

ST. MARY'S UNIVERSITY COLLEGE
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

**AN ASSESSMENT OF PRINTING MEDIA ADVERTISEMENT PRACTICES OF
ULTIMATE MOTORS S.C IN REFERS TO MAHINDRA VEHICLE**

BY
DAGNACHEW SOLOMON

NOVEMBER, 2012
SMUC
ADDIS ABABA, ETHIOPIA

**AN ASSESSMENT OF PRINTING MEDIA ADVERTISEMENT PRACTICES OF ULTIMATE
MOTORS S.C IN REFERENCE TO MAHINDRA VEHICLE**

**A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT OF MARKETING MANAGEMENT
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FOR THE DEGREE OF BACHELOR OF ARTS IN
MARKETING MANAGEMENT**

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The modern advertising techniques make use of many ways to communicate consumers. Print media is one form of advertising methods and it also remains to be one of the most popular forms of advertising because it can reach a wider target audience. There are various different types of print media, which help advertisers to target a particular segment of people like newspaper, Magazines, Newsletters which is target a specific group of audience and give information on the product, Posters or outdoor advertisement, flyers, handbills/ leaflets, banner, billboard and like.

This study was conducted on assessment of printing media practices of Ultimate Motors S.C who is sole distributor of Mahindra & Mahindra products. Mahindra & Mahindra Ltd is an Indian vehicle producer factory with high product range from two wheels up to heavy truck, and distributes its product through Ultimate Motors S.C. for Ethiopia market. Ultimate motors S.C the only exclusive sole agent in Ethiopia for last eleven years so I was studied the printing media practices of Ultimate Motors S.C on the product of Mahindra & Mahindra products specially Mahindra Scorpio station wagon and Mahindra Scorpio double and single cabin those have more distributed in Ethiopia.

1.1.2 Background of the Organization

Ultimate motors private Limited company was established in 1997 at a paid up capital of Birr 5 million. Ultimate Motors which upon its establishment started with automotive businesses later diversified its activities into construction and agricultural equipment and energy business.

During the last eleven years since its establishment, Ultimate Motor's capital has grown from 5 million to 10.68 Million and its current and fixed assets have reached to almost three times its capital. Ultimate Motors private Limited Company is now one of the few largest companies that have own well-equipped office, workshop, body rebuild shop and large spare part warehouse buildings.

It is located at the eastern site of Addis Ababa at Nifas silk-Lafto sub City, stretching on an area of 11,000 sq. M. Out of the total area the spare part warehouse covers 1,200 sq. M, the garage covers 7,000 Sq. M, the body building workshop Cover 2,000 Sq. M. and offices & parking area covers the rest 800 Sq. M.

Today Ultimate Motors P.L.C. represents internationally renowned companies:

1. Mahindra and Mahindra Ltd:
 - Station Wagons (Scorpio)
 - Pickups (Scorpio Single and Double Cabin)
2. Kirloskar: for the supply of Generators
3. Landini SPA: for the supply of Tractors
4. Gherardi SRL: for the supply of Agricultural Implements
5. Godrej & Boyce Co. Ltd: For the supply of Forklifts and hand pallet trucks
6. Land Rover and BMW: for the supply Spare parts and after sales Service
7. Jialing CO:- for the supply Motor cycles.
8. Construction of bus body: cargo body, cement mixers etc

The different types of automotives and other products imported and distributed by Ultimate Motors have been found suitable for Ethiopian Varied climatic and road conditions. They are used extensively in all sectors of the economy and have won tremendous popularity in both government and private sectors.

Ultimate Motors Private Limited Company is one of the most recognized and respected companies in Ethiopia. Its integrity and loyalty to both the customer and supplier has enabled it to reach where it is today. Ultimate Motors PLC has 145 employees.

Therefore, Ultimate Motors S.C import and sale especially Mahindra and Mahindra products like Mahindra Scorpio Station wagon and Mahindra Scorpio pickups so this research was helped to know “The printing media practices towards of Ultimate Motors S.C to demonstrate Mahindra and Mahindra station wagon and pickups.

1.2 Statement of the Problem

According to Dr. Rajan Walker (2001:23) Printing media is one of promotional tool used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product –line it become difficult for the companies to continue with the product for longer time in the Market. So create awareness in the mind of customer for longer time the marketer has to use effective promotion, one of those tool is printing media. The most popular printing media tools are list and define as follow:

The student researcher observe Ultimate Motors S.C has experienced on fortune news paper and Capital news paper two or three times annually and few brochures have distributed when they are participated on exhibition but they have not use the remain printing media tools like Posters, Magazines and others as promotional tool.

Ultimate Motors S.C Printing media practice does not give attention to all print media. It used only the above mentioned printing media through limited time per year. So the student researcher wants to assess how printing media practices of ultimate Motors PLC in refer to Mahindra Vehicles.

1.3 Research Questions

Based on the gaps identified in the statement of the problem the student researcher aims to answer the following research questions:

1. What kinds of plan does Ultimate Motors PLC apply in its printing media advertisement?
2. What is the main problem that faces Ultimate Motors in practices on printing media advertisement?
3. What are selection criteria of Ultimate Motors PLC for printing media advertisement?
4. What are the factors that influence Ultimate Motors PLC using printing media advertisement?

1.4 Objective of the Stud

1.4.1 General Objective

The general objective of the study is to analyze the practices of Ultimate Motors S.C on printing media towards all of Mahindra & Mahindra vehicles in Ethiopia.

1.4.2 Specific Objectives

The specific objective of this research is to accomplish the following item listed here under:

1. To know the plan of Ultimate Motors Plc to apply in its printing media advertisement.
2. To Assess the main problem that faces Ultimate Motors Plc in practice on printing media advertisement.
3. To know selection criteria of Ultimate Motors PLC for printing advertisement.
4. To know the factors that influences ultimate Motors PLC using printing media advertisement?

1.5 Scope of the Study

The student researcher was concentrate only on printing media practice of Ultimate Motors plc on the product of Mahindra & Mahindra vehicle. Apart from this, the student researcher was concentrated to get enough information in the Main office found Nifase Selk Subcity. Furthermore, the student researcher was assessing the printing media practice of Ultimate Motors PLC from the year 2011-2012. This is due to the reason that recent data have more appropriate for main reason analysis of the research.

1.6 Significance of the Study

After conducting of the research, It will give many benefits to student researcher to get more practical Knowledge about how to conduct research, further the company will get benefits by identify its problem on printing media practice. Finally it helps for other researcher how to conduct a study on this area.

1.7 Definition of Terms

Print Media:- refers to publication that are distribute in a print form on paper such as magazine, which must be delivered to customer in physical form either to hand delivery or physical purchase(Kumar & Mittal, 2002:223).

1.8 Research Design and Methodology

1.8.1 Research Design

The research design was descriptive research method in order to assess and describe the practice of Ultimate Motors Plc.

1.8.2 Population and sampling technique

The student the printing media practice of Ultimate Motors PLC the target population was divided into two parts. These are 1 Management body who have more relationship with printing media was the population of the study. On the other hand the student researcher was conductd 150 customers who purchased Mahindra products from Ultimate Motors PLC.

The student researcher was used non probability sampling: especially convenience sampling technique. Regarding the customers, it is difficult for the student researcher to get information about the exact number of customers it is impossible to determine the sample frame. Therefore according to Malhotra (2006:339) the student researcher is going to take a sample of 150 people, who are ordinary customers which do not have a listed name and specific identification code.

1.8.3 Types of Data to be collected

To fulfill the study the student researcher was gathered information from primary and secondary data Source.

1.8.4 Data collection method

The researcher of this study was collected primary data by directly interacting with the customer by questioners and manager interview.

Secondary data was gathered through reference of book, Newspaper, Magazines, internet and other internal and external secondary data.

1.8.5 Method of data analysis

The response of each customers and employee was collected from questionnaire and was analyzed by using tabulation, ratio, percentage and other tools of analysis.

1.9 Limitation of the study

The major limitation of this research is lack of time and money, which are the crucial factor of this task. As a result the student researcher limits to complete in this short period of time and by limited resource.

