moha** products after they see /hear the advertisement as high 20 (40%) of them rated as

medium,10 (20%)of the respondent rated as low and 10 (20%)of the respondent rated as very low.

From the above information, one can deduce that **Moha Soft Drink Industry S.C** customer buy the products after they see/hear the advertisement.

From the above table 3 item 3, 20 (40%) of the respondent lists radio advertising 5 (10%) the respondent are to see the billboard advertisement 25 (50%)of respondents have to see the TV advertisement.

From this analysis one can clearly understand the, large number of customer mostly observe **Moha Soft Drink Industry S.C** advertisement from TV. From the interview conducted to that the company manager replied that billboard advertisement is good for in addressing mass target audience and its very effective delivering the desire message. On the other hand majority of respondents replied the don't s seen by billboard advertisement method. This implies that the company work on billboard advertisement.

3.4 Customer response regarding if Moha work to bring strong attitude about new product

Table 4 has information regarding the company work to bring strong attitude about new product.

No	Description	Alternative	Respondent Customer	
			No	%
1.	Do you believe Moha work to bring attitude about its products	Strongly agree	30	22
		Agree	42	31
		Neutral	-	-
		Disagree	46	35
		Strongly disagree	15	12
		Total	133	100

As it depicted table 4 item 1, represent were asked about their belief regarding in **moha** bring attitude about the products 30 (22%) of respondent strongly agree, 42 (31%) of respondents agree, 46 (35%) of respondent disagree and the rest 15 (12%) rated strongly disagree.

Moreover, it is possible to deducted that signifies number of respondent disagrees that **Moha Soft Drink Industry S.C** does not bring strong attitude about new product.

3.5 Shows about time of company advertising

Table 5 has information regarding the time of the advertisement released.

No	Description	Alternative	Respondent	
			No	%
1.	Could you remember the time in which the company advertisement reaches to their customer in TV and radio	after news	10	20
		With entertainment program	20	40
		During holiday	5	10
		I don't remember	15	30
	Total	50	100	

As shown the above table 5 item 1, 10 (20%) of respondents reach the advertisement. After news passed, 20 (40%) of the customer respondents are reach the advertisement with internment program 5 (10%) of respondents also with during holiday 15 (30%) of respondent with other program advertisement passed.

From the above finding we can understand the majority of the respondent did not remember the time in which the advertisement of **Moha Soft Drink Industry S.C** released. As the fact

show in the study of literature review when advertisement is designed it has to have a systematic and physiological manner to influence the prospective customer to remember the advertisement.

3.6 Customer ability to identify the advertisement

Table 6 has information on ability of customer to identify the advertisement

No	Description	Alternative	Respondent	
			No	%
1.	Can you identify and differentiate Moha product out of number of Varity competitive product advertisement released by Various marketers?	Very identifiable	-	-
		Identifiable	24	18
		Unidentifiable	42	31
		Very unidentifiable	16	12
		Confusing	51	39
		Total	133	100
2.	If you answer for about question is what is your reason?	The advertisement is not reachable	10	14.2
		The advertisement is not frequent	10	14.2
		The advertisement is no attractive	20	28.57
		The advertisement is not unique from others	30	42.85
		Total	70	100

According to table 6 item 1, respondent were asked to rate the ability of advertisement 24 (18%) of the respondent replied it is identifiable, 42 (31%) say unable to unidentifiable 16 (12%) of the respondent replied it is unable to very identify, 51 (39%) say confusing.

On the basis of the above information, one can infer that the customer confused to identify **Moha** advertising from Varity

As show the above table 6 item 2, 10 (14.2 %)of them are unable to identify and differentiate **Moha** advertisement from number of advertisement because of the respondent is not reachable,10 (14.2%)of the respondents could not able to identify and different be causes the advertisement is not frequently 20 (28.57%)of the respondent could not able to identify and recall the advertisement as a result of an attractive nature of advertising package, the remaining30 (42.85%) respondent were not unique from the competitors.

