

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

**AN ASSESSMENT OF PRINT ADVERTISING PRACTICE IN THE CASE
OF ADDIS ADMAS NEWSPAPER**

BY:

SARON SHIFERAW

JULY, 2013

SMUC

ADDIS ABEBA

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OF ADDIS ADMAS NEWSPAPER**

**A SENIOR ESSAY SUBMITTED
TO THE DEPARTEMENT OF MARKETING MANAGEMENT
BUSINESS FACULTY
ST.MARY'S UNIVERSITY COLLAGE**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF BACHELOR OF ARTS IN MARKETING
MANAGEMENT**

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Advertising is the best known and most widely used form of promotional mix because of its pervasiveness cost effectiveness for communication with large number of audience and the ability to deliver carefully prepared message to the target audience. Advertising plays a major role in the free market system by making customer aware of products and providing them information for decision making.(Belch & Belch, 2003:5)

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

This research is dedicated on assessment of print advertising in the case of one of our local print media, Addis Admas newspaper. This newspaper was established in Tahesas 29-19192 E.C. in Addis Ababa by Admas Advertising P.L.C with abundant market demand and availability of few newspaper brand. It is issued on every Saturday in corporting range of attractive columns like global, national, state, sport business, politics, health, life style, society, art, trade and economy, as well as science and technology. The company has started its newspaper sales circulation with 5000 copies per week and excelled its work and the copies could be ascended to 45,000 per week. This newspaper could be one of the print media which have high readability in the capital and regional states.

1.2. Statement of the Problem

The print advertisement has their own charm advertising effectiveness it provides detailed advertising information. They reach quality audiences in terms of income, occupation, and advertising education. The degree of reader's interest in the advertising contents depends on the vehicle. The advertiser performs the job of checking, processing, printing and distributing. The print advertising has been divided into newspaper, magazines, and direct mail advertising.(Mishra.M, 2004:175)

Print advertising is an advertisement that appears in print media like newspaper, newsletters, booklets, pamphlets, magazines, and other printed publications.(Kotler. P, 2002:595)

From the above concept the main objective of print advertising is transmitting the message clearly. The message should not be complex and vague to understand. The way of its presentation must help the audience to give deep knowledge about the product; furthermore the print paper should be colorful enough to attract customers.

This research gives emphasis to the major gaps related to the print advertising of Addis Admas newspaper. The student researcher observed that:

- The message is not clear enough that the customers understand it easily.
- Lack of artistic presentation of advertisements.
- The paper is not well colorful to attract customers attention.

1.3. Research Questions

The following questions are raised by the study:

- How do the company measure the effectiveness of print advertisement?
- How far print advertising of ADDIS ADMAS reflect information about a company's product/service.
- How far is the print advertisement of the company colorful enough to attract customers attention?

1.4.Objective of the Study

The research paper has both general and specific objectives as stated below.

1.4.1.General Objectives

The main objective of this study is to assess print advertisement practice in Addis Admas newspaper.

1.4.2. Specific Objectives

- To analyze how the firm measures the effectiveness of its print advertising.
- Identifying how print advertising reflect information about a company's product/service.
- To determine how the print advertising of the company is colorful enough to attract customers attention.

1.5.Significance of the Study

The student researcher believes that this study have the following significance.

- It helps the company to analyze its effectiveness and its limitations.
- It helps the student researcher to develop his/ her skill about print advertising.
- It helps as an input to researchers who are interested to conduct further study in the area.

1.6 Delimitation of the study

The newsroom of any media has its own organizational classification, be it print or broadcast. The same as true to Addis Adams newspaper. The student researcher has focusd on news paper advertisement in Addis Admas which is found in Addis Abeba located in Kasanchis only delimited on business customers. The research depicts commercial advertisement, advertisers and the way the newspaper goes ahead from this point of view. The sample copies which are included in this research are serial issues (editions) from Hamle 2004-Tikmet 2005 E.C. These copies hasbeeb analyzed explicitly by the student researcher. Because serial copies of in limited periods of times helps to assess the advertisements thoroughly.

1.7. Research Design and Methodology

1.7.1. Research Design

In order to describe the problem of print advertising practice of Addis Admas newspaper, occurred based on the information was collected through various instruments, the student researcher has used descriptive method this is because to describe the print advertising problem of the company

1.7.2. Population and sampling Technique

In this study business customers (Advertisers in ADDIS ADMAS) and Marketing Manager of AddisAdmas Newspaper were considered as participants of the study. Because of the fact that the exact number and list of the business customers is not known the student researcher used non-probability sampling approach, based on the recommendation given by Malhotra (2006) and a total number of 200 respondents has been taken as a reliable sample size. The student researcher uses convenience sampling technique or accidental sampling because it helps to choose samples based on the student researcher conveniences in terms of time and place.

1.7.3. Types of Data Collected

Both primary and secondary data sources has been used to bring the study in to existence by supporting it with tangible evidence. The business customers (advertisers) and readers has been taken as target groups used to collect primary data, secondary data were gathered from company records, books, websites and other compatriot studies on this area.