1.10 Organization of the Research

The study was organized in four chapters. The first chapter was deals with introduction, background of the study, statement of the problem, object of the study, scope and delimitation of the study and research design and methodology. The second chapter consists of review of related literature. The third chapter was covered data collection, organization, analysis and interpretation. Finally the fourth chapter contains summery conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Promotional Mix

Advertising is an essential element of the promotion mix. Personal selling, sales promotion publicity and advertising are the elements in the promotion mix. Adventism has been considered as the most effective method for promotion for it creates demand, stimulates sales, and reaches customer quickly & effectively.

As with any business function, planning plays a fundamental role in the development & implementation of an effective promotional program. Individuals involved in promotion design must consider the organization's integrated marketing communication program and activities. Promotional planners must decide on the role and function of the specific element of the promotional mix, develop strategies for each element, and implement the plan. Promotion is but one part of, and must be integrated in to the overall marketing plan & program. (George & Belch 2001:25)

2.2. Advertizing

2.2.1 Meaning & Definition of advertising

Philip Kotler (2009:793) define advertising as any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor. Advertising is used by many organizations to communicate specific messages about themselves, their products and services, or their modes of behavior to a predefined target audience, in order to stimulate a response from the audience. The response may be perceptual in nature: for example, the consumer develops specific views or opinions about the product or brand, or these feelings are altered by the advertising. The response could be behavioral: for instance, the consumer buys the product or increases the amount that he or she buys. Advertisers that sponsor advertisements include not only business firms, but also non-profit and social institutions such as charities, museums and religious organizations that promote causes to various

target publics. Advertising is a good way to inform and persuade, whether the purpose is to build brand preference or to motivate consumers, or to encourage habit.

In the marketing context, advertising has been defined as paid & non personal form of presentation and promotion of idea, goods or services by an identified sponsor.

Advertising is a powerful communication tool directed towards specific target customers in order to carry the message persuasively with a view to achieve certain specific objectives such as, to establish brand quality, expansion of the existing market, increased sales value, etc.

Advertising is multidimensional. It is a form of mass communication, powerful marketing tool, component of the economic system, a means of financing the mass media, a social institution, an art form, an instrument of business management, a field of employment and profession.

2.2.2 Objectives of advertising

The basic objectives of advertising of a concern are to increase its sales volume & profit. However these can be achieved by adopting a variety of strategies, we mention here some of principal objectives of an effective advertising campaign:

1. To increase the sales volume by multiplying product uses or increasing the unit of purchases
2. To facilitate launching a new product or a new brand in the market.
3. To support the existing sales force of the organization in order to make the job sales personnel less difficult and more efficient.
4. To get more access to such consumers who are otherwise impossible on account of topographical or transportation barriers.
5. To enter a new market segment which are hitherto untapped
6. To improve the dealer relations in order to argument the indirect distribution.
7. To augment the industry's sales for the betterment of the entire society.
8. To eradicate the wrong consumed notions which are otherwise based on the minds of the customers.
9. To build up goodwill by way of non-commercial advertisement without a profit motive.
10. Finally to build up an effective brand performance for a particular product or services.

2.2.3 Classification of advertising

Advertising can be classified as to whether their aim is to inform, persuade or remind.

Informative advertising: - appears at the initial stages of particular product category where the principal objective is to develop the primary demand of the customer.

Persuasive advertising aim to build selective demand for the particular product and generally is applicable at the competitive stage.

Comparison advertising some of those pursuers advertising can be put in to the category of comparison advertising which seeks to establish the superiority of one brand through concrete evaluation with one or more other brands in the product line.

Reminder advertising is of others types which assist to customer to recollection the messages, ideas, etc. of a particular product.

Reinforcement advertising which intends to assure the current purchasers that they have opted for the right product. (kUMAR.&MITTAL. 2002:4)

Other Classification according to Dr. Khan on The Basis of Area Coverage On advertising classified into the following four categories,

(1) Local, (2) regional, (3) national,(4) international advertising.

1. **Local Advertising:** It is also known as „retail advertising“. It is undertaken by local retail stores, departmental stores, co-operative stores, selling cloth, saris and other consumer goods and consumer durables. It is directed at local customers. Media, used for local advertising, are shop decorations, local newspapers, magazines, posters, pamphlets, hoarding, new signs, local cinema houses, etc.

2. **Regional Advertising:** It has wider coverage, as compared to local advertising. It covers a particular region, which may be one state, or, more than one state, the people of which may be having a common tongue, or, using one common product. It is undertaken by manufacture, or, regional distributor of a product. Media, used for regional advertising, include regional newspapers, magazines, radio, regional T.V., outdoor media, etc. It is considered to be an ideal form of advertising for launching and marketing a new product in a specific region.

3. **National Advertising:** It is generally undertaken by manufactures of branded goods, for which, advertising messages is communicated to consumers all over the country. Almost all possible mass media, including national newspapers, radio and television network, are employed for national advertising. Product services, and ideas, which have demand all over the country, are suitable for national advertising.

Detergents, soaps, toothpastes, cosmetics, scooters, cars, and bicycles, are some of the products, which are advertised all over the country.

4. International Advertising: This type of advertising is undertaken by those companies, which operate in more than one country, known as „multi-national“ companies. Exporters, generally advertise their products and services in foreign countries, where ready markets are available. Air India and other airlines, and multinational companies advertise their products and services all over the world. Coca-Cola and Pepsi are advertised globally, as the sales are almost all over the world. International advertising is extremely expensive, involving the service

2.3 Media

2.3.1 Classification on The Basis of Media

On the basis, advertising may be-classified into the following four categories.

- (1) Print media advertising;
- (2) electronic or broadcast media advertising;
- (3) outdoor media advertising
- (4) other media

1. Print Media Advertising: The print media consists of newspapers, magazines, journals, handbills, etc. No newspaper or, journal, today, can survive without advertising revenue. Print media advertising, even today, is the most popular form; and revenue derived by mass media from advertising has, therefore, been progressively increasing year after year. Print media appeals only to the sense of sight, i.e. eyes.

Newspapers

Newspapers are the most popular forms of print media. The advertiser in this case can choose from a daily newspaper to a weekly tabloid. Different types of newspaper cater to various audiences and one can select the particular category accordingly. Advertisers then design press advertisements where as size is decided as per the budget of the client.

Magazines

Magazines also offer advertisers an opportunity to incorporate various new techniques and ideas. Magazines are one such form of print media that give a more specific target group to the client. The client can make a choice of the particular magazine as per the product.

Newsletters

Newsletters also form an important part of print media. These target a specific group of audience and give information on the product.

Brochures

Brochures give detailed information about the product. These are mainly distributed at events or even at the main outlet when a consumer needs to read in detail about the product.

Posters

Posters are forms of outdoor advertising. The message in a poster has to be brief and eye-catching as it targets a person on the move.

2. Electronic or Broadcast Media Advertising : Electronic, or, broadcast media consists of (i) radio, (ii) television, (iii) motion pictures, (iv) video, and (v) the internet. The radio is audio in nature, appealing only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and effective because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different methods, such as, spot announcements, sponsored programmers, etc., are used for broadcasting advertising messages. However, broadcasting media are very expensive form of advertising. Advertising is also undertaken through movies, video, and the internet.

3) Outdoor Media

This includes posters, neon signs, transit, point of purchase (POP), etc. Outdoor advertising can be a good supporting media to other forms of advertising. It is a good form of reminder advertising, especially, the POP advertising.

4) Other Media:

This includes direct mail, handbills, calendars, diaries, cinema advertising, and internet and so on. These miscellaneous media can play an important supporting role to the major media such as television, and newspapers. Dr. Rajan Welukar (2001:26).

2.3.2 Determinants of advertising media

According to Philip kotler (2009:804) the advertiser must next decide upon the media to carry the message. The main steps in media selection are:

(1) **Deciding on reach, frequency and impact;** advertiser must decide what reach and frequency are needed to achieve advertising objectives. Reach is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time.

(2) **Choosing among chief media types;** the media planner has to know the reach, frequency and impact of each of the major media types.

(3) **Selecting specific media vehicles;** the media planner must now choose the best media vehicles - that is, specific media within each general media type.

(4) **Deciding on media timing,** another decision that must be made concerns timing: how to schedule the advertising over the course of a year.