Moreover, it is possible to deduce that the advertisement is not frequent and differentiable for the reason that the advertisement is not unique from others.

3.7 Type of language the company use when advertising

Table 7 has information which language does the customer see /hears the advertisement.

No	Description	Alternative	Respondent	
1.	Most of the time by which language do you see the advertisement		No	%
		Amharic	120	90
		Oromigna	6	5
		Tigrina	7	5
		Total	133	100

As shown table 7 item 1, Respondents watch the advertisement of the company product 120 (90%) on Amharic 6 (5%) of respondents oromigna and the rest 7 (5%) of the respondent see advertisement tigrina. From the above information one can infer that company does not frequently use by other language

3.8 Show about the message clarity on billboard advertisement

No	Description	Alternative	Respondent	
1.	How do you evaluate message clarity of Moha product advertising		No	%
		Very high	20	15
		High	40	30
		Medium	56	43
		Low	17	12
		Very low	-	-
		Total	133	100

The above table 8 item 1, it is clarity observed 20 (15%) of the total respondents are suspended that very high, 40 (30%) of the total respondents responded high influenced by the clarity of **Moha** advertisement. And 56 (43%) of the respondents also said medium clarity influenced. Terming and 17 (12%) of the respondents are said low influenced by the message clarity of **Moha** advertisement. The large number of respondent side that the message clarity of **Moha** product advertisement medium.

3.9 customer response regarding clarity of Moha advertisement

Table 9 has information on billboard advertisement.

No	Description	Alternative	Respondent	
1.	Have you see billboards advertising of the company along side?		No	%
		Yes	87	65
		No	46	35
		Total	133	100
2.	How much are you attracted to buy by billboard advertisement?	Very high	-	-
		High	19	11
		Medium	20	15
		Low	40	33
		Very low	54	41
		Total	133	100

As it is denoted in table 9 of item 1, the respondent were asked if they see billboard along road side 87 (65%) of the respondent see the advertisement along road side and the rest 46 (35%) of the respondent did not see billboard advertisement along road side.

Even though, majority of the respondent the see billboards advertisement of the company alongside .The number of respondent did not see billboard advertisement of the company along side.

As table 9 of the same item 2, signifies 19 (11%) rated the response as highly attracted to buy by billboard advertisement, 20 (15%) of the respondent rated as medium,44 (33%) of

the respondent rated low and 54 (41%) of the respondent rated as very low. From the above information, one can infer that **Moha** billboard advertising is not noticed

3.10 Customer response regarding the effectiveness of advertising

Table 10 has information the effectiveness of advertising

No	Description	Alternative	Customer response	
1.	Do you believe the advertisement enable you to know about Moha products?		No	%
		Strongly agree	54	41
		Agree	40	30
		Neutral	20	15
		Disagree	19	14
		Strongly disagree	-	-
		Total	133	100
2.	How do you think the advertisement transfer the require in information	Very high	20	15
		High	36	27
		Medium	-	-
		Low	40	31
		Very low	36	27
		Total	133	100
3.	At which media do you suggest the company advertisement message easily deliver to the customer	Television	60	45.1
		Radio	44	33
		Billboard	29	21.80
		Total	133	100
4.	Do you believe the advertisement is enough?	Yes	14	11
		No	119	89
		Total	133	100

As it depicted in table 10 of item 1, respondent were asked about if the advertisement enable them to know about **Moha** products.54 (41%) of the respondents are strongly agree 40 (30%)of the respondent were agree 20 (15%)of the respondents are neutral 19 (14%) were disagree .

From the above information, large number respondent of the advertisement enable them to know about **Moha** products.

As show table 10 item 2, According to the transfer the require information the respondent response 20 (15%) very high 36 (27%) high 40 (31%) low and the rest 36 (27%) were very low.

From the above result we understand that most of the respondents are low transfer the require information the advertisement.

