

**An Assessment of Outdoor Advertising Practice: The Case of Addis Ababa**

**Bethel Kassahun**

**St. Mary's University**

**Abstract**

*The aim of this study is to look at the advertizing activities especially the outdoor practice exercised in Addis Ababa. In this study the student researcher tried to find out certain challenges came across such activities includes, short period of time at conveying the message, limitation in arrangement of billboards for the intended business that can be due to lack of appropriate places or permission of the concerned government body. To conduct this study, the student researcher applied descriptive research design to discuss the outdoor advertising of Addis Ababa on identified areas. To get the proper response the student researcher used both primary and secondary data. Primary data was collected from viewers and the Marketing Managers of advertisement agencies. Secondary data was collected from literature review of various books. Regarding the output and an expected result of the study, we can grasp certain notable cases that should be considered in advertising practices. The advertising agencies do not communicate customer on time this effect a loose relationship between the agency and, clients. In addition, the study has demonstrated that the outdoor advertising is poor in providing timely information to customers. Therefore, from this it is possible to conclude that the advertising agencies should work hard in changing the existing circumstances to manage the service efficiently.*

**Keywords:** Outdoor advertising, advertising practice

**1. Introduction**

Advertising is process which gives information to the public about the product. It is an element of the marketing mix and part of promotion activities. It is a mass communication of message bearing on goods and services. It is paid sponsored by advertiser. It is also persuasive, controlled identifiable, and influences the target audience. (Kumar & Mittal, 2002:4)

Commercial advertisers often need to generate increased consumption of their product or service through “Branding” which involves the repetition of an image or product name in an effort to associate certain qualities with brand in minds of consumer (Kenneth E.cloow, 2003:279).

Outdoor advertising is a potential media and is in considerable use of world wide. It may often serve the limited purpose or creating awareness of the brand name as just one or two prominent feature of the product. More often, outdoor advertising may merely be used as reminder (Mohan, 2004:217).

The most common form of outdoor advertising is called billboard, often results in a good research and frequency and has been shown to increase purchase rate. The visibility of this medium is good super mental reinforcement for well-known product. And it relatively low cost, geographic flexibility related to mobile billboard, almost anywhere the law permit local, regional or even national market may be covered (Berkoulitzetal,1994:541). Other outdoor advertising include displays inside an airport or inside some other type of business that bet a lot of foot traffic (Kenneth E.cloow, 2003:279).

### **1.1 Statement of the Problem**

Outdoor advertising is covering a wide coverage of local market, with proper placement or broad base of exposure in local market, with both day and night presence. But it has some limitations like the exposure time is short, message are limited for a few second, waste or reach vary specific audience, everyone driving pass a billboard is part of the target market, And also the measurement problem is difficult lies in accuracy of measuring reach, frequency, and other effect. (Belch and Belch, 2004:423).

In outdoor advertising, the content of the message & layout has to be accordingly designed furthermore; outdoor adverting may often serve the limited purpose or creating awareness of brand name with high visibility. More often, outdoor may merely used as reminder ( Menda, 2004:217).

On the outdoor advertising, there are a number of factors that affect the outdoor activities, like government rule and regulation regarding the area of advertising, technology, consumer awareness and competition etc. And the advertising agency has constraints to challenge the above factors. (Johnason, 2003: 470)

Based on preliminary observation undertaken by the student researcher the following problems were observed.

- lack of attraction in the message visibility of fonts and design
- The graphics of outdoor advertising are not attractive (in using of the text of image, the color and size)
- The selection of color mix, language, style, layout ,location ,clarity easily understandability are not good enough
- Customer awareness about this technology is not well
- Have an undesirable impact in good looking of the city

## **1.2 Basic Research Questions**

Based on the statement of the problem the research addressed the following research questions:

1. Do the billboard advertisements convey advertising information?
2. To what extent the awareness of the people regarding outdoor advertising affect advertisement agencies?
3. To what extent the outdoor advertising affect the attractiveness of the city?
4. What are the ethical issues applied in outdoor advertisement in Addis Ababa?

## **1.3. Objective of the Study**

### **1.3.1 General objective**

The general objective of the study generally assessed the practice of outdoor advertising in Addis Ababa.