1.7.4. Method of Data Collection

The student researcher has collected primary data through interview from the marketing manager of ADDIS ADMAS newspaper and questionnaire to the business customers of ADDIS ADMAS and the secondary data were collected from the company records and literature as well as websites related to the study and other earlier studies conducted in this area.

1.7.5. Method of Data Analysis

To analyze data obtained through questionnaire the student researcher used quantitative approach. To summarize data, percentage and tables were used. Moreover, the student researcher has been used qualitative analysis for all qualitative data that was collected via interview from the manager and data that was collected via an open ended question of the questionnaire.

1.8. Limitation of the study

While conducting the study, the student researcher had experienced certain limitations, among others, the following are the major limitations encountered by the student researcher:

- ❖ Some respondents were not able to complete the questionnaire,
- ❖ The time schedule outlined to collect the questionnaire was not mate because of respondents, furthermore,
- ❖ Monetary constraint and
- ❖ Availability of information from the corporation's side.

1.9. Organization of the Study

This paper contains four chapters. The first chapter deals with introduction which include: background of the study, statement of the problem, research questions, objective of the study, significance of the study, delimitation of the study, research design and methodology, method of data collection, types of data to be collected, data analysis method and organization of the study. The second chapter dealt with review of literature; the third chapter dealt with presentation, analysis and interpretation of data. The last chapter dealt with summary, conclusions and recommendations parts of the study.

CHAPTER TWO

REVIEW OF RELATED OF LITERATURE

2.1 Definition of Advertising and Print Advertising

Advertising is a mass paid communication for it informs and influences a large no of people. It is aimed at a big group of purchasers or potential purchasers. The medium of advertising is selected by the sponsors or beneficiaries. Each medium of advertisement offers its own advantages, cost and draw backs. Each is selected after due consideration of potential market costs, expected benefits and availability advantage is aimed at target group capable of purchasing the advertised goods. Advertising is any paid form of non personal presentation and promotional of ideas, goods and service by identified sponsor(Kumar and Mittal,2002: 1-2)

Advertising helps not only the service providers but also consumers that rely on their products and services. It helps customers that (consumers) to choose the product that matches their need and demand, especially, whenever new products come to the market, potential consumers should be informed about those commodities. The only way to do so is advertising. The redundancy we see in advertising a single product is to seek attention and persuade retailers and individual consumers to purchase the product. Advertising is mandatory during the whole process of marketing. The current world, which is being globalized politically, economically, socially and even culturally, needs continuous task of promotion to inform and be informed what happened, invented and occurred in any corner of the world.(Lamp et.al: 2005:451)

2.1.1. Objectives of advertising

According to Kotler and Armstrong (2005:455)the objectives of adv should be based on the target market, positioning and marketing mix, which define the job that advertising must do in the total marketing program. It is a specific communication task to be accomplished with a specific communication task to be accomplished with a specific target audience during a specified period of time.

According to Kumar and Mital (2002:3) the objective of advertising is stated as

- To increase the sales volume by multiplying product uses or increasing the unit of purchase.
- To get more access to such consumers who are otherwise inaccessible on account of topographical or transportation barriers.
- To enter a new market segment which are hitherto unexploited.
- To build up goodwill by way of non-commercial advertisements without profit motives.

According to Daniel BerhanuTehome's(2005:10-11) advertising is conducted having the following intention in mind:

- Advertising promotes new products and helps to inform potential consumers.
- It creates interest to consume the product among consumers.
- It plays significant role in mobilizing the trade (commercial) system in better way.
- It creates competitive environment among different merchandise.
- It also serves as job opportunity for salesmen.
- It is an information which agitates people to new demands so that new market opportunity comes into existence.
- It plays a directive role in marketing system and helps in minimizing market costs under some circumstances.
- It helps to create well established customers besides making possible acceptance of producers distributors as well.
- Advertising inculcates the logo of the commercial enterprise in the mind of people and informs the consumers to know (be informed) if there are changes made recently.
- It also serves to warn consumers from being cheated by fake and artificial produced illegal products.

2.1.2. Types of Advertising

Based on the media classification for advertising there are 3 types of advertising media classification for advertising involves outdoor media, speciality advertising and print media like news paper, magazines and direct mail (Kumar and Mittal, 2002: 206)

2.1.2.1. Print Media

The print media have been divided into news paper, magazines and direct mail advertising. (Kumar and Mittal 2002:292)

a) News paper

The news paper is a local advertising medium. It has local coverage in the sense that it reaches daily basis. There are many national news papers, some state level news papers and some local news papers. News papers depend on their circulation and select news, features and editorial subject to meet the needs and the requirements of their readers. (Kumar and \mittal 2002:224)

b) Magazines

Magazines are a means of reaching different markets, both regional and national and of general and specific interest.(Rathor 2005:137)

c) Direct Mail

It refers to any advertising matter sent directly to the person the marketer wishes to influence. These advertisements take the form of letters, catalogs, and son on. (Lee and jonson 2003:239)

2.1.2.2. Out of Home Advertising

Out of home advertising encompasses many advertisig forms including out door, transit and a variety of other media. (Belech and Belch 2004: 432).

