

**An Assessment of the Effectiveness Advertising
The Case of Deluxe Furniture**

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1. Introduction

1.1 Background of the Study

Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and internet (Latif & Abideen, 2011). Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader (Kate, 2007).

Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the amount of investments needed for advertising. It is not possible to obtain a global measure of the advertising effectiveness. The effectiveness of advertising can be measured in terms of different variables. Some of them are brand awareness, reminding, informative and persuasive. (Parikh, 2016). Advertising effectiveness has been researched by numerous methods, in the past mainly focusing on recognition, recall, opinion, brand-awareness, associations and ratings. (Lucas & Britt, 1963).

Unkatesh (2015), studied the effectiveness of advertising by using both qualitative and quantitative methods and confirmed that an effective advertising builds brand awareness, creates brand image, persuades people successfully, reinforces past purchases and brand experiences. An effective advertising is a powerful, persuasive force. It can determine the success or failure of a product, or even a whole enterprise. (Armstrong, 2010)

Different researchers assess advertising effectiveness by using different variables; the purpose of this study was to assess advertising effectiveness by using the variables: informing, persuading, and the extent of reminding, reach ability and frequency. Hence; in this study advertising effectiveness is conceptualized by the listed dimensions above in the case of Deluxe Furniture.

Deluxe Furniture a division of Minaye Pvt.Ltd Co. has been in business since January 2003 and specialized in fine collections of office furniture, home furniture, vertical blinds and safes. Deluxe Furniture's products are handpicked

from the best furniture makes around the world. They provide products in a variety of woods and texture. The products are designed to appeal to a wide range of consumer tastes and cover all style categories, including traditional, modern, contemporary, and many more. Deluxe Furniture also specializes in custom made vertical blinds with various colors and styles. Deluxe Furniture customers include Governmental Offices, NGOs, Embassies, Banks, Universities, Airlines' as well as private businesses' and individuals.

1.2 Statement of the Problem

The advertising industry has experienced dynamic changes over the last several decades. The changes have been good in terms of technological advancement, medium and more methods to attract consumers and on Creativity. (Pooja Sharma, 2012). So companies forced to look for a better ways in their advertising practice in order to attract customer's attention, to create customer interest, to stimulate customer demands for the products that ultimately lead customers to the purchase so that they will remain competitive (Paul, 2012).

An effective advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising through all mediums influence audiences, it can influence not only the individual's attitude, behavior, life style, exposure but also the culture of the country (Latif & Abideen, 2011).

On the other hand, an ineffective or a poorly designed advertising has a lot of consequences. According to Parikh (2016), an ineffective advertising leads to wastage of money, prevent purchases, alienates potential customers, and damages brand association. The company does its advertising by using radio and newspapers but the company does not measure its advertising effectiveness in terms of advertising objectives.

Hence, based on the preliminary study performed by the student researcher the following gaps were identified, the company doesn't inform its customers timely, the advertising frequency of Deluxe Furniture is low, and the company's advertising is not persuasive. The company's major source of income is Word of Mouth (Recommendation) which is good but it is not enough to promote their product and build their brand across the country. The other gap is the issue of reminding customers. One of the main objectives of

advertising is reminding customers about a given product or services. In this competitive environment, the purpose of reminding advertising is important to tell existing customers that the company is still in the business with its superior value. So in this case Deluxe fails to do this. At last, their media selection is not matched with their product type and this is related with advertising reachability.

So, the purpose of this research was to assess the effectiveness of advertising in the case of Deluxe Furniture by using the variables: informing, persuading, and the extent of reachability, reminding and frequency.

1.3 Research Questions

1. How can deluxe furniture advertising effectiveness be explained in light of the measuring dimensions?
2. What major activities are applied by the company to make effective advertising?
3. To what extent the advertising of the company influence customers?

1.4 Objectives of the Study

1.4.1 General Objectives

The general objective of this study was to assess the effectiveness of advertising in Deluxe Furniture by using the variables: informing, persuading, and the extent of reachability, reminding and frequency.