As it is depicted in table 10 item 3 respondent about it the advertisement message easily delivered to the customer 60 (45.1%) of the respondent are television 44 (33.0%) of respondent radio the rest 29 (21.80%)were billboard .

From this analyses most of the advertisement message easily delivered to the customer advertising **Moha Soft Drink Industry S.C** from television.

As show table 10 item 4,According to respondents were asked about if the advertisement enough 14 (11%) respondent is yes 119 (89%) respondent are no. we understand from the above result the company is not consider fluctuating more advertising.

Table 11. Customers' Opinion towards The Company Advertising Effectiveness

No	Description	Alternative	Respondent	
1	In which medium shall the company use to make its advertising effectiveness?		No	%
		Television	35	27
		Bill board	66	49
		Radio	23	57
		Magazine	9	7
		Total	133	100

From the above table 11 item 1, 35 (27%) of respondents prepaid television advertising is effective 66 (49%) of respondents are believed that assume effective billboard, 23 (17%) of respondents are good to use magazine the rest 9 (7%) of respondents are said magazine is nice.

From the above result of total respondents majority of the respondents are preferred to use billboard advertisement. Because billboard is a very large advertisement method used on major high ways and busy streets to promote many different areas of products, company, and people .

Data gathered through an interview with the manager of advertising

This research paper attempts to underline the finding through an interview made with the marketing manager of the company.

1. What is the main objective of the company?
 - The marketing manager respondent as follow the objective of the advertisement to create awareness about our product and to **Moha Soft Drink Industry S.C** increase our sales volume comparing with our competitors.
2. Which media the companies use to advertise its product?
 - According to the marketing manager **Moha** uses print advertising this is because most of the customer knows our products plus billboard advertisement can attract money customer.
3. Who select advertising media?
 - The manager answered there is no formal criteria /producer/to select the advertisement media but mass targeting, cost, and effectiveness are usually used procedure to select the advertising media.
4. Do you have procedure to select the advertising media?
 - The manager answered billboard advertisement has been good in addressing mass target, audience and it is very effective in delivering the desiring the desired message.
5. Is there any standard to measure the effectiveness of **Moha Soft Drink Industry S.C** advertising?
 - Responding to the measurement of effectiveness of the advertisement the manager replayed that **Moha** measure its

advertising effectiveness based on sales volume. That means the higher advertising activity should result for the higher. Sales volume and lower advertising activity ,activity lower sales volume.

6. How many advertising media did you use to advertise your product?

- Responding to the types of advertising Medias the company use to advertise its products. The manager say mostly the company realizes its advertisement mostly using billboard but a long time ago it also use TV but currently we use billboard to the advertising product.

7. In general how do you express the role of advertisement and its impact on your company?

- As you know advertising it is a printed salesman ship by which the goods are made popular any how it is an effective and economical way of establishing contract with customer it greatly helps us to change social attitudes. We get that advertising to remained the public about the existence of very amazing products of **Moha Soft Drink Industry S.C.**

CHAPTER FOUR

SUMMARY, CONCLUSION AND RECOMMENDATION

From the analyses and interpretation made in the previous chapter the following summary; conclusion and recommendation.

All data analyses and detailed discussion made in the preceding part of this study are meant to lead the researcher to possible conclusion and recommendations so that the facts and situations that are aimed to be described can be stated explicitly for measure to be taken for further analysis. This conclusion and recommendation parts of this paper are thus devoted to infer based on the facts collected from different sources.