### **1.3.2 Specific Objective:**

The study was focused on achieving the following specific objectives:

- ✓ To assess the ethical issue concerning outdoor advertising in Addis Ababa.
- ✓ To assess how outdoor advertising reflect adequate information about the company product or service.
- ✓ To assess the major factors that affect outdoor advertisement agencies.
- ✓ To assess how outdoor advertising affect the attractiveness of the city.

## **2. Research Design and Methodology**

### **2.1 Research Design**

To conduct this study, the student researcher used descriptive research design to describe the outdoor advertising of Addis Ababa on the selected area. Because descriptive research used to obtain information on the characteristics of particular issue and identified facts, answer the basic research questions.

### **2.2 Population**

The participants of this study were Viewers, and Marketing Managers of selected advertisement agencies.

### **2.3 Sample Size**

Regarding the viewers, it was difficult for student researcher to get the exact number. Due to this, it was not possible to determine the sample frame. Therefore, according to Malhotra (2006:364-385), when there is no sample frame, the sample size that is usually taken for studies conducted particularly an Advertisement is 150. For this reason, the study was included 150 respected viewers of the billboard advertising. Furthermore, five advertisement agencies Marketing Managers were included named, Bole Advert, Mono Advert B.T Digital Advert, Mars Advertising and M Advertising.

## **2.4 Sample Technique**

The student researcher used convenient (Accidental) sampling techniques because of the unit of sample was available in a certain specific time and place. Purposive /Judgmental sampling technique was also used to the Marketing Managers though interview.

## **2.5 Data Analysis Method**

The student researcher used both qualitative and quantitative analysis methods. Quantitative /Close ended Questionnaires/ data was analyzed and presented by using tables, graphs and percentage. Based on the data analysis, the result was interpreted. The qualitative data was collected by interview and open ended questions and was also analyzed accordingly.

## **3. Data Presentation, Analysis, and Interpretation**

In this particular section, data presentation, analysis and interpretation of the major findings based on the information collected, from 150 distributed questionnaires 113 viewers and marketing manager of the company, through questionnaires and interview, respectively will be presented.

The following table presents some general demographic characteristics of sample respondents consist of Gender, Age, Educational background and occupation.

**Table 1: General Characteristic**

No	Item	Respondent	
		No	Percentage%
1	<b>Gender</b>		
	<b>Male</b>	<b>69</b>	<b>61.26%</b>
	<b>Female</b>	<b>44</b>	<b>38.94%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>
2	<b>Age</b>		
	<b>18-26</b>	<b>33</b>	<b>29.20%</b>
	<b>27-35</b>	<b>48</b>	<b>42.47%</b>
	<b>36-48</b>	<b>23</b>	<b>20.35%</b>
	<b>49-55</b>	<b>8</b>	<b>7.08%</b>
	<b>56 &amp; above</b>	<b>1</b>	<b>0.9%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>
3	<b>Educational Background</b>		
	<b>Below12<sup>th</sup> grade</b>	<b>4</b>	<b>3.54%</b>
	<b>Certificate</b>	<b>4</b>	<b>3.54%</b>
	<b>Diploma</b>	<b>20</b>	<b>17.70%</b>
	<b>Degree</b>	<b>71</b>	<b>62.83%</b>
	<b>2<sup>st</sup> Degree above</b>	<b>14</b>	<b>12.4%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>
4	<b>Occupation</b>		
	<b>Government</b>	<b>45</b>	<b>39.82%</b>
	<b>Private company</b>	<b>58</b>	<b>51.33%</b>
	<b>Entrepreneur</b>	<b>8</b>	<b>7.07%</b>
	<b>NGO</b>	<b>2</b>	<b>1.78%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>

Table 1 on the above page shows 69 (61.06%) were male the rest 44(38.94%) of responded were Female. From this one can infer that the majority of respondents were male.

As it is shown in item 2 of table1 respondents asked about their age. 33 (29.20%), are in between the age of 18-26, while 48 (42.47%) are in between the age of 27-35, from 36-48age 23 (20.35%) responded, from 49-55age 8(7.08%) responded and the rest from age 56 & above 1 (0.9%) were responded. This implies that the majority of respondents

were from 27-35 ages and from this one can understand that all respondents were able to give the right response.

As far as the education status of the respondents is concerned, 4 (3.54%) of them are below 12<sup>th</sup> grade, 4 (3.54%) of them are certificate holder, 20 (17.7%) of them are with Diploma, 71 (62.83%) of them were Degree holder and the rest 14 (12.4%) were above 2<sup>nd</sup> Degree. So this shows that the majority of respondents were degree holder and easy to communicate.