1.4.2 Specific Objectives

- To assess advertising effectiveness of the company in light of the dimensions used.
- To identify the major activities that are applied by the company to make their advertising effective.
- To assess the extent of the company's advertising in influencing customers.

1.5 Significance of the Study

The study was providing benefits to the student researcher, the organization and for next Researchers:

- The research was very helpful for the student researcher in undertaking a research and to enhance her knowledge about advertising and research undertaking.
- It assists the case company for solving its problems and policy making.
- Finally, it also be used as a reference for other researchers who are interested to conduct a research on this area.

1.6 Delimitation of the Study

This research was delimited to the study of advertising effectiveness in the case of Deluxe Furniture by using the variables: informing, persuading, and the extent of reach ability, reminding and frequency. The study was delimited to two show rooms of Deluxe Furniture which are located in Bole area and the Head Office which is located at Minaye Building around Tore Hayloch Square. The first showroom is located around Wolo sefer which exhibits low sales and low number of walking customers. The other one is in Deluxe Mall which has high sales comparing with others. The reason why the student researcher selected these show rooms was that to collect data from different perspectives and to get different types of customers visiting the showrooms based on their purchasing capacity. In order to get a recent data, years 2007, 2008, and 2009 were selected by the researcher.

2. Research Design and Methodology

2.1 Research Design

A research design is a framework or blueprint for conducting a research project. It details the procedures necessary for obtaining the information needed to structure or solve research problems (Malhotra, 2006). The student researcher used descriptive research design, this is because a descriptive research is used to describe the fact and analyze historical condition.

2.2 Population and Sampling Techniques

The target populations for this study were customers of the company from different show rooms and the Marketing Manager of Deluxe Furniture. To determine the population size, non- probability sampling was used to the fact that the total number of customers of the company is not known, and under non-probability sampling the student researcher used convenient or accidental sampling technique to address customers that are come to the show room

conveniently. In order to determine the sample size, the student researcher used the model provided by Malhotra (2007). Accordingly, the student researcher used 150 respondents.

2.3 Types of Data Collected

Primary data was collected from customers and managers by using questionnaire, interview, observation, and descriptive data collection techniques. Secondary data mainly gathered from the available literatures, different journals regarding this study, company's data and other published books.

2.4 Methods of Data Collection

The student researcher used both interview and questionnaires as a method of data collection. Under the questionnaire close ended questions were used and interview was implemented to gather primary data. While secondary data was collected by referring the organizations past documents, relevant books and internet.

2.5 Data Analysis Methods

The student researcher used both quantitative and qualitative data analysis techniques. Structured interviews were analyzed qualitatively. While, Close ended Questions were analyzed quantitatively.

2.6 Organization of the Study

The research has four chapters. The first chapter includes background of the study, statement of the problem, basic research question and objective of the study, scope of the study, research methodology and sampling technique.. The second chapter is review of related literatures. The third chapter includes presentation, analysis and interpretation of data's collected from primary and secondary data sources. The fourth chapter is includes summary conclusion and recommendation. The final section contains bibliography and appendices.

3. Data Presentation, Analysis and Interpretation

This chapter contains analysis, presentation and interpretation of all the data. A total of 150 questionnaires were distributed to the customers of Deluxe Furniture (Deluxe Mall and Dembel Branches. The researcher distributed 75 questionnaires to each branch. Out of which 139 (93%) were collected and returned while the remaining 11(7%) were not returned at all. And interview

was held with the marketing manager of Deluxe Furniture. Finally, the data obtained from interviews were analyzed qualitatively. While, close ended Questions were analyzed quantitatively. Moreover, in order to present and summarize the findings tabulation and percentage method were used. For the purpose of analysis, the 5 point Likert Scale ‘Strongly agree’ and ‘Agree’ together, ‘Neutral’ alone and ‘Strongly Disagree’ and ‘Disagree’ was used to collect information from the respondents.