4.1. SUMMARY

- ✓ Regarding to the sex of respondents 62 (46.61) are male 71(53.38) of respondents are female.
- ✓ Regarding the awareness about the company product 90(67%) of the respondent are not aware of the product
- ✓ Significant number of respondent 15(12%) frequently purchase Pepsi cola, 54(40%) of the respondent frequently purchase Merinda orange, 32(24%) 7^{up}. 22(16%) of the respondent frequently purchase Mirinda apple, frequently the rest 10(8%) of respondent have purchase Cool water.
- ✓ Around 50(31.25%) of the respondent seen the advertisement of **Moha** and the rest 83(66.15%) did not see the advertisement **Moha**
- ✓ 10(20%) of respondent replied high top purchase **Moha** product after they see/hear 20(40%) medium 10(20%) low and 10(20%) replied very low.
- ✓ In relation to the media type that the company use to advertising its product 20(40%) of respondent said radio 5(10%) of respondent said billboard 25(50%) of respondent said TV
- ✓ 15(30%) of respondent does not remember the time of the advertisement release 10(20%) of respondent after news 20(40%) replied with entertainment program and 5(10%) replied during holiday.

- ✓ Regarding the customer belief to identify the advertisement out of 42(31%) unidentifiable, 16(12%) very unidentifiable, 51(39%) confusing.
- ✓ With regard to which language of respondent see the advertisement 120(90%) replied they see the advertisement in Amharic, 6 (5%) see the advertisement in Ormgna and the rest 7(5%) Tigrina.
- ✓ In relation to they see billboard advertisement along the road side 87(65%) see the advertisement and the rest 46 (35%) did not see billboard advertisement.
- ✓ 14 (11%) of the respondent believe advertisement while the rest 119 (89%) does not believe the advertisement is enough.

4.2. CONCLUSION

Based on the data gathered from customer and the company using questioner and interview data gathering method one can conclude that the company has the following sides.

Depending on the major finding raised on the summary part the conclusion is forward.

- From the result of the response of the customers one can conclude that the respondent those have a large number are aware of the company product not because of advertisement but word mouth and quality of product.
- According to the finding with respect to the questions which product does they purchase frequently, Merind orange have large number of the total population . For this reason, it is possible to say that **Moha Soft Drink Industry** does not give much attention. for the rest of the product.
- The research finding disclosed with if the customer see/hear the advertisement of the company, majority of the customer did not see the advertisement because it is not identifiable from competitor advertisement and the advertisement is not frequent. For this reason, it is possible to say number of customers did not see/hear the advertisement of the company.
- The finding shows that with respect to the customer if they notice the advertisement along the road side, the majority of the respondent does not notice the advertisement because the advertisement does not hold the customers eye as comparing to different billboard standing along the road side.
- The company doesn't have formal procedure to select the advertising media.
- The advertisement of the company is enough .because company doesn't distribute the print media properly and isn't using sufficient air time to advertise its product.

4.3 Recommendation

Based on the analyses made under this study the following recommendation could be given for the problem.

- ❖ The company billboard should be in busy place of addis ababa, colure full, bold, large size and by attractive style. In order to satisfy the customer of **Moha Soft Drink Industry** the company must spend their time and money to work harder to transfer its information as required.
- ❖ In creating advertising message it is better to discuss with customers, experts, dealers and see what competitors do that can be used for successful incorporate efforts.
- ❖ It is advisable to have a formal procedure to select the advertising media.
- ❖ With respect to the language of the advertisement, it is advisable to use different language that the customers will understand the message that are been told.
- ❖ The company needs to have appropriates mechanism to evaluate the advertisement effectiveness by design feedback gathering mechanism and by comparing how much they go with the objective.
- ❖ Billboards, broachers and banner advertising have different advantage for one company but **Moha Soft Drink Industry** doesn't use the above medias so it is advisable to use those medias.