And also Dr. Rajan Welukar said any media that is selected must be capable of accomplishing at least the three main objectives:

1. It must reach the largest number of people possible.
2. It must attract their attention.
3. It must be economical.

In practice, however, there is hardly any single media that satisfies the above three objectives. Therefore, the real managerial task is to identify from among them the one (s) which is relevant for the company. For this purpose the management should consider the following factors:

1. The Nature of the Product: The nature of the product determines the choice of the advertising media. For instance, cinema, television, color periodicals would be the obvious choice for products like fabrics and toilets requiring visual presentation. In this connection, management should develop a product-media match.

2. Market Requirements: While selecting advertising media, the company's market requirements should be considered. When they meet these requirements, they lend themselves to good use. For example, specialized high fashion color magazines would be the proper media for consumers with high income groups and sophisticated tastes. Similarly, outdoor media would be appropriate when consumer action is to be induced at the point of purchase.

3. Advertising Objectives: The advertising objectives also determine the type of media to be selected. For example, the press is preferred to project corporate image while radio and television is relevant for product advertising.

4. Distribution Strategy: The advertising media should be compatible with the distribution strategy adopted by the company.

For example, if the company is selling through middlemen wholesalers and retailers etc., then outdoor advertising media duly supported by television, radio and cinema etc. may help to pull the product out of channel.

5. Nature of the Message and Appeals: The nature of advertising message appeal also determines the advertising media for a company. The media should be able to carry the message and appeal to the right persons in the perspective. For example, if time is the essence of communication, daily newspaper and radio may be the best choice. Mass consumption items like soaps, toothpastes, hair oil etc. may determine television, newspapers as the best selection.

6. Budget: The budget available for advertising purpose will decide the choice of media of advertising. For example, a manufacturer having comparatively large funds for advertising may choose television or radio or both as a media of advertising. On the other hand, a medium or small sized businessman may prefer newspaper and magazine as an advertising media.

7. Competitors Choices: A company should also take into account the wisdom of competitor's media choices despite differences in advertising objectives and appropriations. It is not desirable to outright dismiss their choices. Generally, the advertising media used by competitors are preferred so as to make an impressive appeal for the product.

8. Media Circulation: The Company should take into account the circulation of the advertising media. Media circulation must match the distribution pattern of the product. This applies to the press media. Circulation should not be confused with readership.

Circulation means the number of copies sold after deduction of free copies, returns and other differences between the total number of printed copies and total number sold at full price. The advertising media selected should have maximum circulation.

9. Media Availability: The question of media availability is quite relevant while considering advertising media alternatives because not all Medias are available to a company at all times whenever required. For instance, in 1973, and 1974, owing to acute newsprint shortage, space availability in national dailies was a real problem.

10. Penetration: How can we penetrate the market most thoroughly or how can we reach the greatest number of potential customers is also an important factor influencing the choice of a particular advertising media. Shall we reach housewives at the kitchen-sink by means of television or radio and which is likely to have the greater impact? This fact should be considered.

11. Size and Nature of the Business Enterprise: The size and nature of the business enterprise also play an important part in making a choice for the advertising media. Different media will suit to departmental stores, chain stores, small shops, manufacturers and producers etc. A big business enterprise may make use of television, radio and newspapers having national network, whereas a small unit may prefer local newspapers and cinema-slides etc. Dr. Rajan Welukar (2001:39).

2.4 Print media

2.4.1 Meaning of print Advertising

According to Stephen Rampur, Print advertising is the most popular and effective method of publicity today. It has become the part of the culture and political life of people today. Print is an advertising media comprising all those vehicles owned by others and which can carry the advertising message in print to be read by target customers.

2.4.2 Print Advertising Techniques

Effective print advertising techniques really do the job of attracting attention of the viewers to the product.

Owing to the effectiveness and benefits of advertisements, many manufacturers are concentrating more on how creatively the products can be advertised. One of the primary methods for marketing and advertising products is print media which includes newspaper advertisements, magazine advertisements, billboard advertisements, and many other print forms. Like in TV commercials, there are some common advertising techniques used in print advertising as well. Note that advertisement techniques are totally different from the methods. The techniques are the concepts that are used in the different advertising methods.

Print advertising can be observed in the product advertisements that are printed on newspapers, flyers, or magazines. The products in these ads are presented in a way that will attract the attention of the watchers. Following are some of the persuasive advertising techniques used in the print media.
By (Stephen Rampur) Published: 8/3/2010

Effective Print Advertising Techniques

Catchy Words and Slogans: This is the most common advertising technique used in not only the print media, but also in TV commercials. You need to use words in your advertisement that will make the reader want to continue reading the matter in the advertisement. You even do have a choice of using a unique slogan for your brand.

Celebrities and Famous Personalities: If you do have a substantial budget for advertising, you can ask a famous celebrity to promote your product in the print advertisement. Fans and admirers of the celebrity you have used in the advertisement may want to buy the product, just because their favorite celebrity is using it. This is one of the most effective ways to publicize products and services and increase their sales.

Readable Advertisements: It is also very important to pay attention to minor things in the printed advertisement such as the font type and size, and the language used. Make sure the advertisement is readable enough for the people to understand. Do not use fancy fonts which would make the reader find it difficult to read. Also use common words that will pass on the idea clearly.

Testimonials: If you want to increase sales, it is suggested that you include testimonials from people who have already used the product and are sharing their experiences. Testimonials certainly make the readers have a good impression about the product being reliable, which may contribute to a rise in sales.

Include an Offer: It is a proven fact that people are more attracted to those advertisements which include any kind of offer and discount. If you want good advertisement, you can make an offer that the readers will not be able to resist.

Mention your Contact Details: In a print advertisement, you need to add up all details about your company and contact information. This will portray your brand as trustworthy. It will also encourage readers to inquire more about your products.

Talk about the Product Benefits: Many companies include too much information about the features of the product. This generally results in low sales. Instead, the company should focus more on the benefits that the product is related to. This will create a need in the readers and give a good impression of the product.

Consider Direct Communication: If you are including a picture of a person in the print advertisement, it is better to make the person look as if he is looking directly into the eyes of the reader. In addition, using direct communicative words such as 'You' is also one of the most effective print advertising techniques.

There are many other types of advertising techniques used in print media such as using attractive images, graphics, statistical claims, knowledge sharing, and funny concepts. By Stephen Rampur
Published: 8/3/2010

2.5 Newspapers

We have seen advantage and disadvantage of newspaper and magazine according to Dr. Rajan Welukar(2001:49).

News paper advertising in printing medium is the oldest & the largest in terms of advertising billing. Advertisers spend more money on news paper & magazines.

There are several types' newspapers: - daily, weekly (Sunday) retail advertising bulletin, morning, evening, special interest, etc.

Retail advertising bulletins or shopping news type of publication carry advertisement about the shopping items.

The specific characteristics of newspaper are:

- Newspapers have immediacy and therefore they have an announcement value.
- The other characteristic of newspaper is that it has a better scope for providing detailed information.
- There is a geographic flexibility in newspapers as a publication may have more than one edition,

- Newspapers also have special interest targeting opportunity through sections and/or supplements.
- Newspapers are also Vehicles for Coupon delivery.
- However, newspapers have two major short-comings, First, the lower literacy levels are barriers in growth and secondly, Newspapers have a very short life span.

2.5.1 Advantages or Merits of Newspaper Advertising Media

The advantages of merits of newspaper advertising media may be summed up as under:

1. Their coverage is high as they reach every nook and corner in a very short time.
2. They offer a lot of flexibility. According to the convenience and necessity of the advertiser, the shape, size and appeal may be frequently changed to suit the need of the advertiser.
3. High frequency enables speedy preparation and publication of advertisement.
4. It is the cheapest media of advertising as far as its cost per reader is concerned.
5. The daily newspaper have strong repetitive value as it offers an opportunity to the advertiser to repeat is message at a short interval of only one day.
6. The public response towards newspaper advertising is very quick.
7. By inserting local advertisements (in local newspapers), the effectiveness of advertising copy could be tested quite easily.
8. By inserting frequent advertisements in the newspapers, their visual appeals may be created very easily.
9. The reputation of the newspapers is available to the advertisers and their products also. Leading newspapers provide space to reputed and reliable concerns only.
10. Newspaper advertising provides geographic selectivity.