3.1 Demographic Characteristics of the Respondents

Table 1: Background of the Respondents

No	Item	Description	No of respondents	Percentage%
1.	Gender	Male	77	55
		Female	62	45
		Total	139	100
2.	Age	20-30	17	12
		30-40	51	37
		40-50	19	14
		More than50	52	37
		Total	139	100
3.	Educational Level	Diploma	10	7
		Degree	62	45
		Masters	43	31
		Other	24	17
		Total	139	100

Source: Questionnaire

Basic socio-demographic characteristic of respondents were presented in the above table, item 1 from the total respondents 77(55%) were males and 62(45%) were females. Therefore the majority of the respondents were males

As it was seen in the above Table, 17(12%) of the respondents were in the age range of 20-30, 51(37%) of the respondents were in the age range of 30 to 40. 19(14%) of the respondents were in the age range of 40 to 50 and the rest 52(37%) of the respondents were above 50 years. From this, it can be said that the highest number 52(37%) of respondents were above the age of 50.

From the survey, we can understand that 10 (7%) the respondents were diploma background holders.. 62(45%) of the respondents with had first degree background. The other 43(31%) of the respondents had master’s degree and 24(17%) had other educational levels. As a result, the majority of the respondents were first degree holders., this implied that the majority

62(45%) of the respondents were knowledgeable and had great understanding about what advertising means.

1.2 Data analysis on responses from Customers

The questions presented to the Deluxe Furniture customers were in terms of five different dimensions these are: Informing, Persuading, Reminding, Reach ability and Frequency of the advertising. For simplicity, related questions that denote each dimension, alternative responses from customers were grouped in table and accordingly, the analysis was made on each information as summarized in a table below:

Table 2: Informing

No	Item	Description	No of respondents	Percentage %
1.	The company's advertising message conveys the information needed.	Strongly agree	10	7
		Agree	42	30
		Neutral	26	19
		Disagree	38	27
		Strongly disagree	23	17
		Total	139	100
2.	The company advertises when new furniture products are imported.	Strongly agree	40	29
		Agree	45	32
		Neutral	31	22
		Disagree	14	10
		Strongly disagree	9	7
		Total	139	100
3.	The company's advertisement provides timely information to customers.	Strongly agree	26	19
		Agree	24	17
		Neutral	33	24
		Disagree	46	33
		Strongly disagree	10	7
		Total	139	100
4.	The company's advertising message is enough in giving important information about the company's products.	Strongly agree	6	4
		Agree	11	8
		Neutral	52	38
		Disagree	57	41
		Strongly disagree	13	9
		Total	139	100

As the Table 2 shows, for the statement 'The Company's advertising message conveys the information needed,' Out of 139 respondents 10 or (7%) voted 'strongly agree', and 42 (30%) ranked 'agree', 26(19%) were neutral, 38

(27%) voted 'disagree' and 23 (17%) ranked 'strongly disagree'. Based on the data majority of the respondents agreed that the advertising message conveys the information needed by the customers.

The table indicates, regarding the statement 'The Company advertises when new furniture products are imported', 40 (29%) strongly agree, 45 (32%) agree, 31 (22%) were neutral, 14 (10%) disagreed and 9 (7%) strongly disagreed. Based, majority of the respondents agreed that the company advertises when new furniture products were imported.

As we can see from the above table for the statement 'The company's advertisement provides timely information to customers', 26 (19%) voted 'strongly agrees' 24 (17%) ranked 'agree' 33 (24%) were neutral, 46 (33%) voted 'disagree' and 10 (7%) ranked 'strongly disagree'. As per the respondents statement the company's advertisement didn't provide timely information to customers

The table indicates for the statement 'The Company's advertising message is enough in giving important information about the company's products', 6 (4%) strongly agreed, 11 (8%) agreed, 52 (38%) were neutral, 57 (41%) disagreed and 13 (9%) strongly disagreed. According to the respondents response 'the company's advertising message was not enough in giving important information about the company's products.'