Item 4 in table 1 shown respondent were asked about their occupation. Hence, 45 (39.82%) of them work on governmental, 58 (51.33%) of them work on private company and 8 (7.07%) of them are work private entrepreneur and 2 (1.78%) are working in Non Governmental Organization. From this one can realize that the majority of respondents work in private company.

### **3.1 Analysis of Major Findings**

In this part the student researcher tries to analyze the outdoor adverting information in conveys way. As a result, such closed ended questions were released to the customer that, as to what extent the outdoor adverting convey the information needed, how they see the outdoor adverting in providing timely information if the billboards are reach the needed target customer, also how they see the outdoor adverting in making decision to take action, and how they evaluate the billboards in reflecting the company's product or service.

The following table shows the outdoor advertising information conveying way.

**Table 2: The Outdoor Advertising Information Conveying Way**

No	Item	Respondents	
		No	Percentage
1.	<b>To what extent the outdoor advertising message convey the information needed?</b>		
	Very High	9	7.96%
	High	9	7.96%
	Medium	7	6.2%
	Low	42	37.17%
	Very Low	46	40.70%
	<b>Total</b>	<b>113</b>	<b>100%</b>
2.	<b>How do you see the outdoor advertising in providing timely information to the customer?</b>		
	Very High	3	2.65%
	High	3	2.65%
	Medium	1	0.88%
	Low	46	40.7%
	Very Low	60	53.09%
	<b>Total</b>	<b>113</b>	<b>100%</b>
3	<b>Billboard advertising message reach properly to the needed target customer?</b>		
	Strongly Agree	11	9.73%
	Agree	20	17.7%
	Neutral	30	26.55%
	Disagree	42	37.17%
	Strongly Disagree	10	8.85%
	<b>Total</b>	<b>113</b>	<b>100%</b>
4	<b>How do you see the outdoor advertising/billboard in making the people to decide in taking action?</b>		
	Very High	13	11.5%
	High	15	13.27%
	Medium	46	40.7%
	Low	21	18.6%
	Very Low	18	15.93%
5	<b>Total</b>	<b>113</b>	<b>100%</b>
	<b>How do you evaluate the outdoor advertisement in reflecting the company's product or service?</b>		
	Very High	27	23.90%
	High	25	22.12%
	Medium	23	20.23%
	Low	20	17.7%
	Very low	18	15.93%
	<b>Total</b>	<b>113</b>	<b>100%</b>

As it is revealed in item 1 of table 3 respondents were asked to rate to what extent the outdoor advertising convey the information needed. 9 (7.96%) of them rated very high, 9 (7.96%) of them rated high, 7(6.2%)



of them rated medium level and 42 (37.17%) of them rated low and the rest 46(40.70%) of them were rated very low.

This implies that, the majority of the respondent rate low and outdoor advertising/billboards are not deliver the information needed. As we have seen in the literature review part, the primary function of advertising is to communicate to selected target audience.

As it is denoted in item 2 of table 3 respondents were asked how they see the outdoor advertising in providing timely information to the viewer, 3(2.65%) of them respond very high, 3 (2.65%) of them said in high level, 1(0.88%) of them are medium and 46 (40.7%) of them are in low level and the rest 60 (53.09%) of them were said the billboard advertising provide timely information level in a very low level. From the above data collected it can be said that most of respondents were not agreed that the billboard advertisings are deliver timely information to the viewer.

As it is denoted in item 3 of table 3, of respondents were asked whether the message of the billboards reach to target customer or not accordingly 11 (9.73%) strongly agree that the outdoor advertising message reach to target customer, 20 (17.7) of them agree, 30 (26.55%) of them were neutral and 42(37.17%) of them were disagree and the rest 10 (8.85%) of them were strongly disagree of the message in reaching to target customer. Based on the above information one can infer that the majority of respondents responded neutral.

In this item 4 of table 3 respondents were asked how they see the outdoor advertising in making the people to decide to take action. In this section, 13 (11.5%) of them rated very high, 15 (13.27%) of them rated high, 46 (40.7%) of them are in middle and 21 (18.6%) of them are low and the rest 18(15.93%) are very low. Most of respondents were in middle level for the raised question that the billboards advertisings are make to take action.