2.5.2 Disadvantages or Demerits or Limitations of Newspaper

Advertising Media: The following are the disadvantages or demerits or limitations of newspaper advertising media:

1. The life of a newspaper is very short, i.e., only for the day. It is said, “Nothing is alive as today’s newspaper” and “Nothing is dead as yesterday’s newspaper.”

2. There is waste of circulation. The advertisement is carried even to those places where there is no market existing nor the possibility of creating a new market in the near future.
3. If the customers are limited in numbers, advertising in newspapers may be ineffective and costly too.
4. Visual effects may not be created in practice as the newspapers are generally printed on cheap newsprint.
5. There is lack of uniformity in advertising requirements. Lack of uniformity of publishers' requirements with respect to rates, size, type of copy and so on.
6. Newspaper advertising is less popular in undeveloped countries where the masses are illiterate ignorant and poor.

2.6. Magazines and Journals

Another media under press advertising media is magazines and journals. They offer selective circulation throughout the country at a cost within reasonable budget limits. These are published periodically at regular intervals, i.e., weekly, fortnightly, monthly, quarterly or annually. Magazines and Journals are read at leisure and with care when the reader is mentally prepared to receive the advertisements. It has a long effective life. From the advertiser's point of view, magazines may be classified under five groups: (i) Special Interest Magazines; (ii) Trade Magazines; (iii) Technical Magazines; (iv) Professional Magazines; and (v) Regional Magazines.

The specific characteristics of magazines

There has been a growth in magazines. On one hand newer titles have emerged, which are catering to specialized needs of the people and secondly, their overall circulation has also increased. From advertising point of view, the characteristics of

Magazines are:

- Magazines have specific audience selectivity, as they are specialized. As you are aware there are magazines for women, children, corporate professionals etc.
- They have compatible editorial environment, i.e., contents v/s advertisements. Magazines have longer life span, corresponding with their periodicity.

- Magazines provide them opportunity for message scrutiny, and geographic and demographic flexibility.

2.6.1 Advantages or Merits of Magazines and Journals

The following are the advantages of magazines and journals as an advertising media:

1. The life of magazine is considerably longer than that of newspapers. These are kept ready for weeks and months.
2. Better reproduction of advertisement than newspapers is provided.
3. Magazines are highly selective in nature and waste of circulation is avoided.
4. Magazine advertising create prestige, reputation and an image of quality.
5. The number of readers per copy in case of magazine advertising is quite high. There is multiplicity of readership.
6. Magazines are ideals for introduction new ideas.
7. Magazine readership is usually a leisurely home readership for enjoyment relaxation, and “with guards’ down.
8. The printing, paper, color combination is more attractive in case of magazine advertising than newspaper advertising.
9. Magazines reach specialized groups conveniently and effectively.
10. The cost of utilizing magazines for advertising is quite low.

2.6.2 Disadvantages or Limitations of Magazine and Journal Advertising

As compared to newspaper advertising, the magazine and journal advertising have the following disadvantages, demerits or limitations:

1. The chief demerit of magazine advertising is its low flexibility.
2. Preparation costs for magazine copy are usually rather high and sometimes exceed the cost of the space used in trade magazines.
3. The circulation is limited as compared to newspaper advertising.
4. It takes more time in printing etc. than newspaper advertising.
5. The size of magazines differs widely and hence the advertiser has to prepare the copy of advertisement according to the size of the magazine and journal.

Change in appeal cannot be effective quickly. Dr. Rajan Welukar (2001:49-50).

CHAPTER THREE

DATA PRESENTATION, ANALYSIS & INTERPRETATIONS

This chapter is concerned with data presentation analysis and interpretation that were collected through questionnaires from customers and through interview from management of Ultimate Motors plc. The questionnaires were distributed to 150 customers and interviewed with sales manager of Ultimate motors plc. Out of 150 questionnaires that were distributed to customer 122 were answered and the remaining 28 were not returned. Based on the filled and returned questionnaires the analysis was made on the print media practices of Ultimate Motors plc as follow.

3.1 General Characteristics of customers

The student researcher was tried to make analysis and put the respondent rate of 122 respondents in the table.

Table 3.1 General Characteristics of respondents

Item	Description	Frequency	Percent
1	Sex		
	Male	90	73.8%
	Female	32	26.2%
	Total	122	100%
2	Age		
	18-25	16	13.1%
	26-35	52	42.6%
	36-45	24	19.7%
	46-55	24	19.7%
	Above 55	6	4.9%
	Total	122	100%
3	Educational Background		
	12th grade complete/10+2	34	27.9%
	Diploma	51	41.8%
	Degree	30	24.6%
	Masters degree	7	5.7%
	Total	122	100%
4	Profession		
	Government employee	40	32.8%
	Private employee	42	34.4%
	Business person	37	30.3%
	Student	3	2.5%
	Total	122	100%

From the frequency table 3.1 item 1 of gender consideration have shown that 90 (73.8%) respondents out of 122 are Male and the remaining 32 (26.6%) respondents are female. It indicated that males have more participated in this research than female.

item 2 of table 3 represent age of respondents, from this Age frequency table 52 (42.6%) respondents age falls between the age 26-35, 24 (19.7%) respondent's age are between 36-45 and 46-55 respectively, 18-25 age contained 16 (13.1%) of the total respondent and the remaining 6(4.9%) is above 55 years old. Therefore, it shows most of participants are between 26-35 years old.

As shown in the table 3.1 item 3 the educational background of Ultimate Motors Plc customers respondent, diploma holder represents 51 (41.8%) share from the total respondents, 34 (27.9%) is 12th grade completed, 30 (24.6%) degree holder and the remaining 7 (5.7%) is Masters' degree.

This implies more than 50% of the total respondents are diploma holder so these research participants have well educational background.

As can be seen in the profession form the table 3.1 item 4 privet employee, government employee and business man have almost equal share that is 42(34.4%), 40(32.8%)and 37(30.3%) respectively from the total respondents. The remaining 3(2.5%) are students.

3.2 Analysis of major findings

The analysis of the major findings of the study is presented in the tables and discussions below.

Table 3.2 print media practices of Ultimate Motors plc

Item No	Types of printing media followed by respondents	Frequency	Percent
1	Addis Zemen	24	19.7
	Herald	2	1.6
	Reporter	18	14.8
	Capital	8	6.6
	Addis Zemen & Herald	6	4.9
	Addis Zemen & Reporter	11	9.0
	Addis Zemen & fortune	3	2.5
	Reporter & Capital	4	3.3
	Reporter & fortune	5	4.1
	Addis Zemen, Herald & Reporter	8	6.6
	Addis Zemen, Herald & fortune	3	2.5
	Addis Zemen & Reporter & Capital	2	1.6
	Herald, Reporter & fortune	4	3.3
	Reporter, Capital & fortune	10	8.2
	Addis Zemen, Reporter, Herald & Capital	4	3.3
	Addis Zemen, Reporter, Herald & fortune	2	1.6
	Addis Zemen, Herald, Reporter, Capital & fortune	8	6.6
Total	122	100.0	

From the above table 3.2 we have learned 24(19.7%) respondents follows only Addis Zemen news paper which is out of the 122 respondents, next to Addis Zemen 18(14.8%) of the respondents follows Reporter, Capital news paper have 8 (6.6%) share, Herald 2 (1.6%) and the remaining 70(57.3%) shares occupied by the combination of different print media. For example we can observe from the above table, 11 (9%) of the customer follows simultaneously Addis Zemen and Reporter news paper and also 10 (8.2%) of the respondent is read jointly reporter, capital and fortune news paper. From this table the majority 70(57.3%) of the respondents follow the combination of news paper and the remaining 52(42.7%) follows separately Addis Zemen, Reporter, Herald and capital news paper. This indicated the majority 70(57.3%) of the respondent follows combination of news paper so that Ultimate Motors plc.

Table 3.3 The appropriateness of print media for Mahindra Vehicle.