Table 3: Persuading

No	Item	Description	No of respondents	Percentage%
5.	The company's advertisement transfers ideas that induce customers to buy the company's products.	Strongly agree	7	5
		Agree	11	8
		Neutral	42	30
		Disagree	64	46
		Strongly disagree	15	11
		Total	139	100
6.	The advertising of the company is effective in convincing customers as compared to competitors.	Strongly agree	15	11
		Agree	33	24
		Neutral	50	36
		Disagree	34	24
		Strongly disagree	7	5
		Total	139	100
7.	The company's advertising attracts and influences customers towards its products better than other competitors.	Strongly agree	4	3
		Agree	11	8
		Neutral	29	21
		Disagree	54	39
		Strongly disagree	41	29
		Total	139	100

Source: Questionnaire

As table 3 indicates, for the statement 'The Company's advertisement transfers ideas that induce customers to buy the company's products', 7(5%) strongly agreed, 11(8%) agreed, 42(30%) were neutral, 64(46%) disagreed and 15(11%) strongly disagreed. Based on this data the majority of the respondents didn't agree on the statement. This means that the company's advertisement didnt transfer ideas that induce customers to buy the company's products.

As we can see from the above table for the statement 'The advertising of the company is effective in convincing customers as compared to competitors', 15 or (11%) strongly agreed, 33 or (24%) agreed, 50 or (36%) were neutral, 34 or (24%) disagreed and 7 (5%) strongly disagreed. According to the data many of the respondents were neutral; this showed that the respondents had nothing to say.

The table indicated that for the statement 'The Company's advertising attracts and influences customers towards its products better than other competitors', 4(3%) ranked 'strongly agree', 11(8%) ranked 'agree', 29(21%) were neutral, 54 (39%) ranked 'disagree' and 41(29%) ranked 'strongly disagree'. Based on the data, majority of the respondents said that the company's advertising was

not attractive and didn't influence customers towards its products better than competitors.

Table 4: Reminding

	Item	Description	No of respondents	Percentage%
8.	The company's advertisement uses different presentations to make its customers remember about its product.	Strongly agree	9	6
		Agree	28	20
		Neutral	39	28
		Disagree	50	36
		Strongly disagree	13	10
		Total	139	100
9.	The company's advertisement transfers ideas or messages that remind customers.	Strongly agree	6	4
		Agree	18	13
		Neutral	27	20
		Disagree	64	46
		Strongly disagree	24	17
		Total	139	100
10.	The company's advertisement is enough to make its customers remember about its products.	Strongly agree	6	4
		Agree	11	8
		Neutral	38	27
		Disagree	52	37
		Strongly disagree	32	24
		Total	139	100

Source: Questionnaire

As 4 shows, for the statement 'The company's advertisement uses different presentations to make its customers remember about its product', 9 or (6%) strongly agreed, 28 or (20%) agreed, 39 or (28%) were neutral, 50 or (36%) disagreed and 13 or (10%) strongly disagreed. As a result, many of the respondents told that the company's advertisement didn't use different presentations to make its customers remember about its product.

The table also indicated for the statement 'The Company's advertisement transfers ideas or messages that remind customers', 6 (4%) strongly agreed, 18 (13%) agreed, 27 (20%) were neutral, 64 (46%) disagreed and 24 (17%) strongly disagreed. Therefore, the majority of the respondents replied that the company's advertisement didn't transfer ideas or messages that remind customers. As we can see from the above table for the statement 'The company's advertisement is enough to make its customers remember about its products,' 6 (4%) strongly agreed, 11 (8%) agreed, 38 (27%) were neutral, 52 (37%) disagreed and 32 (24%) strongly disagreed. As per the respondents the

company's advertisement was not enough to make its customers remember about its products.