The last items 5 of table 3 respondents were asked how they evaluate the billboard advertising in reflecting the company's product or service. 27 (23.90%) of them are rate very high 25 (22.12) of them rated high, 23 (20.23%) of them rated medium and 20 (17.7%) of them rated low and the rest 18 (15.93%) of them were rated as very low.

Based on the above information one can infer that the majority of respondents are agree that the outdoor advertising message reflect the company's product or service.

**Table 3: The Awareness Regarding Outdoor Adverting**

No	Item	Respondents	
		No	Percentage %
1.	<b>How do you evaluate the outdoor advertisement practice compared to other media method of advertising?</b>		
	<b>Very high</b>	<b>20</b>	<b>17.70%</b>
	<b>High</b>	<b>10</b>	<b>8.84%</b>
	<b>Medium</b>	<b>--</b>	<b>---</b>
	<b>Low</b>	<b>40</b>	<b>35.40%</b>
	<b>Very Low</b>	<b>43</b>	<b>38.05%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>
2.	<b>To what extend the customer awareness affect outdoor advertising effectiveness?</b>		
	<b>Very high</b>	<b>77</b>	<b>68.14%</b>
	<b>High</b>	<b>23</b>	<b>20.35%</b>
	<b>Medium</b>	<b>1</b>	<b>0.88%</b>
	<b>Low</b>	<b>10</b>	<b>8.84%</b>
	<b>Very Low</b>	<b>1</b>	<b>0.88%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>
3	<b>To what extend the level of technology affect outdoor advertising efficiency?</b>		
	<b>Very high</b>	<b>80</b>	<b>70.80%</b>
	<b>High</b>	<b>18</b>	<b>15.92%</b>
	<b>Medium</b>	<b>5</b>	<b>4.42%</b>
	<b>Low</b>	<b>7</b>	<b>6.14%</b>
	<b>Very low</b>	<b>3</b>	<b>2.65%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>
4	<b>The level of awareness people have about the outdoor advertising technology is growing</b>		
	<b>Very high</b>	<b>13</b>	<b>11.5%</b>
	<b>High</b>	<b>15</b>	<b>13.27%</b>
	<b>Medium</b>	<b>18</b>	<b>15.93</b>
	<b>Low</b>	<b>21</b>	<b>18.6%</b>
	<b>Very Low</b>	<b>46</b>	<b>40.7%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>

As it is mentioned in item 1 of table 4 respondents were asked how they evaluate the outdoor advertisement practice compared to other media method of advertising. Accordingly 20(17.70) of them rated very high, 10(8.5%) of them replayed high, none of respondent replayed in medium 40 (35.40%) of respondents rated low and the rest 43 (38.05%) of respondents rated very low.

Therefore it can be said that , the majority of respondents 40 (35.40%) and 43 (38.05%) which means 83 (73.45%) are rated in low and very low level so this implied that majority of the respondent are not influenced by the outdoor advertising of the company.

As it is mentioned in item 2 of table 4 respondents were asked to what extent customer awareness affect outdoor advertising efficiency. Accordingly 77 (68.14%) of the respondents rated very high 23 (20.35%) rated high 1 (0.88%) of said medium 10 (8.84%) said low and the rest 1 (0.88%) of them respondents rated very low.

This show that majority of the respondent agreed that the outdoor advertising is highly affected by the customer awareness.

As it is denoted in item 3 of table 4 respondents were asked to rate in what extent the level of technology affect outdoor advertising efficiency. Accordingly 80(70.80%) of them rated very high, in high level 18 (15.92%) and 5(20%) in medium level, and 7 (6.19%) and 3 (2.65%) rated in low and very low level respectively.

This shows that, the majority of the respondent which is above half percent rated very high of the level of technology in affecting the outdoor advertising efficiency.

In last item of table 4 respondents were asked how they evaluate the level of awareness people have about the outdoor advertising technology is growing Accordingly 13 ( 11.5%) of them rated very high 15 (13.27%) of them rated high 21 (18.6% ) of respondents rated medium and 46 (40.7%) rated low and the rest 18 ( 15.93%) rated very low. So it can be said that the majority of respondents are not aware of outdoor advertising technology but, as we have seen in the introduction part, billboard advertising is a potential media and is in considerable use of world wide. It may often serve the limited purpose or creating

awareness of the brand name as just one or two prominent feature of the product. More often, outdoor advertising may merely be used as reminder.