Item No	Description	Frequency	Percent
1	Have you seen Ultimate Motors plc printing advertising?		
	Yes	97	79.5%
	No	25	20.5%
	Total	122	100%
2	If your answer is yes for Question 6 in which media?		
	Newspapers	89	91.8%
	Magazines	2	2%
	Broachers	6	6.2%
	Total	97	100%
3	Do you think printing media is appropriate tool of advertised for Mahindra Vehicle		
	yes	101	84.1%
	No	19	15.9%
	Total	120	100%

Based on the table 3.3 item 1 we have learned 97 (79.5%) of the Ultimate Motors plc customers (respondents) have seen the advertisement that released on printing media for Mahindra vehicle the remaining 25(20.5%) didn't see the print advertisement. This shows Ultimate Motors plc has reached most 97(79.5%) of its customer by using print media for advertize Mahindra vehicle.

According to the above table item1, 97 respondents out of 120 have seen Ultimate Motors Plc advertisement on print media. Table 3.2.2 Item No 2 indicated that from 97 respondents 89 (91.8%) have seen on newspaper, 6 (6.2%) have seen on Broachers and the remaining 2 (2%) have seen on magazines. This implies most of the customers follow up on news paper.

As per the response of the respondents on the above table item No 3, 101 (84.1%) have agreed printing media is appropriate tools for Mahindra vehicle and the others respondents19 (15.9%) did not agreed on the appropriateness of printing media for Mahindra vehicle.

Senior sales manager of Ultimate Motors plc also expressed about their plan to advertise Mahindra products on printing media. He said that "we have got a plan to advertise our product using printing media efficiently as soon as possible to increase our market share." this implies Ultimate Motors plc managements planed to advertise by using print media to address its customer.

This implies the most customers' respondents have agreed printing media is an appropriate advertisement tools and Ultimate managements have focused to advertise on print media to address its customer.

Table 3.4 For finding Mahindra Vehicle print advertising effectiveness related to the Following techniques

Item	Description	Excellent		Very Good		Good		Poor		Very Poor		Total	
		Freq uenc y	%	Freq uenc y	%	Freq uenc y	%	Freq uenc y	%	Freq uenc y	%	Freq uenc y	%
1	Catchy words	5	5.2	21	21.6	27	27.8	41	42.3	3	3.1	97	100
2	Slogan	18	18.6	31	32	34	35.1	12	12.4	2	2.1	97	100
3	Readable	0	0	20	20.6	32	33	45	46.4	0	0	97	100
4	Testimonial	9	9.3	25	25.8	45	46.4	18	18.6	0	0	97	100
5	Include an offer	13	13.4	50	51.5	19	19.6	15	15.5	0	0	97	100
6	Contact detail	28	28.9	45	46.4	17	17.5	7	7.2	0	0	97	100
7	Talk about product benefits	30	31.3	13	13.5	34	35.4	16	16.7	3	3.1	96	100

According to table 3.4, 97 respondents out of 122 were asked to evaluate the effectiveness of the Mahindra vehicle print media advertisement based on the following techniques. The remaining 25 respondents have not seen print advertisement of Mahindra.

As we can see on table 3.4 item 1, 41 (42.3%) of the respondent is consider the advisement of Mahindra has used poor catchy words, 27 (27.8%) of them evaluated the catchy words as good, 21 (21.6%) also has evaluated as very good catchy words. The remaining 5 (4.1%) said it has excellent

and 3 (2.5%) also said very poor catchy words used on the print advertisement. It implies the most 45(45.4%) of customers have evaluated the advertisement has used as poor catchy words so the Ultimate motors plc print media advertisement not comfortable words to the reader.

With regarding to the slogan of the Mahindra vehicles advertisement that offered on print media by Ultimate Motors plc, which is indicated on the above table item No 2, 34 (35.1%) of the respondents decided as good, 31 (32%) has said it was very good, 18 (18.6%) of them agreed as excellent the remaining 12 (12.4%) was said its slogan was poor capable and 2 (2.1%) of the respondent said its slogan was very poor.

This implies slogan of Ultimate Motors plc print media advertisement considered as good as by its customer.

Readability is very important for print advertisement to pay the attention and to understand. So according to item3, 45 (46.4%) of the respondents have evaluated the readability of Ultimate Motors Plc advertisement and considered as poor readable, 32 (33%) also said good readable, the remaining 20 (20.6%) have evaluated as very good readable advertisement.

This indicated that capacity of the readability of the Ultimate Motors print advertisement was considered as not adequate readable by the respondents.

Testimonial refers the suggestion of people how have already used the product. On table 3.2.3 item No 4, the respondents have evaluated testimonial on the Mahindra advertisement. Consequently 45 (46.4 %) of them have said good, 25 (25.8%) respondent consider as very good testimonial but 18 (18.6%) of them said it was poor and oppositely the remaining 9 (9.3%) said it was Excellent testimonial.

This implies Ultimate Motors plc print advertisement has included the suggestion of people to promote Mahindra Vehicle as good as considered by its customers.

The respondents have evaluated the advertisement based on any kinds of offer like discounts and other, therefore on the above table item 5, 50 (51.5%) respondent which have seen the advertisement said very good condition it was included an offer, 19 (19.6%) of them was said it is good, 15

(15.5%) was considered as poor value offer and the remaining 13 (13.4%) agreed its include an offer as excellent level. This has shown us Mahindra’s print advertisement encouraged its target group by include offer.

Contact detail is one of the most important parts of the advertising so On the table 3.2.3 item No 6, the respondent have evaluated the Mahindra advertisement .45 (46.4%) of them considered it was very good condition included contact detail in the advertisement, 28 (28.9%) agreed it indicated excellently, 17 (17.2 %) of them said it was good and the others 7 (7.2%) have evaluated as poor. This is indicated that more than 70% of the respondent agreed on excellent condition its mentioned detail the address of the company in Mahindra print advertisement. It implies Ultimate Motors plc print advertisement stated its address without any confusion.

The advertisement should have focus on the benefits of the product. As per the above table item No 7, the respondents have seen the talking about the product benefit on the advertisement as follow, 34 (35.4%) of them evaluated as good, 30 (31.3%) agreed it indicated excellent, 16 (16.7 %) of them said it was poor and the others 13 (13.5%) have evaluated as very good the remaining 3(3.1%) considered as very poor.

This also implies product benefits of Mahindra vehicle was include on print advertisement of Mahindra. It is considered by it’s as good and excellently.

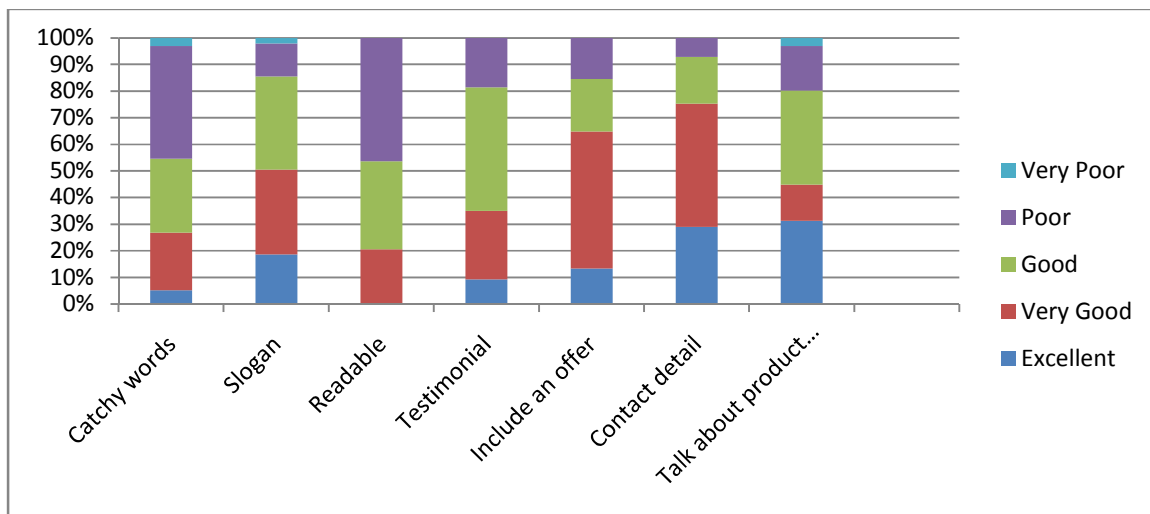


Figure 1: Customers assess the effectiveness of Mahindra vehicle print media advertisement