Table 5: Reach ability

No	Item	Description	No of respondents	Percentage %
11.	The company selects influential medias for its advertisement.	Strongly agree	3	2
		Agree	45	32
		Neutral	35	25
		Disagree	45	32
		Strongly disagree	11	9
		Total	139	100
12.	The advertising media that the company uses successfully address customers.	Strongly agree	4	3
		Agree	8	6
		Neutral	17	13
		Disagree	98	71
		Strongly disagree	12	7
		Total	139	100
13.	The company uses various media channels to advertise its products.	Strongly agree	6	4
		Agree	13	10
		Neutral	28	20
		Disagree	60	43
		Strongly disagree	32	23
		Total	139	100
14.	The company's advertisement is successful in reaching customers.	Strongly agree	21	15
		Agree	33	24
		Neutral	27	19
		Disagree	41	29
		Strongly disagree	17	13
		Total	139	100
15.	The selected advertising medias are enough to address customers.	Strongly agree	16	12
		Agree	14	10
		Neutral	31	22
		Disagree	42	30
		Strongly disagree	36	26
		Total	139	100

Source: Questionnaire

As the above table 5 shows, for the statement 'The company selects influential media for its advertisement', 3 or (2%) of the respondents voted 'strongly agree', 45 or (32%) voted 'agree', 35 or (25%) were neutral, 45 or (32%) ranked

‘disagreed’ and 11 or (9%) voted ‘strongly disagree’. Based on the data, equal percentage of respondents ranked ‘agree’ and ‘disagree’ at the same time.

As we can see from the above table for the statement ‘The advertising media that the company uses successfully address customers’, 4(3%) strongly agreed, 8(6%) agreed, 17 or (13%) were neutral, 98 or (71%) disagreed 12 or (7%) strongly disagreed. According to the data, more than half of the respondents disagreed on the statement; this shows that the advertising media that the company used didn’t successfully address customers.

The table indicates for the statement ‘The Company uses various media channels to advertise its products’, 6 or (4%) voted ‘strongly agree’, 13 or (10%) voted ‘agree’, 28 or (20%) were neutral, 60 or (43%) voted ‘disagreed’ and 32 or (23%) voted ‘strongly disagree’. Based on the data, the majority of the respondents said that the company didn’t use various media channels to advertise its products.

As we can see from the above table, for the statement, ‘The Company’s advertisement is successful in reaching customers’, 21 or (15%) strongly agreed, 33 or (24%) agreed, 27 or (19%) were neutral, 41 or (29%) disagreed and 17 or (13%) strongly disagreed. According to the data, the majority of the respondents replied that the company’s advertisement was not successful in reaching customers.

The table indicates for the statement ‘The selected advertising Medias are enough to address customers’, 16 (12%) strongly agreed, 14 (10%) agreed, 31 (22%) were neutral, 42 (30%) disagreed and 36(26%) strongly disagreed. Based on the data majority of the respondents didn’t agree on the statement, this means that the selected advertising Medias were not enough to address customers.

Table 6: Frequency

No	Item	Description	No of respondents	Percentage%
16.	The company does its advertising frequently.	Strongly agree	4	3
		Agree	8	6
		Neutral	15	10
		Disagree	55	40
		Strongly disagree	57	41
		Total	139	100
17.	The company does its advertising less frequently.	Strongly agree	45	32
		Agree	43	31
		Neutral	25	18
		Disagree	16	12
		Strongly disagree	10	7
		Total	139	100
18.	The company advertises during holiday seasons.	Strongly agree	50	36
		Agree	49	35
		Neutral	18	13
		Disagree	22	16
		Strongly disagree	0	0
		Total	139	100
19.	The repetitiveness of the company's advertising is enough to promote its products.	Strongly agree	11	8
		Agree	8	6
		Neutral	22	16
		Disagree	53	38
		Strongly disagree	45	32
		Total	139	100

Source: Questionnaire

As the above table 6 shows for the statement 'The company does its advertising less frequently,' 45(32%) strongly agreed, 43(31%) agreed, 25(18%) were neutral, 16(12%) disagreed and 10 (7%) strongly disagreed. According to the response the majority of the respondents said that the company did its advertising less frequently.

As we can see from the above table for the statement 'The Company advertises during holiday seasons', 50(36%) strongly agreed, 49(35%) agreed, 18(13%) were neutral, 22(16%) disagreed and 0(0%) strongly disagreed. Based on the data majority of the respondents agreed on the statement, this means that the company advertised during holiday seasons.