**Table 4: The Content and Ethical Issues of Outdoor Advertising Practice**

No	Item	Respondent	
		No	Percentage%
1.	<b>How do you evaluate the creativeness of the outdoor advertisements message?</b>		
	Very High	10	8.85%
	High	13	11.5%
	Medium	22	19.47%
	Low	42	37.17%
	Very Poor	26	23%
	<b>Total</b>	<b>113</b>	<b>100%</b>
2.	<b>To what extent the place affect outdoor advertising efficiency?</b>		
	Very High	56	49.55%
	High	22	19.47%
	Medium	5	4.42%
	Low	22	19.47%
	Very Low	8	7.1%
	<b>Total</b>	<b>113</b>	<b>100%</b>
3.	<b>How do you see the time of the outdoor advertising?</b>		
	Very High	27	23.9%
	High	44	38.94%
	Medium	33	29.20%
	Low	6	5.31%
	Very Low	3	2.65%
	<b>Total</b>	<b>113</b>	<b>100%</b>
4.	<b>How do you see the outdoor advertisement in terms of its graphics?</b>		
	Very Good	1	0.9%
	Good	6	5.31%
	Medium	26	23%
	Bad	47	41.6%
	Very Bad	33	0.9%
	<b>Total</b>	<b>113</b>	<b>100%</b>
5	<b>The color of outdoor advertising are attractive</b>		

	<b>Strongly Agree</b>	<b>3</b>	<b>2.65%</b>
	<b>Agree</b>	<b>7</b>	<b>6.2%</b>
	<b>Neutral</b>	<b>19</b>	<b>16.81%</b>
	<b>Disagree</b>	<b>4</b>	<b>3.53%</b>
	<b>Strongly Disagree</b>	<b>80</b>	<b>70.80%</b>
	<b>Total</b>	<b>113</b>	<b>100%</b>

As it is can be seen in table 2 of item 1 respondents were asked how the content and ethical issues of outdoor advertising practice, 10 (8.85%) of them were said very high and 13(11.5%) of them respond that the creativity is high 22(19.47%) of them are agreed that the creativity is at medium level and 42(37.17%) of them were said that the creativity is low and the rest 26 (23%) of them were said the creativity is very poor. This shows us that majority of the respondents were not agreed in the creativity of the outdoor advertisement.

As it is revealed in table 2 of item 2, 56(49.55%) of respondents were agreed that the place affect outdoor advertising efficiency very highly and 22(19.47%) of them said the place affect highly 5(4.42%) of them are said the place affect in medium level and 22(19.47%) of them said the place affect in low level and the rest 8(7.1%) of them were responded the place of the billboard affection in relation to its efficiency is in very low level. On the basis of the above information we can say that most of respondents were agreed that the place affect the outdoor advertising efficiency.

As it is depicted in table 2 of item 3 respondents were asked about the time of the outdoor advertising, 44 (38.94%) of them are strongly agree 33 (29.20%) and of them are agree and 27 (23.89%) of them are responded neutral and 6(5.31%) of them disagree and the rest 3 (2.65%) of them are strongly disagree. This implies that most of respondents agreed that the time of the outdoor advertising is affecting its efficiency.