Billboards are the most prominent media and come in a variety of shapes and sizes as well as location opportunities. These include spectacular electronic signs that feature moving messages and color graphics. Other outdoor media include transit shelters, terminals, and airports, transit vehicles. Both inside and out-such as taxies, buses and streetcars, sports stadiums. (Mullins, 2005:34).

a) Out door Advertising

Out door advertising involves the use of signs and billbords, posters or displays (such as those that appear and buildindg's wall) and electric spectaculars (large, illuminated,sometimes

animated signs and displays). The marketers may purchase billboards on the basis of showings. (Rathor 2005:138)

b) Transit Advertising

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

2.1.2.3.Speciality Advertising

It includes a wide variety of items, such as calandars, books, matches, knives,cigaratte lighters, blotters, paper weights, rain hats and so on. Advertising specialities are reminder type of promotion. It is hoped that they will lead to customer's orders and re-orders. However they have limited space available for sales message. (Sherlekar, 2004:357)

2.1.3. Measuring advertising effectiveness

According to Adrian(2004), there are steps to measure advertising effectiveness

Measures to evaluate the effectiveness of advertising, while difficult and costly, are essential parts of any marketing plan. There must be an assessment strategy to know whether the advertising achieves the objectives of the marketing plan or whether the money in the advertising budget are well spent. To answer these questions, there are two types of research. Media research assesses how well a particular medium delivers the advertiser's message, where and when to place the advertisement, and the size of the audience. Buyers of broadcast time base their purchases on estimated rating points, and the networks have to make good if ratings do not reach promises levels. Buyers of print advertising space pay fees based on circulation. Circulation figures are independently certified by specialized research firms.

The other major category: message research, tests consumer reactions to an advertisement creative message, Pretesting and Post testing.

1. Pretesting

Pretesting is used to assess an advertisement's likely effectiveness before it actually appears in the chosen medium. The obvious advantage of this technique is the opportunity to evaluate advertisements when they are being developed, can conduct a number of different pretests, beginning during the concept phase in the campaign's earliest stages when they have only rough copy of the advertising and continuing until the advertising layout and design are almost completed.

Pretesting employs a variety of evaluation methods. Focus groups can discuss their reactions to mock-ups of advertisements using different themes, headlines, or illustrations. Pretesting generally is more desirable measurement method than post testing because it can save the cost of placing ineffective advertisements.

2. Post testing

Post testing assesses advertising copy after it has appeared in the appropriate medium. Post testing can be helpful in planning future advertisements and in adjusting current advertising programs.

In one of the most popular posttests, the starch readership report interviews people who have read selected magazines to determine whether they observe various advertisements in them. A copy of the magazines is used as an interviewing advertising, and each interviewer starts at a different point in the magazines. For larger advertisements, respondents are also asked specifics, such as headlines and copy. All such readership tests, are called recognition, future sales are related to advertising readership.

2.1.4. History of Advertising and Print Advertising

According to Jonathan et al (2004:434) history of print advertising and advertising is as below:

Everything has its own origin and progress. So does advertising. Though clearly stated statements are not given, there is generally agreed upon idea which says advertising begun alongside with newspapers in 17th century. The pioneer of this sector was France as a nation and Theophraste Renaudot well known physician of the royal family. He introduced a

noticeboard on which vacancies, commodities and other informative elements are displayed. People who live in Paris during those old days, could benefit a lot being informed through the materials displayed on the noticeboard. When time goes on, being instigated by the encouraging results of the notice board, this man created the first French newspaper known as La Gazette in 1631. This is how the first personal ad was born.

This trend gained ground and wide spreaded to England in the second half of the eighteenth century. These ads were announcing the publication of new books and the opening of new play as well. The approach of the ads of those days was informative and descriptive rather than persuasive.

The advantage of advertising to announce services and commodities is well inculcated in the mind of people, advertising was not given due room that creates an enabling environment to take it as an office with its own discipline. It became self sufficient and deeprooted discipling in the second half of the nineteenth century.

The growth and boost in the industrialization sector created crowded markets that exchange the products of these secondary economic activity sectors. Here, informing consumers about the quality, and function of those products became must. To do so, promoting all products became a common phenomena, manufacturers realized that attracting clients \potential consumers \ is not an easy task unless it is supported by promotions. Then copywriters of serial advertisements came to existence to help manufacturies and industries in promoting their products and services.

After some time, journalists, novelists and people with good artistic skills emerged to this scene to make profits by applying their knowledge on advertising and promotional works. These people were paid by owners of industrial manufacturing, making progress in their artistic works and began to organize themselves not as individuals who take part in small business but as big institutions that run giant promotional marketing. This is how the first advertising agencies were established in the market.

Advertisement can be found in several forms and in several places. One of such form is print advertising. Advertising in this encompass those which are in print on some kind of paper that is handled by potential audience. Offers that are sent via mail or posted in newsletters are well

explained in history of print advertising. Let us go through this article to know more about the history of print advertising.

Print media indeed is the oldest kind of advertising which has a long- long history. This advertising strategy started way back in 1468 during the days of William Caxton when he promoted a book that had his 1st printed advertisement.