The table indicates for the statement 'The repetitiveness of the company's advertising is enough to promote its products', 11 (8%) strongly agreed, 8(6%) agreed, 22(16%) were neutral, 53(38%) disagreed and 45(32%) strongly

disagreed. As per the respondents, the repetitiveness of the company's advertising was not enough to promote its products.

1.3 Interview Analysis

To gather more information about advertising effectiveness of Deluxe Furniture, interview questions were forwarded to the marketing manager of the company. The interviewee's responses to the questions were recorded briefly thus.

1. Regarding the Major Advertising Objectives of the Company

The main advertising objectives of the company, or the main reason behind their advertising, was to increase the sales and the number of walking customers in the different showrooms when new furniture products were imported from abroad during holidays and when special events were organized such as exhibitions and bazaars.

When the above objectives were interpreted against the marketing sense, the first objective was informative. It was used to inform customers when new products were imported. The second one was reminding and/or persuasive advertising. This was highly related with the advertising of new or the availability of commodities in the company during the holidays.

2. Evaluation of the Company Advertising Effectiveness

The effectiveness of advertising was evaluated by using different mechanisms and variables. There was a recording mechanism of walking customers in the showrooms in order to evaluate the effectiveness their advertising. This was done by comparing the data before and after the advertising. And also the company was carefully observing the growth of sales volume to see to what extent their advertising was effective and successful.

3. Major Problems the Company Encounters While Advertising

In fact, when you run a business, everything might not be easily accomplished. But regarding the advertising of Deluxe Furniture, there was no such problem while doing their advertising because they had a contract with advertising agency. All the works were done by the agency on the behalf of Deluxe Furniture.

4. Factors Considered in Selecting the Advertising Media

Selecting the right and influential media was the biggest task in the advertising and promotion job. The job begins by selecting the best advertising agent then the agent did the media analysis including analysis of programs and stations which had many audiences. Deluxe furniture advertises its products using radio and newspaper. Factors that were considered in selecting media were the number of audience the media had acceptability and good will.

The selected media were Sheger Radio station, Reporter, and Fortune (from newspaper category) were chosen among many respondents. The company was successful in selecting the right media for its advertisements.

4. Summary, Conclusion and Recommendations

4.1 Summary of the Major Findings

Based on the analyzed data, the following summaries were made:-

- According to the findings from the total respondents 77 (55%) were male and 52 (37%) of respondents were above the age of 50. When we look the educational backgrounds 62 (45%) were first degree holders. This implied that majority of the respondents were knowledgeable and had great understanding about what advertising means.
- Considering the evaluation made by the student researcher, 42 (30%) of the respondents agreed on that the advertising message conveyed the information needed by the customers.
- Based on the data, the majority of the respondents agreed on the statement, 'the company advertises whenever new furniture products are imported'. The average level of agreement was 42.5.
- Majority i.e. 46 (33%) disagreed; this shows that the company's advertisement did not provide timely information to customers.
- According to the findings 57 (41%) of the respondents disagreed on the statement 'the company's advertising message was enough in giving important information about the company's products'his shows that the company's advertising message was not enough in giving important information about the company's products.
- Based on the data majority i.e. 64 or (46%) of the respondents didn't agree on the statement. This means that the company's advertisement

did not transfer ideas that induce customers to buy the company's products. In average 40 of the respondents disagreed.