Table 3.5 Assessment of the respondent opinion for Mahindra print advertisement

In your opinion which printing media shall the company use to make its advertisement effectively for Mahindra Vehicle			
Item	Description	Frequency	Percent
1	Newspapers	36	30.0%
	Magazines	20	16.7%
	Broachers	32	26.7%
	Pamphlet	5	4.2%
	Newspapers & Magazines	4	3.3%
	Newspapers & Broachers	16	13.3%
	Newspapers, Magazines & Broachers	7	5.8%
	Total	120	100%
2	Do you think the company print advertisement is enough?		
	yes	27	22.5%
	No	93	77.5%
	Total	120	100%
3	In your opinion, in what time interval print advertisement released for Mahindra vehicle?		
	Daily	13	10.8%
	weekly	65	54.2%
	monthly	42	35%
	Total	120	100%
4	Are you influenced by company print advertisement to purchase Mahindra Vehicle?		
	yes	54	45%
	No	66	55%
	Total	120	100%

Based on the above table 3.5 item No 1, according to the respondents Opinion, Company's print advertisement for Mahindra will be effectiveness on the following Print media. 36 (29.5%) of the

respondents selected newspaper for effective advertisement, 32 (26.2%) of them advised Broachers, and 20 (16.4%) recommend Magazine, and the remaining 16 (13.1%), 7 (5.7%), 5 (4.1%), and 4 (3.3%) of the respondent suggested Newspapers & Broachers, Newspapers, Magazines & Broachers, Pamphlet and Newspapers & Magazines respectively.

This implies the customers of Ultimate Motors plc have advanced to advertise Mahindra vehicle on news papers and broachers to make effective promotion.

The respondents were asked whether the company print advertisement is enough or not to promote Mahindra vehicle. As per the above table item No 2, 93 (76%) of the respondents not agreed but 27 (22.1%) of them said it is enough.

So it indicated the company advertisement in print media was not reached frequently as expected as its customers. In addition the senior sales manager of Ultimate Motors plc has believed that Mahindra's vehicle advertising is not sufficiently adverted on printing media. He has replied that "I don't believe the advertisement on these news papers to be enough needs more to do on another advertisement method like Road show etc...." this implies that the management focus other advertisement tools in addition to print advertisement to address its customer.

As indicated in the table3.5, item No 3, 65 (53.2%) of the Ultimate customers agreed to release the Mahindra advertisement on print media every week, 42 (34.4%) of them preferred monthly wise and the remaining 13 (10.7%) chosen daily base but no one select yearly base.

But senior sales manager of Ultimate Motors plc told about kinds of printing media that the company has used to adverts Mahindra vehicle with reason. He has said "We are advertising our product (Mahindra vehicles) on weekly news papers which have got big audience and area coverage like Capital, Reporter... on yearly basis and also using brochures and Leaflets distributing through appointed sub dealers in various regions."

It implies weekly release advertisement on print media for Mahindra vehicle is more preferable for its customer.

According to the table 3.5, item No 4, it indicated 64 (52.5%) of the respondents have not influenced by print media advertised to purchase Mahindra vehicle and 53 (43.5%) of the responder was influenced to purchase Mahindra vehicles. It indicated us more than 50% percent of the respondents have not influenced to purchase Mahindra vehicle by the print advertisement of the company.

Table 3.6 The message content of Mahindra vehicle printing advertisement

	Item	1		2		3		4	
	Aim	Informative		Persuasive		Reminder		comparative	
How about the message content of the print media advertisement for Mahindra vehicle in terms of aim or plan	Description	frequency	%	frequency	%	frequency	%	frequency	%
	Very high	25	25.8%	17	17.5%	14	14.4%	13	13.4%
	high	41	42.3%	36	37.1%	24	24.7%	23	23.7%
	medium	27	27.8%	40	41.2%	42	43.3%	37	38.1%
	low	4	4.1%	4	4.1%	17	17.5%	21	21.6%
	very low							3	3.1%
	Total	97	100%	97	100%	97	100%	97	100%

According to the above table 3.6 we have tried to see Ultimate Motors plc customer's perception based on the message content of the print media advertisement in terms of its aim or plan in the bases on Informative, persuasive, reminder and comparativeness.

Therefore based on the above table item 1, the information that offered on print media, majority 41 (42.3%) of the respondents have said that it contain was highly informative, 27 (27.8%) and 25 (25.8%) of them evaluated as modular and very high informative advertisement, the remaining 4 (4.1%) understood as low informative.

Further more in our interview I have reassessed that the main objective of the company to advertise Mahindra vehicle on printing media. He has explained to me that “the main objective of Mahindra advertisement was to inform the benefit of Mahindra vehicle, targeted to increase sales volume and market share.”

This indicated us more than 66 (65%) of the respondents were more satisfied on the delivered information on the print media advertisement of Ultimate motors plc. Therefore we can assume that Ultimate Motors plc print advertisement was addressed its customer by offering more information about Mahindra Vehicle.

On the above table 3.6 item 2, in the efficiency of persuasiveness of the print advertisement of Mahindra vehicle 40 (41.2%) and 36 (37.1%) of the respondents have assumed it was medium and highly persuasive advertisement respectively, 17 (17.5%) of them considered as very high persuasive, but the remaining 4 (4.1%) understood it was as low persuasive.

This show the majority of the respondents 53 (54.6%) were considered the persuasiveness of print advertisement as very good, but the remaining 47(45.4%) of them was seen as medium. This implies that Ultimate Motors plc have chance to influence its customer by increasing the persuasiveness of print advertisement.

As the aim of the reminding advertisement, Ultimate Motors customers have evaluated the print advertisement of Mahindra vehicle. According to the above table item 3 data, 42 (43.3%) of the respondents have agreed it has medium reminding effect, 24 (24.7%) of the respondents ranked as highly reminding capacity, the remaining 17 (17.5%) and 14 (14.4%) of them understand as it was low and very high capability to remind respectively.

This implies most of consider 42 (43.3%) customers the purpose of reminding of print media advertisement as medium. So Ultimate Motors Plc has not that mach focused to remind its ultimate customers.

On the other hand we were asked customers in the comparativeness of the advertisement for Mahindra vehicle. As per the above table item 4, Majority 37 (38.1%) of them evaluated it was

medium comparative, 23 (23.7%) and 21 (21.6%) of the respondents agreed oppositely high and low respectively, the remaining 13.4% and 3.1% of them also evaluated as very high and very low.

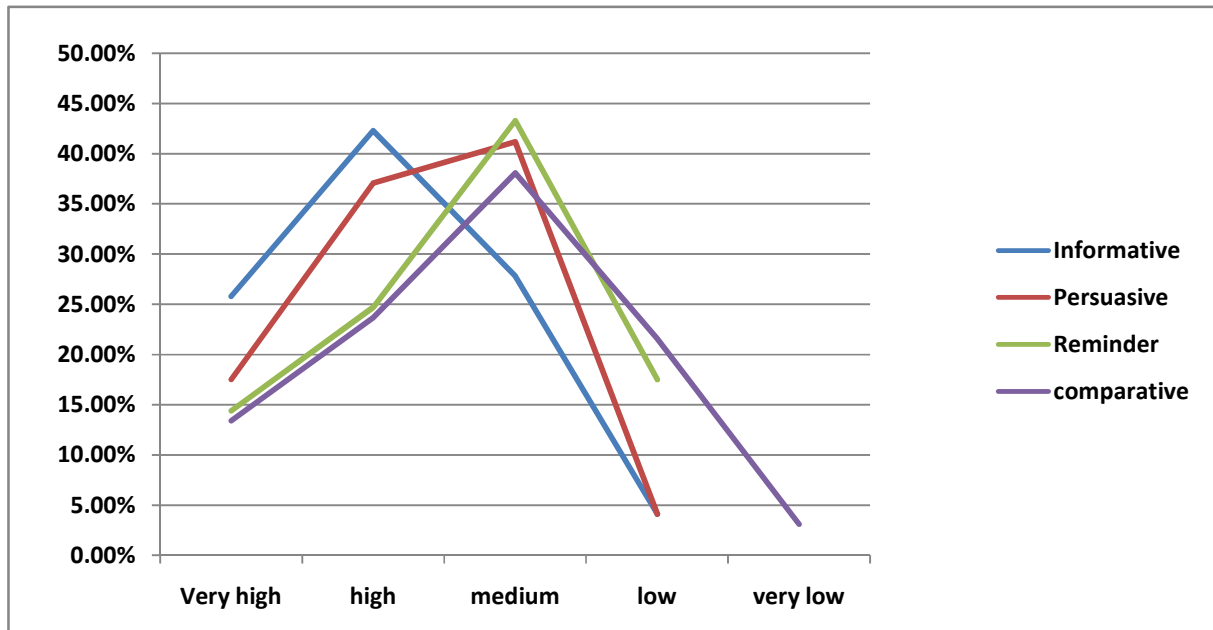
Sr. sales manager has told me about the result of Mahindra's vehicle advertising on printing media.