After which in 1704, Joseph Campbell moved on to include advertising in Boston Newsletter. This in fact was a great idea since people started becoming well informed regarding certain people and products. In 1833 period, Benjamin Day got his 'New York Sun' book printed which was a combination of advertising vehicle and news. After this, the Edward Book of Ladies Home Journal created a magazine advertising code during 1910. Since this period, print advertising started evolving with more attention seeking designs and glamour's. Advertising considered in general has had several significant events in the past but the history of print advertising has surpassed it.

Print advertising stand effective only if people view them. When people look through several publications, they get a tendency to receive new details and become more observant about the things that interest them.

This form of advertising aims to attract more and more people towards their services and products, as and when they read or scan publications. Such advertising are commonly seen in magazines, newsletters and newspapers. This type of advertising requires lots of planning which is done often by a group of individuals.

Some people get employed in this field to create best ideologies to drag the attention for inspiring more and more people to shell out money. When we glance through the history of print media advertising we get these concepts: A group of individuals are required for creating ideas which further develops into a concept. Several others are involved in placing these concepts appropriately, since this factor earns them more cash.

Finally, print media advertising becomes a major part of earning revenue for any publication. Mailers are also a kind of print-advertising which range from postcards to note sized white-paper. So, now you would have understood the history of print advertising.

2.2. Print Advertising

Print advertisement is an advertisement that appears in print media like news paper, news letters,booklets, pamphlets, magazines and other printed publications (kotter,2002:595)

The print media is alternatively referred to as the press advertisements. It consists of all vehicles, owned by others and carrying advertisement messages in print aimed at target customers. \it includes news papers and magazines. Chauhan (2001:35)

Though the right date on which print advertising is introduced cannot be justified,some authors relate it with the introduction of William Kackston's printing press. Johan Gutenberg's invention of mobile printing press in 1450 enabled to dublicate thousands of copies in a very short frame of time. This enabled to transfer (disseminate) oral information through written texts. The trend of oral (verbal) announcement of information was common in anicient Babylon and Egypt. The arrival of cargoes (ships loaded with commodities), was announced by verbal means. The same was true in anicient greek. \individuals who had high tone of sound were sent to streets to announce new(recent)happenings to the mass. Sometimes these people were accompanied by a group of people who could ply musical instruments. This was done to attracti the attention of people.

During the medieval period, the skill of reading and commercial activity became mandatory. In advertising any service or commodity, persuasive techniques and skillful(artistic)use of language became must as well. Print media played pioneer role in doing so.(Chauhan 2001:35)

2.2.1. News PapersAdvertising

The news paper advertsement include geographic flexibility and time lines. Because copy writers can usually prepare news paper quicly and at a reasonable cost, local merchants cana reach their target market almost daily, because news papers are generally a mass market medium, however they may not be the best vehicle for marketers trying to reach a very narrow market. For example local news papers are not the best media vehicles for reaching purchasers of specialized markets.

The main sources of newspaper advertsement revenue are local retailers, classified advertesment, and cooperative advertesment. Incooperative advertsment the manufacturer and the retailer split the costs of advertsment the manufacturers brand. One reason manufactures use cooperative

advertising is the impracticality of listing all their dealers in national advertisement. Also cooperative advertisement encourages retailers to devote more effort to the manufacturer's lines.

Newspaper advertising is considered by many as the advertising mainstay, because the larger portion of audience at global level reads newspaper. They are effective and can go as far as peripheral areas which have an intouch with transport routes and even beyond. (Lamp, Hair, Mc Daniel 2005:309)

2.2.1.1. Types of Newspaper Advertising

The major types of newspaper advertising are display and classified other special types of advertising and preprinted inserts also appear in newspapers.

a). Display Advertising-is found throughout the newspaper and generally uses illustrations, headlines, white space, and other visual devices. Display Advertising account for approximately 70% of the advertising revenue of the average newspaper. The two types of display advertising in newspapers are local and national.

- **Local advertising**- refers to advertising placed by local organizations, businesses and individuals who want to communicate with consumers in the market area served by the newspaper. Supermarkets and department stores are among the leading local display advertisers, along with numerous other retailers and service operations such as banks and travel agents. Local advertising is some times referred to as retail advertising because retailers account for 85% of local display advertising.
- **National or general advertising** -refers to newspaper display advertising done by marketers of branded products or services that are sold on a national or regional level. These advertisements are designed to create and maintain demand for a company's product or service and to complement the efforts of local retailers that stock and promote the advertiser's products. Major retail chains, automakers and airlines are heavy users of newspaper advertising.

b. Classified Advertising-Also provide newspapers with a substantial amount of revenue. These advertisements are arranged under subheads according to the product service or

offering being advertised. Employment, realstate, and automotive are the three major categories of classified advertising, while most classified display advertising. These advertising are run in the classified section of the paper but use illustrations, larger type sizes, white space borders, and even color to stand out.

c. Special Advertising and Inserts

Special advertisements in newspapers include a variety of government and reports and notices and public notices of change in business and personal relationships.