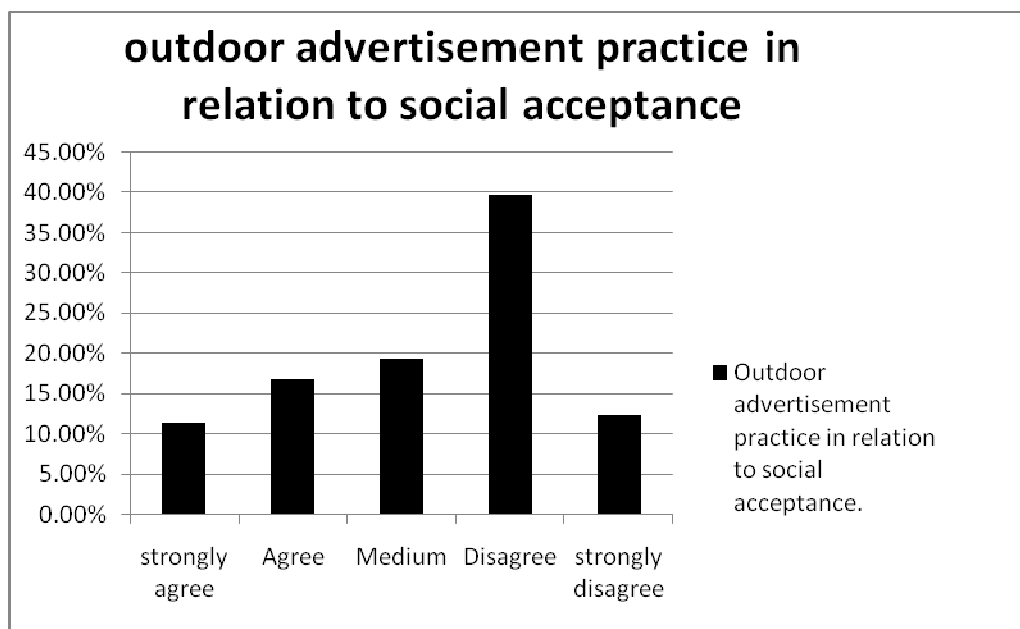
Meanwhile in item 4 table 2 respondents were asked how you see the outdoor advertisement in terms of its graphics. Hence 1 (1%) of them

are rated as very good and 6 (5.31%) of them are said the graphics is good and 26 (23%) of them are said the graphics is medium level and 47 (41.6%) of them are agreed there is a low graphics and the rest 33 (29.20%) said the graphic is very low. Moreover, it is possible to realize that majority of respondents were not attracted by the graphics of outdoor advertising.

In table 2 item 5 respondents were asked about the attractiveness of the color of outdoor advertising accordingly, 3 (2.65% ) of them are strongly agree 7 (6.2%) and of them are agree and 19 (16.91% ) of them are responded neutral and 4 (3.53% ) of them disagree and the rest which is the majority of respondent 80( 70.80%) of them are strongly disagree.

This implies that most of respondents are not attract by the color of outdoor advertising. As we have seen in the literature review part, the outdoor advertising color should be most readable which the combination is black or yellow. Other combination may gain more attention, but stay with primary colors and stay away from reverse.

**Figure 1: Outdoor Advertisement Practice in Relation to Social Acceptance**



As the above figure shows that 52.22% of respondents disagree that

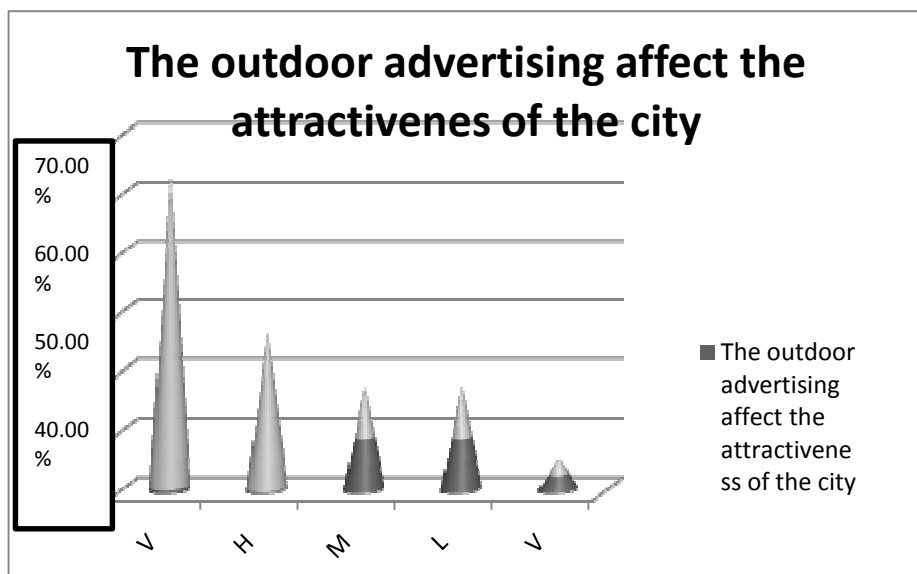
the outdoor advertising have social acceptance. As the fact shows the advertising agencies should work highly with the society to get the recognition.