He said that "The feedback from the advertisement on printing Medias has played a great role with respect to image creation and public awareness of the product." This means they are assumed that they are addressing the target group as their expectation by using print advertisement.

This implies the comparativeness of the print media advertisement of Mahindra vehicle was not enough to satisfy its customer.

Based on the respondents' answer, we have seen the graph that attached below indicated us the majority of the respondents agreed persuasive, reminding and comparativeness of the advertisement has medium capacity and the information that offered in the Mahindra vehicle print advertisement considered as highly informative.

Figure 2: How about the message content of the print media advertisement for Mahindra vehicle in terms of aim or plan



Line chart

Table 3.7 Customers gives value for Mahindra vehicle by print advertisement.

How much significant do you give to Mahindra vehicle as a result of the influence created by company print advertising	Frequency	Percent
very high	4	3.6%
high	19	17.3%
medium	47	42.7%
low	29	26.4%
very low	11	10.0%
Total	110	100%

As per the table 3.7 information, 47 (42.7%) of the respondents have given medium significant for Mahindra vehicle by released company print advertisement, 29 (26.4%) of them have given low significance, 19 (17.3%) of the respondents give high value of Mahindra vehicle because of the print advertisement. The remaining 11 (10%) and 4 (3.6%) have given very low and very high importance for Mahindra vehicle because of print advertisement respectively.

In Our discussion with Sr. sales manager also focused on the factors those influence to promote Mahindra vehicle on printing media. He has told me that “A major reason to advertise Mahindra vehicles is to live in the high computation environment by create public awareness about the Mahindra product and get the desired market share in automobile industry.” This implies they are focused to stay and win the competitors by creating aggressive awareness but print advertisement that offered for the target group was considered by its target group as medium and low important.

Table 3.8 Evaluation of company’s management decision based on selection criteria print advertisement.

How do you evaluate the decision of the company on print advertising interims of

Item	Reach ability		Frequency		Impact		Media type		Media time	
	1	2	3	4	5	6	7	8	9	10
	frequency	%	frequency	%	frequency	%	frequency	%	frequency	%
Very High	17	17.5%	2	2.1%	11	11.3%	15	15.5%	11	11.3%
High	50	51.5%	27	27.8%	30	30.9%	17	17.5%	22	22.7%
Medium	15	15.5%	33	34.0%	32	33.0%	46	47.4%	32	33.0%
Low	15	15.5%	35	36.1%	24	24.7%	17	17.5%	24	24.7%
Very Low							2	2.1%	8	8.2%
Total	97	100%	97	100%	97	100%	97	100%	97	100%

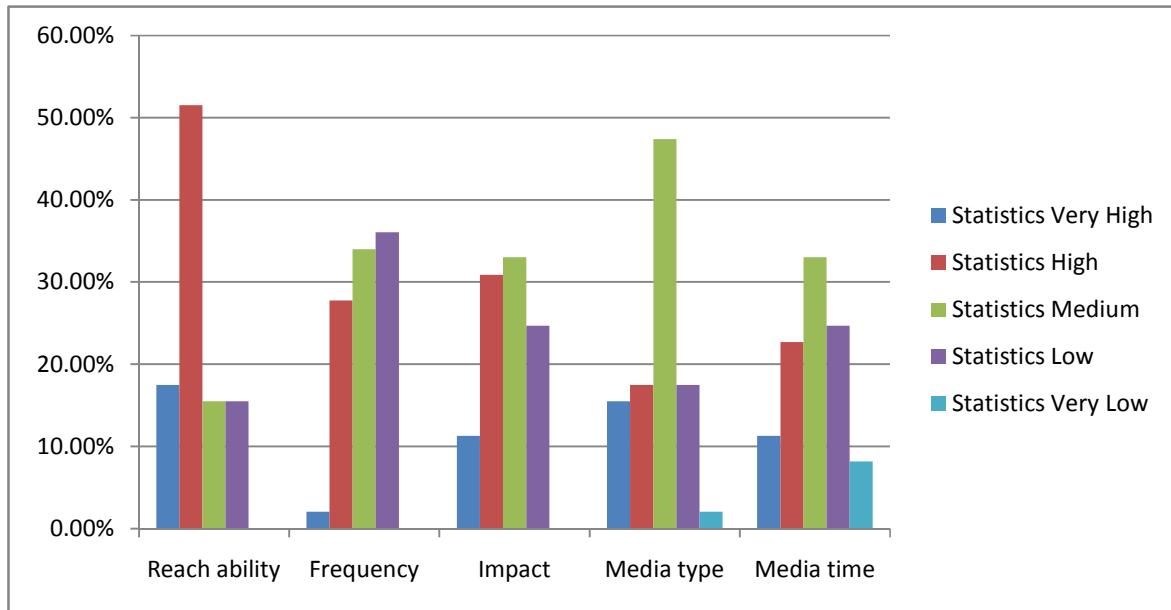


Figure 3: Evaluation of company's management decision based on selection criteria print advertisement.

The respondents were asked to evaluate decision of the company management on print advertising interims of reach ability, frequency, impact, media type and media time of the Mahindra vehicle advertisement.

As we can be seen the result on the above table 3.8 item 1 and graph chart majority 50 (51.5%) of the respondent have evaluated the decision of the company was highly reachable, 17 (17.5%) of them agreed on it was very high reach able, equal number respondents have understood and given rank as medium and low reach ability which is 15 (15.5%) respectively.

This implies the company print advertisement reach ability was very integrated with the customer perception about the Mahindra vehicle.

In addition in item 2, respondents have given their rank based on the frequency of the advertisement. The majority 35 (36.1%) and 33 (34%) of them were considered as low and medium frequent respectively, the remaining 27 (27.8%) and 2 (2.1%) of the respondents have agreed on highly and very high frequently advertised.

Senior sales manager of Ultimate Motors plc said on the time of interview regarding the problem that faces in printing media practice to promote Mahindra's product. He said that "Actually we

haven't faced as such a big problem except the exorbitant printing price time to time". This implies the price increasing is affecting their promotional activity.

So we can see the company print advertisement was not made frequently to its target group as expected as the Ultimate customer.

Further more in item 3, customers of Ultimate Motors have evaluated print media advertisement based on its impact that influences the mind of the target group. So the majority of the respondent 32 (33%) and 30(30.9%) of them have understood its impact as moderate and highly influential, 24(24.7%) of the respondents have considered its impact as lower and the remaining 11(11.3%) ranked for very high influential. This implies the company prints advertisement was not that much achievable to convene the customer with influential power.

We were asked customers to consider media type based on the decision of company for print media advertisement for Mahindra vehicle. Therefore as per the above table item 4, 46(47.4%) of the respondents considered as medium media type, 17(17.5%) of them in equal share considered it was high and low and the remaining 15 (15.5%) agreed it was very high. This implies the majority of the respondents not satisfied by the company print advertisement media type.

The last evaluation of the company management decision on print advertisement was media time. Based on the above table item 5, 32(33%) of the respondents agreed on modular, 24(24.7%) of them considered as low efficient media time, 22(22.7%) evaluated it was high efficient media time and the remaining 11(11.3%) and 8(8.2%) of the respondents said oppositely very high and very low efficient. This implies us the media time of print media advertisement of Mahindra vehicle was not convenience for the target customer.

Senior sales manager of Ultimate Motors plc said on Concerning the selection criteria of their print media advertising for Mahindra Vehicle, he mentioned their major selection criteria's for print media as follow:-

- Coverage area of the news paper (Public audience)
- NO of copies to be distributed in major cities.
- Price

This implies their criteria focused on types of media, coverage and advertisement expenditure.