Preprinted inserts are another type of advertising distributed through newspapers. These advertising do not appear in the paper itself, they are printed by the advertiser and then taken to the news paper to be inserted before delivery. Many retailers use inserts such as circulars, catalogs, or brochures in specific circulation zones to reach shoppers in their particular trade areas. (Belech and Belch 2004:416)

2.2.1.2. Advantage of Advertising

According to Fraun (2004), advantage of news paper are:

- **Target Audience:** Newspaper advertising is an effective way for small businesses to promote their services to surrounding community and advertising in print media can help focus on a company's target demographics. For example, if an advertiser hopes to reach a Hispanic audience, advertising in a Hispanic newspaper or magazine can achieve better results than advertising on mainstream television.
- **Cost Effective:** Advertising in print can be much less expensive than other media advertising outlets. Newspapers and magazines offer different rates depending on the size of the advertising and the date it runs, almost ensuring that even the smallest budget can get some type of exposure. Most TV and online advertising rates are more expensive and less flexible.
- **Branding:** Advertising in print can help a company better establish its brand. Magazine printing allows high resolution images or logos with more color options and associating

A brand with a specific type of magazine can help establish a strong reputation in its industry. Because many people hold on to magazines longer than other forms of media, they can make the advertising more relevant.

- **Reputation:** Although many forms of new media, allow e-reporters to publish ideas and news without fact checking or supervision, newspaper industry standards maintain a much higher level of integrity therefore advertisers are at lesser risk for associating themselves with controversial or libelous reporting.

2.2.1.3. Disadvantage of News Paper

According to Belch and Belch(2004) disadvantage of news paper are:

- **Placement:** With print advertising there is less control of the placement of advertising.

Most newspapers and magazines will not guarantee the placement of an advertising on a specific page, and advertisers must also adhere to stricter deadlines, sometimes months in advance.

- **Poorer Quality:** Advertisers who use a print medium such as newspaper advertising risk a poorer quality with images. Alternately, higher resolution images on websites or television appear much more vibrant and attractive than in some forms of print.
- **Expense:** Advertising in certain magazines can be expensive. When well-known magazines charge more money than local television, radio and newspapers.
- **Declining Subscribers:** A decline in subscribers to print media has occurred as more people get their news entertainment from online so

Chapter Three

Data Analysis, Presentation and Interpretation

This chapter of the study is about presentation analysis and interpretation of data's gathered through questionnaire and interview. 200 questionnaires were distributed to business customers of ADDIS ADMAS newspaper; out of the 200 questionnaires 180(90%) were filled and returned by respondents, the rest 20(10%) of the questionnaires were not returned. Interview has been conducted with the manager of ADDIS ADMAS newspaper. Close ended questions in the questionnaire was analyzed using quantitative method. Interview and open ended questions was analyzed through qualitative method.

3.1.. General characteristics of respondents

Item	Question	Demographic Distribution	
1.	Gender	Frequency	Percent(%)
	Male	105	58%
	Female	75	42%
	Total	180	100%
	Age		
2.	18-25	25	14%
	26-30	45	25%
	31-36	60	33%
	Above 36	50	28%
	Total	180	100%
	Educational Background		
3.	Certificate	36	20%
	Diploma	68	38%
	1 st degree	54	30%
	Above 1 st degree	22	12%
	Total	180	100%

From item 1 of table one it is understandable that 105(58%) of respondents are male and the remaining 75(42%) are female this indicates that male took the highest share than female respondents.

In the item 2 of table 1, it can be said from the survey that most of the company's business customers are the age of 31-36. In regarded to the educational background of the customer 36(20%) of respondents were certificate holder customers, 68(38%) diploma holders, 54(30%) degree holders and 22(12%) above degree holder. This implies the academics status of the majority business customer respondents were diploma holders.

Table 2 Evaluation of the company's print advertising practice

Item	Question	Nof respondents	Percentage(%)
1.	To what extent does the newspaper advertisement attract your attention compared with similar companies advertisement? <ul style="list-style-type: none"> • Very high • High • Medium • Low • Very low 	51 60 69	28% 33% 39%
	Total	180	100%
2.	The advertising message reaches all the potential customers? <ul style="list-style-type: none"> • Strongly agree • Agree • Disagree • Strongly disagree 	27 74 66 13	15% 41% 37% 7%
	Total	180	100%
3.	How is the attractiveness of the message? <ul style="list-style-type: none"> • Very high • High • Medium • Low • Very low 	25 59 16 3	14% 33% 8% 2%
	Total	180	100%

Regarding the above item table 2, item 1, as compare to other similar companies advertisement 51(28%) said companies advertising attract their attention very high, 60(33%) of them said high and 69(39%) of them said medium so this implies that the majority of the respondents are almost attracted by the company's print advertising practice.

According to the above findings of item 2 table 2, 27(15%) of the respondents strongly agree that advertising message reaches all the potential customers, 74(41%) of them said agree, 66(37%) replied neutral, 13(7%) of them strongly disagree.

From item 3 table 3. 25(14%) of the respondents agree that the attractiveness of the advertisement is very high, 59(33%) of them said high, 77(43%) of them said medium, 16(8%) of them said low and, 3 (2%) said very low, this implies that a significant number of business customers are very impressed with the attractiveness of the message. ADDIS ADMAS newspaper's attractiveness needs much effort to catch business customers attention by considering what customers need and want, on what way the product or service should be presented? What attracts our customers most? These and other questions should be answered specifically so that the advertisement can achieve its objective.