### 3.2 Customer Response Regarding the Outdoor Advertising Information Conveying way.

On this part the student researcher try to analysis the outdoor advertising information conveying way to the customer. Questions were released to the customer that involved, to what extent the outdoor advertising message convey the information needed, how do you see the outdoor advertising in providing timely information to the customer, billboard advertising message reach properly to the needed target customer, how do you see the outdoor advertising/billboard in making the people to decide in taking action, how do you evaluate the outdoor advertisement in reflecting the company's product or service were released to the customer.

The following figure shows to what extent the outdoor advertising affect the attractiveness of the city.

**Figure 2: The Outdoor Advertising Affects the Attractiveness of the City**



As the chart shows the majority of respondents 60 (53.09%) of the respond says that the outdoor adverting affect the attractiveness of the city very high, 30 (26.54%) response the outdoor adverting affect the attractiveness of the city high, 10 (8.84%) of the respondent says that the outdoor advertising affect the attractiveness of the city is medium and also same number which is 10 (8.84%) says that the outdoor adverting affect the attractiveness of the city is low and very few respondent 3 (2.65%) says that the attractiveness of the city affected by outdoor advertising is very low. From this finding, it can said that majority of the respondent are agreed that the outdoor advertising affect the attractiveness of the city.

### **3.3. Major Finding as Respondents suggested based on Open-ended Questions**

Majority of the respondent's lookout the outdoor advertising /billboards and said most of the billboards are not attractive, poor in graphics and also not inspired. So this means that the company who engaged in providing such service should work hard in creating awareness and update themselves with the new technology. To improve outdoor advertising practice and efficiency select the appropriate place and time that address the target audience encourage society, private and government organization and to promote their activity by using this technology, provide entertaining and hot information for the public.

The above information implied that the agencies tries to update the advertising activity with technological change, address the target customer as much as possible and offer the right information at the right time.

### **3.4. Some Major Finding of the Qualitative Interview with the General Manager of Bole Advert.**

The first question which was about to what extent do you explain the customers' perception towards your agencies outdoor advertising activities. He replied that the major objective of our company is on the message content which must be reached and hold the mind of target customers. As the interview continued and asked about their strategy in developing the outdoor advertising. In these part he replayed that they have a standard format which is written based on this they gives what



the customer needs in addition to this we updated ourselves by the newly technology to sustain in market and to retain the existing customer.

The final question to the manager was about what major challenges faced the outdoor advertising practice.

As the respondent said that, the people awareness is not enough, in addition the major

Challenge they were facing was also the licensing level which takes long period of time.

### **3.5. Some Major Finding of the Qualitative Interview with the Marketing Manager of Mars Advert.**

The Marketing Manager of Mars Advert was first asked about the challenges they faces on the outdoor advertising process. He said that there is a lot of barrier regarding the placement of the billboard and banners. We also don't have a body to protect those billboards from damage and the government also doesn't corporate to solve the problem.

The other question raised was about the strategy to develop their practice on outdoor advertising. He replied that they usually use the newly updated graphic technology which is attractive and use digital print to offer best service & to satisfy their customers need and want.

He replied that they also have a huge expansion plan to work on different way by using more creative advanced technologies and try to get the attention of our customers.

The last question raised to the Marketing Manager of Mars Advert is about if they collect feedback from their customer to measure the effectiveness of their advertising. He replied that they have give a focus on collecting feedback after service he told me that they have a program of visiting their customer to ask about their service and the outcome they get after the billboard initiated .

### **3.6. Some Major Finding Qualitative Interview with the Marketing Manager of M Advertising.**

The Marketing Manager of M Advertising was first asked about the challenges they faces on the outdoor advertising process. He replied that there is a lot of barrier regarding the placement of the billboard and banners. We also don't have a body to protect those billboards from damage and the government also doesn't corporate to solve the problem.

The other question which was about to what extend do you explain the customers' perception towards your agencies outdoor advertising activities. He replied that the major objective of his company is on the message content which must be reached and hold the mind of target customers. As the interview continued and asked about their strategy in developing the outdoor advertising.

In these part he replied that they have a standard format which is written based on this they gives what the customer needs in addition to this we updated ourselves by the newly technology to sustain in market and to retain the existing customer.

In addition he also asked about what major challenges faced the outdoor advertising practice. He said that the people awareness is not enough this is the major challenge we face and also the licensing level which takes long period of time factors.

As the final finding interview with the marketing manager of the M advertising, and asked to explain the customers' perception towards the outdoor advertising activity and, as he declared that, "for the past several years, customers or public has media option consisted of TV, print, radio and outdoor advertising.