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Data analysis and detail discussion made in the previous part of this study are meant to lead the student research to possible conclusion and recommendation so that the facts and situations are described and stated clearly for measures to be taken for further analysis. This conclusion and recommendation parts of the paper are thus devoted to conclude based on the facts collected from questionnaire and interview.

4.1 Summary

The major findings of the research are summarized as follows:-

- About 70(57%) of the respondents follow combinations of newspapers including Addis Zemen, Reporter, capital, etc.
- The majority 97 (79.5%) of the Ultimate Motors plc customers (respondents) have seen the advertisement that the company released on printing media for Mahindra vehicles. Out of these 97 respondents, the majority 89 (91.8%) have seen on newspaper. The majority of them 68(55.7%) have advised newspaper and brochures for effective Mahindra print advertisement.
- Ultimate Motors plc customer respondents have evaluated printed advertisement technique of the company. Accordingly, almost half 45(45.4%) of customers have evaluated the use of catchy words advertisement as poor. also based on the readability the 45 (46.4%) of the respondents have evaluated the readability of Ultimate Motors Plc advertisement as poor.
- Most 93 (76%) of the Ultimate customers respondents have said that print media advertisement of Mahindra vehicle was not enough in terms of frequency. In relation to this, 65 (53.2%) of them agreed need to see the Mahindra advertisement on print media every week. Currently Ultimate Motors plc releases its print advertisement for Mahindra vehicles two or three times a year, therefore, 64 (52.5%) of the respondents stated that they were not influenced by print media advertised to purchase Mahindra vehicle.
- Based on the information content of Mahindra's print Advertisement, near to half 41 (42.3%) of the respondents have said that it was highly informative. The persuasiveness of the print

advertisement of Mahindra vehicle rated as medium by higher number 40 (41.2%) of the respondents. On the other hand, considerable number of respondents 42 (43.3%) of the customers evaluated the purpose of the company's print media advertisement as a reminding of print media as medium and also 37 (38.1%) of them evaluated print advertisement of Mahindra vehicle has used medium comparative technique.

- Almost half 47 (42.7%) of the respondents have given medium value for Mahindra vehicles as a result of the company's print advertisement, the remaining 40 (36.4%) of them have given low value or significance for Mahindra vehicle because of the print advertisement.

4.2 Conclusions

- We have observed most of the customers followed multiple types of print media but company management has decided to advertise Mahindra vehicle advertisement only on specific types of news paper like reporter and capital to address its customers. There are other important newspapers Ultimate Motors plc is not advertising such as Addis Zemen, which is followed by about one out of five of the respondents. This shows that the company is not addressing significant number of its customer with its current print media selection.
- Most of respondents agreed print media is an appropriate tool to advertise Mahindra vehicle effectively. And they are recommending the combination of print media tool like newspaper, brochures and magazine to address its customer easily but the management has focused more on newspaper.
- The Ultimate Motors plc print media advertisement does not integrate words that make the reader want to continue reading. Use of Catchy words and the capacity of readability are poor.
- Almost all of customers and management has agreed that the frequency of Mahindra advisement is not enough. Due to this, most of the customers have shown interest to see Mahindra advertisement every week on print media, but company did not implement sequentially every week. So, this inadequate frequency of advertisement resulted in a situation where more than half of the company customers are not influenced by print media advertisement to purchase Mahindra vehicle.
- According to this research, Ultimate motors plc print media advertisements practices have faced big challenge on increment advertisement price.
- This research has shown that the informative content of Mahindra vehicle advertisement is acceptable by its customers. But, the remaining message content requirements such as persuasiveness, reminding and comparative technique considered as medium.

4.3 Recommendations

- The current print media advertisement of the company is not reaching some of its customers that follow only Addis Zemen newspaper. The management of ultimate motors is recommended to plan to advertise on additional newspaper like the Addis Zemen to address all of its customers that not reached currently.
- Ultimate Motors plc customers have given an opinion to see the advert on brochures and magazines, in addition to newspaper. Therefore, Ultimate Motors management should re-focus its selection criteria based on the media type. In addition to news paper it is recommended to advertise in the form of other print media like brochures and magazines.
- Ultimate Motors plc management should focus on Mahindra vehicle advertisement to incorporate catchy words to attract the attention of the reader. Similarly they should improve the readability of their print advertisement to pay attention with minor things such that font type and size, and the language used for the people to be easily understand.
- Ultimate Motors plc print advertisement for Mahindra is not released frequently. The managements should adjust their time frame by advertising every week to address its customers. The print advertisement frequency for Mahindra is acknowledged as low by management and by its customer; according to Philip Kotler (2009:26) advertiser must decide what reach and frequency are needed to achieve advertising objective. With regards to this, the Ultimate Motors plc management believes in the importance of increasing the frequency, except that they have faced challenges because of the increment of advertising price. Therefore the management of Ultimate Motors plc should focus and adjust its advertising budget based on the interest of its customer that is weekly bases.
- In addition to informative advertisement Ultimate Motors plc management should focus on persuasive advertising to build selective demand, offer comparative advertising to establish superiority of its brand and reminding advertising to recollect message, idea and etc.

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Appendices

St Mary's University College Faculty of business

Department of Marketing management

Questionnaires designed to the customers of Ultimate Motors plc

This questionnaire is developed by final year student of St. Mary's University College for fulfillment of senior paper entitled "Assessment of printing media practice of Ultimate Motors S.C"

Dear respondent

I would like to thank you in advance for your cooperation & genuine answers for the questions. In filling up this questionnaire, please use tick (v) mark in the boxes provided and also write your answer /comments on the blank spaces.

Note:- Don't write your name.

-Any information is given by you will be kept confidential.

-please put your unreserved answer for all questions.

Part 1 General characteristics of the respondents

1. sex

Male

Female

2. Age

18-25

26-35

36-45

46-55

Above 55

3. Educational Background

12th grade complete/10+2 Diploma Degree

Masters degree If others, please specify _____

4. profession

Government employee Private employee Business person

Student if other please specify _____

Part II. Questions direct related to the study

5. what types of printing media do you following

Addis Zemen Herald Reporter fortune

Capital if other please specify _____

6. Have you seen Ultimate Motors plc printing advertising?

Yes No

7. If your answer is yes for Question 6 in which media?

Newspapers Magazines Broachers Pamphlet

If other please specify _____

8. Do you think printing media is appropriate tool of advertised for Mahindra Vehicle

Yes No

If your answer is No, please list some appropriate media _____

9. How did you find Mahindra Vehicle print advertising effectiveness related to the following techniques?

Techniques	Very high	High	Medium	low	Very low
Catchy words					
Slogan					
Readable					
Testimonial					
Include an offer					
Contact detail					
Talk about product benefits					

10. In your opinion which printing media is shall the company use to make its advertisement effectively for Mahindra Vehicle

Newspapers Magazines Broachers Pamphlet

If other please specify _____

11. Do you think the company print advertisement is enough?

Yes No

12. In your opinion, in what time interval print advertisement released for Mahindra vehicle?

Daily Weekly Monthly yearly

13. Are you influenced by company print advertisement to purchase Mahindra Vehicle?

Yes No

14. How about the message content of the print media advertisement for Mahindra vehicle in terms of aim or plan

plan	Very good	Good	Medium	poor	Very poor
Informative					
Persuasive					
Reminder					
comparative					

15. How much significant do you give to Mahindra vehicle as a result of the influence created by company print advertising?

Very high High Medium low Very low

16. How do you evaluate the decision of the company on print advertising interims of:

plan	Very high	High	Medium	low	Very low
Reach ability					
Frequency					
Impact					
Media type					
Media time					

Interview question for Ultimate Motors Marketing Management

- What is your plan to advertise Mahindra products on printing media?
- Is there any problem that faces in printing media practice to promote Mahindra's product?
- What are your selection criteria for print media advertising for Mahindra Vehicle?
- What kinds of factors those influence to promote Mahindra vehicle on printing media?
- What is the main objective of Mahindra vehicle advertising on printing media?
- What is the result of Mahindra's vehicle advertising on printing media?
- What kinds of printing media you have used to adverts Mahindra vehicle? Why?
- Do you believe that Mahindra's vehicle advertising is enough on printing media?

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