Table 3. Effectiveness on advertising

Item	Question	Numberof respondents	Percentage (%)
1.	How do you rate the companies effectiveness on advertising?		
	Very high	38	21%
	High	70	39%
	Medium	63	35%
	Low	9	5%
	Very low		
	Total	180	100%

Regarding the above item 1 table 3, the number of respondents are 180, 38(21%%) of the respondents said companies effectiveness on advertising very high 70(39%) of them said high, 63(35%) of them said medium, and 9(5%) of them said low, the majority of the respondents response is above medium it has a positive implication.

Table 4 Evaluation of the advertisement

Item	Question	No of respondents	Percentage(%)
1.	How do you evaluate the advertisement style of the newspaper?		
	• Very good	30	17%
	• Good	58	32%
	• Moderate	67	37%
	• Poor	0	0
	• Very poor	25	14%
	Total	180	100%
2.	How do you evaluate the message clarity of ADDIS ADMAS newspaper?		
	• Very good		
	• Good		
	• Medium		
	• Poor		
	• Very poor		
	Total	180	100%

Respondents were asked how much they were evaluate the advertising style of the newspaper. As we can see in the above table, the majority 67(37%) of the respondents rated moderate, 30(17%) of the respondents and 57(32%) of them rated very good and good respectively, the other 25(14%/) of them rated very poor the above findings shows that the most of the respondents moderate..

As shown in the above table 4 item 2 the majority of the respondents 30(17%) are very high by the clarity of the message, 57((32%) said the message reaches clarity and other 25(14%) believe the message clarity of ADDIS ADMAS newspaper are launched in a low standard this implies us most of the respondents are satisfied.

Table 5 advertising medias to be used

Item	Question	No of respondents	Percentage (%)
1.	In your opinion which media shall the advertisers use to make their advertising effective?		
	• Yellow page	40	
	• Newspaper	55	
	• Billboard	63	
	• Others	22	
	Total	180	100%

Regarding the above item 1 table 5, we can understand that 40(22%) have said yellow page advertising is effective 55(31%) of them said newspaper advertising is effective, 63(35%) said billboard is effective and 22(12%) of them said other advertisement. This implies that billboard print advertisement is more effective than other advertisements.

Table 6 effectiveness of print advertisement

Item	Question	No of respondents	Percentage (%)
1.	Do you think the print advertisement reflect information about a company's product?		
	Yes	133	74%
	No	47	26%
	Total	180	100%

47(26%) responded that print advertisement have not reflected or showed a company's product or service whereas 133(74%) of respondents responds that print advertising reflects a company's product or service this shows that most of the respondents believe that print advertising reflect information about their company's product.

Table 7. Factors of the newspaper

Item	Question	No of respondents	Percentage(%)
1.	Please give marks to the following factors? Color <ul style="list-style-type: none"> • Very high • High • Medium • Low • Very low 	18 78 84	10% 43% 47%
	Total	180	100%
2.	Design <ul style="list-style-type: none"> • Very high • High • Medium • Low • Very low 	36 74 46 24	20% 41% 25% 13%
	Total	180	100%
3.	Layout <ul style="list-style-type: none"> • Very high • High • Medium • Low • Very low 	24 54 43 34 25	13% 30% 24% 19% 14%
	Total	180	100%

Regarding item 1 table 7, out of 180 respondents 18(10%) of them said that the color attractiveness of companies print advertisement in the company is medium, 78(43%) of them said low and 84(47%) said very low, this indicates that most of the respondents agree that the color of the advertisement in the ADDIS ADMAS newspaper is very low.

According to the findings of item 2 table 7, 36(20%) of them replied low and 24(13%) of them rated very low, this indicates that most of the business customers are not attracted by the design posted on ADDIS ADMAS newspaper.

From item 3 table 7, among 180 respondents most of the respondents 54(30%) said that the ADDDIS ADMAS newspaper lay out is high, 24(13%) of them replied very high, 43(24%) of them rated medium and 34(19%), 25(14%)of them rated low and very low. This implies the majority of the respondents 30% are interested in layout attractiveness.

Table 8 convincing power of the newspaper

Item	Question	No of respondents	Percentage(%)
1.	Influential convincing power		
	• Very high	33	18%
	• High	64	36%
	• Medium	75	42%
	• Low	8	4%
	• Very low	0	0
	Total	180	100%

Regarding newspaper advertisement influencing and convincing power 27(15%) of them respondents rated medium while 83(46%) and 70(39%) of them rated low and very low respectively.

This implies that only a very limited no of customers are impressed with the advertisements displayed on the newspaper.

Table 9 attractiveness of the newspaper

Item	Question	No of respondents	Percentage(%)
1.	Attractiveness		
	• Very high		
	• High		
	• Medium	27	15%
	• Low	83	46%
	• Very low	70	70%
	Total	180	100%

Respondents were asked how much they were attracted to ADDIS ADMAS newspaper advertisements. To this end 70(39%) of them were very low attraction 83(46%) of them low attraction and 27(15%) of them are moderately attracted. This indicates that the largest percentage of the respondents is less attracted. This implies majority of respondents said low.