- Considering the evaluation made by the student researcher, 50 or (36%) of the respondents were neutral. This shows that the respondents had nothing to say on the statement 'the advertising of the company is effective in convincing customers as compared to competitors'.
- According to the findings 54 (39%) of respondents disagreed, this means the advertising was not attractive and didn't influence customers towards its products better than other competitors.
- According to the data, 50 (36%) of the respondents disagreed on the statement. This shows that the company's advertisement didn't use different presentations to make its customers remember about its product.
- Considering the evaluation made by the student researcher, 64 (46%) of the respondents disagreed. This means that the company's advertisement didn't transfer ideas or messages that could remind customers. The majority i.e. 52 or (37%) of the respondents disagreed on the statement. This shows that the company's advertisement was not enough to make its customers remember about its products.
- More than a half or 98 (71%) of the respondents disagreed that the advertising media that the company used successfully addressed customers. This shows that the advertising media that the company use didn't successfully address customers.
- Regarding the data 60 (43%) of the respondents disagreed with the idea 'The company uses various media channels to advertise its products'his means that the company didn't use various media channels to advertise its products. The average level of disagreement was 42.
- According to the data majority or 41 or (29%) of the respondents disagreed on the statement that 'the company's advertisement is not successful in reaching customers'.
- Majority i.e. 42 or (30%) of the respondents disagreed on the statement that the selected advertising medias are enough to address customers., this means that the selected advertising Medias were not enough to address customers.

- Considering the evaluation made by the student researcher, majority 45 (32%) of the respondents agreed on the statement, this shows that the company does its advertising less frequently. The average level of agreement was 44.
- Regarding the data majority or 50 or (36%) of the respondents strongly agreed on the statement ‘the company advertised during holiday seasons’ This means that the company advertised during holiday seasons.

4.2 Conclusion

Advertising is one of the main promotion tools in which company objectives are met. The smooth communication flow between marketing and the customers are the main important issues for the success of the work. The main conclusions of the study in relation to the company’s advertising effectiveness in accordance with basic elements of the advertising objectives were given below:

- The first question that the research tried to address was ‘how the company’s advertising effectiveness is explained in light of the measuring dimensions.’ The findings to this question were: There were gaps on informing customers timely. Ppersuading Deluxe Furniture was not effective in convincing customers as compared to competitors. the company failed to remind customers continuously. The selected advertising media were enough to address customers and the frequency of the advertising was not enough.
- Regarding the major activities that were applied by the company to make their advertising effective, the survey results indicated that even if the company advertised,it was not enough to build the customers awareness towards the brand and it was less in persuading comparing to competitors. The company’s advertisement was not attractive to influence customers towards its products better than other competitors. From this, we can conclude that customers forgot the brand and start using other competitor’s products.
- The findings of the study showed that the company has problem in influencing customers and to induce them to buy its products. In addition to this, it failed in transferring ideas and messages to remind its customers.

- According to the findings, the company's advertisement didn't use different mechanisms to make its customers know about its product. The company advertised less frequently and it was not enough to promote its products.
- Regarding the management, the company was known by providing quality product; speed of service delivery & time. But they believed that further assessment must be conducted in their advertising.

4.3 Recommendations

During the investigation some problems were found on the advertising practice of Deluxe Furniture. Therefore, the study recommends the following points based on the analysis;

- The major findings of the study indicated that there must be improvement in informing, persuading and reminding customers. Regarding informing, advertising is the basic tool that helps one company in transferring important messages to customers. The company advertises for two purposes; when new products are imported and when there are events and holidays. However, the company's advertisement didn't provide timely information and the message was not enough in giving important information about the company's products. Therefore, to improve these problems Deluxe Furniture must advertise in a timely manner.
- As the company scores low performance in persuading customers, the company's advertisement didn't transfer ideas that induce customers to buy the company's products and the advertising of the company was not effective in convincing customers as compared to competitors. This indicated that customers were not motivated and induced to buy the products of the company. Therefore, this was a failure for the advertising because persuading was one of the objectives of advertising. There must be evaluation mechanisms of the advertising effectiveness.
- One of the main objectives of advertising is to remind customers about a given product or services. In this competitive environment the purpose of reminding advertising is important to tell existing customers that the company is still in the business with its superior value. nevertheless, Deluxe failed to do this. The study found that

majority of respondents replied that the company didn't remind customers. Thus, I advise the company to do reminding advertising because people forgot things easily and replace one with the other.

- The company's advertising should use various media channels to advertise its products and must select enough advertising media to address its customers to increase the reach ability of their advertising.
- Relating with frequency of the advertisement the respondents said that there was a low frequency of the advertising. Therefore, it must be increased to address the customers.

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