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Appendix A

St. Mary's University

Faculty of Business

Department of Marketing Management

Questioner to be filled by customers of Moha Soft Drinks Industry S.C

Dear respondents

This questioner is prepared by a student researcher, prospective graduate to year 2014 G.C in the field of marketing management for partial fulfillment of a senior essay. This questioner is prepared to assess the applicability, knowledge and ethical value of advertising practices in the case of **Moha Soft Drinks Industry S.C**

Please fill the questioner giving it all your attention because the accuracy of the data collected and the finding of this research paper highly depends on it

Thank you for your cooperation

Remark

- Write your name is not such necessary
- Any put –or – on the space provided beside your answer
- If the question is supposed to be answered to your personal opinion, write it shortly on the space provided

I. Part

General characteristics of the respondent

1. Gender

A. Male

B. Female

2. Educational background

A. Grade 10 completed

B. Certificate

C. Diploma

D. Degree

E. 2nd degree

F. Other _____

3. Age

A.25-27

B.28-37

C.38-47

D.48-57

E.58years and above

II. Part questions directly related with the subject understudy.

1. Do you know **Moha** product?

A. Yes

B. NO

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

A. Pepsi cola

B. Merinda orange

C. 7up

D. Merinda apple

E. Col water

3. Have you seen advertisement of **Moha**?

A. Yes

B. No

4. How much you buy **Moha** products after you see /hear the advertisement?

A. Very high

B. High

C. Medium

D. Low

E. Very low

5. In which media do you see listen the advertisement of **Moha** product

A. Television

B. Radio

C. Billboard

6. Do you believe **Moha** work to bring strong attitude about new product?

A. Strongly Agree

B. Agree

C. Neutral

D. disagree

E. strongly disagree

7. Could you remember the time of the company's advertising campaign which reaches to their customer?

A. After news

B. With entertainment program

C. During holiday

D. don't remember

8. Can you identify and differentiate **Moha** product out of number of Varsity competitive product advertisement released by various marketers?

A. Strongly Agree

B. Agree

C. Neutral

D. disagree

E. Confusing

9. If your answer for question 8 is E or D
- A. the advertisement is not reachable
 - B. the advertisement is not frequent
 - C. the advertisement is not attractive
 - D. the format of the advertisement is not unique from other
 - E. other reason_____
10. Most of the time by which language to you see/listen the advertisement?
- A. Amharic
 - B. Oromigna
 - C. Tigrina
11. How do you evaluate the message clarity of **Moha** product advertising?
- A. Very High
 - B. High
 - C. Medium
 - D. Low
 - E. Very low
12. Have you see billboards advertising of this company along side roads?
- A. Yes
 - B. No
13. How much are you attracted to buy, by billboard advertisement?
- A. Very High
 - B. high
 - C. Medium
 - D. low
 - E. Very low
14. Do you believe the advertisement enable you to know about **Moha** product?
- A. Strongly Agree
 - B. agree
 - C. Neutral
 - D. Disagree
 - E. Strongly disagree

15. do you think the advertisement transfer the require information?

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

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

- A. Television
- B. Radio
- C. Billboard

17. How much are you attracted to buy billboard advertisements?

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

18. In your opinion which media shall the company use to make its advertising effectiveness?

- A. Television
- B. billboard
- C. Radio
- D. magazine

19. Do you believe the advertisement is enough?

- A. Yes
- B. No

20. If your answer for 20s is B then specify shortly what should be done?

21. Generally what is your opinion about the media which is selected by **Moha** to advertise its product _____

Appendix B

St. Mary's University

Faculty of Business

Department of Marketing Management

Interview

This interview prepared to interview the Marketing Manager of **Moha Soft Drink Industry (S.C)**, is required to fulfill the research under study concerned to the Advertising practice of the company.

1. What is the main objective of the company?
2. Which media the companies use to advertise its product?
3. Who select advertising media?
4. Do you have procedure to select the advertising media?
5. Is there any standard to measure the effectiveness **Moha Soft Drink Industry S.C** advertising?
6. How many advertising media did you use to advertise your product?
7. In general how do you express the role of advertisement and its impact on your company?

Declaration

Candidate's Declaration

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

Name: yewebedar agajelew

Signature _____

Place of submission: - ST.MARY'S UNIVERSITY DEPARTMENT OF MARKETING

MANAGEMENT

Date of submission _____

ADVISOR DECLARATION

This senior essay has been submitted for examination with my approval as the university advisor.

Name _____

Signature _____

Date _____