This outdoor advertising is a new technology for Ethiopia and it needs huge advertising about this service. But now a day's people awareness and company's competition has increased so radically on advertising by outdoor advertisings /billboard. This is because of; it is the customer oriented and advertising facilities to promote services and products.

#### **4. Conclusions**

Based on the data gathered from customer and interview data gathering method, the conclusion are drawn on the basis of summary of the following.

- The study has demonstrated that the outdoor advertising is poor in providing timely information to customers. Therefore from this it is possible to conclude that the advertising agencies do not provide timely information for its customers which implies that customers do not give attention so there is a possibility to lose customers.
- In terms of awareness, the respondent agreed that outdoor advertising is highly affected by customer awareness. This shows that, public were expected to have a good observation.
- According to the research finding, how evaluate the outdoor advertising practice compare to others, the majority of respondents evaluate poorly than other Medias. Due to this it is possible to say the outdoor advertising practice of are not well than other media and negative impact to lose its customers.
- As it is discovered in the research findings the city is highly affected by outdoor advertising. Therefore it would be possible to conclude that the society give a low grade for the outdoor adverting practice.
  
- The finding shows that, there is unethical practice in outdoor advertising. Thus the color the graphics and contents of outdoor advertising is not attractive. Therefore it is possible to conclude that there is a no good image for the practice of outdoor advertising.
- From the research finding discovery, factors that affect the outdoor advertising effectiveness of the company mainly include, customer awareness, level of technology, place &time of advertisements so based on the said factors, the outdoor advertising is highly affected.

#### **5. Recommendation**

Based on the above conclusion drawn by the student researcher the following recommendations were forwarded;

- ✓ To improve their advertising covey method, the advertising agencies should, select appropriate and strategic locations and time that address the target audience by using different creative and attractive

eye catchy message light and good sound, using update technology every time .

✓ Regarding the awareness of the society, the advertising agencies need to have an appropriate technique and mechanism to evaluate the advertisement effectiveness by gathering feedback. And aware the customer about the outdoor adverting technology by promoting frequently they also have to participate in social events, entertaining, giving updated information at the right time and the right place for the public.

✓ For the cleanness of the city, the advertising agencies and the concerned office should keep clean both the area and the board, avoid immediately the outdated billboards.

✓ To improve visibility of the advertisement they should use unique recognizable format or layout.

✓ If the sun is hitting the board at an angle they might get different readings at different points.

✓ For ethical issues , the advertising agencies:

- Have a brief message on their billboards.
- Have a color which is not complementary each other like red and green rather use readable combination which is black and yellow.
- Their key word or phrase in billboards should be highlighted in color box
- Should use unique layout to be easily identify.
- Should select the right location.

Finally suggested advertising agencies should make effort to improve the level of knowledge about outdoor adverting by updating themselves to the latest technology. Besides, they should invite and encourage other private and public customers to promote their product activity by using this technology.

**Reference**

- Berkowitz and others (1994). Marketing Management. New Delhi: viva books pvt. Ltd.
- George E. Belch & Michael A. Belch, (2004). An Integrated Marketing Communications Perspective.
- Kenneth E. cloow (2003). Advertising. New Delhi: Nomol publications private limited.
- Kumar N. & R. Mittal (2003). Advertising Management. New Delhi: Nomol publications private limited
- Kotler et al (1996).Marketing management .10<sup>th</sup> Edition. New Delhi: viva books pvt.ltd.
- Lee M & Carla Jonson (2003).Principle of Advertising.5<sup>th</sup> edition NewDelhi: Vivia books pvt.ltd.
- Malhorta, (2006). Marketing Research. New Delhi,prentellee hall of India PVT.LTD.
- Menda A. (2004). Advertising Management. New Delhi: Tata Mc Grow-Hill publications private limited.
- Mishra (2004).Marketing Management. Macmillan India PVT.ITD.
- Pride and others (1998). Advertisng. New Delhi: Nomol publications private limited.
- Rathor (2005). Advertising Management. Mumbai,Himalaya publishing house.
- Riau and Mass (1976). Foundation of advertising. New Delhi: vivia books pvt.ltd.
- S.A. Chunawalla K.C Sethla (2002). Foundation of Advertising. 6<sup>th</sup> Edition. Vivia books Pvt.ltd