Table 10.in formativeness of the newspaper

Item	Question	No if respondents	Percentage(%)
1.	In formativeness		
	• Very high	78	42%
	• High	68	38%
	• Medium	36	20%
	• Low	0	0
	• Very low	0	0
	Total	180	100%

Respondents were asked whether ADDIS ADMAS newspaper advertising contain adequate information or not about the product/service as we can see in the above table, the majority

76(42%) of the respondents rated as very high, 68(38%) and 36(20%) of them rated high and medium respectively, the above findings shows that majority of the respondents responses that advertising of h ADDIS ADMAS newspaper is highly informative.

Table 11. Ethical value

Item	Question	No of respondents	Percentage(%)
1.	Ethical value of the advertisement		
	Very high	70	39%
	High	79	44%
	Medium	31	17%
	Low Very low		
	Total	180	100%

As shown in the above table 11 no respondents have said advertisement posted in the ADDIS ADMAS newspaper is unethical while the majority of the respondents 79(44%) said the advertising has very high, 70(39%) of them said it has high ethical standard, and 31(17%) of them said it has medium ethical standard. This shows that most of the respondents believe that it is ethical.

Customer's responses to open-ended questions.

Customers were asked to give comment on the print advertisement of the company. Most of the business customers of Addis Admas newspaper have a good perception of the advertisement practice of the newspaper. That the advertisement their business using the newspaper was effective for their business in creating awareness and persuading prospects. However some pointed out the major problem from the point of their view. These are:

- ⊗ Color of the news paper
- ⊗ Design of the news paper
- ⊗ Attractiveness of the news paper

This shows that the newspaper has created a favorable image in the mind of its business customers. However if the newspaper is not willing to respond to the problems stated by the business customers and make changes maintaining their favorable image in the long run is impossible.

Interview conducted with the manager

- **What is the main objective of the company?**

The marketing manager replied the main objective of the company is to disseminate information that is focused in business, entertainment, economy and the likes, for citizens and be leading newspaper throughout the country.

- **What are the major factors affecting print advertising in ADDIS ADMAS newspaper?**

The marketing manager said that there are several factors that could possibly affect the effectiveness, among those the major ones are:

- Color
- Lack of attractiveness
- Duration of publication, currently the newspaper is publicized per week.

- **How does the company measure the effectiveness of message clarity with respect to customers understanding?**

He said that to measure effectiveness of message clarity the company tips collect a pilot survey of the message before publicizing it in the newspaper, he also underlined that there is a department responsible for this particular work/job.

- **How far does print advertising reflect information about a company's product/service?**

He illustrated in comparison with advertising methods print advertising is limited to a specified target that is the message can only be seen by individuals that actually read the newspaper the advertising is for those whose target audience are this individuals the message distribution level is high.

- **To what extent do companies implement the principles of print advertising?**

He said that it is common for the company to implement the principles of print advertising, however, he highlighted that are some problems that constraints the company such as, office facilities, lack of manpower and lack of required authority. This implies that the company has a problem in decentralization.

- **Do you think customers will get relevant information from your advertising?**

He replied the company strives as much as possible to make every advertising include a relevant information for the target market whether, the information a customer perceives from the advertising is relevant or not depends on what the customer is looking for. This implies that the company has a strong side in providing a relevant information from it's audience.

- **Do you think print advertising in ADDIS ADMAS newspaper is colorful enough to attract customers?**

He replied that currently the newspaper is colorless, but he also emphasized that in order to achieve the objective of being the leading newspaper throughout the country has to make use of different methods to make the newspaper more attractive for actual customers as well as

prospects. This shows that the company is planning for improvements which is a good strategy because as industry grows change is inevitable for companies in order to stay in business.

- **How does the company evaluate its performance on print advertising?**

He replied in order to evaluate the performance of advertising the company gathers feedback from business customers by arranging regular meeting with major clients, this shows the company evaluate the performance based on advertising successfulness for the business customer that owns the advertise business.

- **What kind of roles does print advertising play for the company over allgoal?**

The marketing manager explained print advertising generate customers, indicating the role print advertisingplays is vital for the company over all goal.

CHAPTER FOUR

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter is the last part of the study, the aim of this study is to assess the print advertising practice of ADDIS ADMAS. To accomplish this study some basic questions were raised, related literature were reviewed, relevant interview areas conducted, and more over 200 questionnaires were distributed to business customers as well. The data were presented and analyzed qualitatively and quantitatively. Based on the analysis and findings, the following summaries were prepared, conclusions are drawn and recommendations were warmly forwarded.

4.1. Summary

The major findings of the research are listed as follows:

- Among the respondents 105(58%) of them were male while the remaining 75(42%) were female. Relatively large number of the respondents lies in the age range of 25-60.
- Regarding the educational level of the respondents, 36(20%) were certificate holders, 68(38%) were college diploma holders, 54(30%) were first degree holders, and 22(12%) were above first degree.
- From those respondents 38(21%) of them said the company is effective on advertising.
- The majority of the respondents 51(28%) the newspaper advertisement attracts their attention compared with similar companies advertisement.
- Regarding the advertising style of the newspaper, 25(14%) of the respondents responses very poor and 67(37%) of them replied moderate. The other 58(32%), 30(17%) of them rated good and very good respectively.
- Regarding the attractiveness and color of the newspaper majority of the respondents rated very low.
- Regarding the design and layout of the newspaper 46(25%) and 34(19%) of them rated low.
- The majority 75(42%) of the respondents rated as medium for influential/convincing power of the newspaper advertisement.

- The informativeness and the ethics of the advertisement in ADDIS ADMAS newspaper is very high, according to 76(42%) and 79(39%) respectively.
- 48(27%) of the respondents are satisfied with the message clarity of newspaper about 11(6%) of them are not satisfied and the remaining 52(29%) rated medium.
- Above half of the respondents rated that the print advertisement reflect a company's product/service.
- From the secondary data the same companies paid for the advertisements spaces on the newspaper and the same kind of advertisements are displayed on these spaces in almost every edition.
- As the student researcher get from secondary data advertisements that cover the full page of the newspaper had better opportunity to cover detailed product description, information, price, picture and other related facts without losing their beauty and hence readers can enjoy them.

Conclusions

- From the above findings we can say that most of the customers said high due to the effectiveness of the company's advertising, it is obvious that the customers are satisfied.
- According to the question if the newspaper advertisement attracts their attention compared to similar companies, majority of respondents responses high, this have a positive implication.
- Due to the data majority of respondents responses moderate to the advertising style of the newspaper, this implies the style of the company's advertisement is not well enough to attract customers.
- Regarding attractiveness and color of the newspaper majority of respondents rated very low.
- According to the marketing manager, the company is trying to implement the principles of print advertising, however, there are some problems that constraints the company such as, office facilities lack of manpower and lack of required authority.
- According to the study, the business customers advertisement in the ADDIS ADMAS newspaper does not show full information about companies product or service. As the student researcher observe from secondary data most companies use similar

advertisement for long period of time without changing the composition and information content, this may bore the readers and can not get up dated information.

- Concerning the above findings to print advertisement appeal the use of technology, information content, memory ability, professionalism of advertisers and ethical values are the most.
- Print advertising has low value to promote the company's product. The reason is customer's attitude is low for print advertising due to lack of attractiveness and lack of adequate information.

Recommendation

- The company should use attractive colors to attract its customers, because the use of different colors create a sense of realism, provides a clear identification of the product, brand name, etc. and shows a feeling for quality and prestige.
- The company should reduce or eliminate the lack of manpower by recruiting employees, filling office facilities and assigning the right person to the right position.
- The company should use artistic presentation to have more competitive advantage.
- The content of advertising message should be improved in accordance with the customer's interest. There should be additional and relatively detailed information about the product particularly for complex products that need high involvement. Whereas, competitive products should be presented to build brand image than detail information about the product.
- The headline, picture etc. should be relevant to attract the attention of the target audience. The message, picture, drawing and illustration should be linked together. The design should generate awareness, interest, desire, and action and it should be connected directly to the idea of advertising.

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Appendixes

Appendix-A

ST.MARY'S UNIVERSITY COLLEGE

BUSINESS FACULTY

DEPARTEMENT OF MARKETING MANAGEMENT

Questionnaires to be filled by the Business customers of ADDIS ADMAS

NEWSPAPER

This questionnaire is prepared by St.Mary's University College under graduate degree student of marketing management. It's aimed to understand the customer's response regarding the company's sales promotional practice. The purpose of this questionnaire is to collect data which are relevant and important to get complete result of the research paper.

Thank you in advance for your consideration and spending your valuable time to fill out this questionnaire.

Notice:

- You are not requested to write your name.
- Please tick (✓) for your choice in the space provided.

Part I :General Characteristics

1. Gender

a. Male

b. Female

2. Age

a. 18-25

c. 31-36

b. 26-30

d. 36-above

3. Education background

a. Certificate

d. First degree

b. Diploma level

e. Above first degree

PART II. The following questions are related to print advertising practice

4. How do you rate the company's effectiveness on advertising?
- a. Very high
 - b. High
 - c. Medium
 - d. Low
 - e. Very low
5. To what extent does the company's advertisement call your attention compared with similar products of other companies?
- a. Very high
 - b. High
 - c. Medium
 - d. Low
 - e. Very low
6. How do you evaluate the advertising style of the newspaper?
- a. Very good
 - b. Good
 - c. Medium
 - d. Poor
 - e. very poor
7. The advertising message reaches all the potential customers?
- a. Strongly agree
 - b. Agree
 - c. Disagree
 - d. Strongly disagree
8. How is the attractiveness of the advertisement when you compare with other competitors?
- a. Attractive
 - b. less attractive
 - c. similar with others

9. How do you evaluate the message clarity of ADDISADMAS newspaper?

- a. Very high c. Low
b. High d. Very low

10. In your opinion which media shall the advertisers use to make their advertising effectiveness?

- a. Yellow page c. Billboard
b. Newspaper d. Other _____

11. Do you think that the print advertisement reflect a company's product/service?

- a. Yes b. No

Please give marks to the following factors on ADDIS ADMAS Newspaper advertisement.

Description.	Very high	High	Medium	Low	Very low
12. Color					
13. design					
14. layout					
15. Influential/convincing power					
16. Attractiveness					
17. Informativeness					
18. Ethical value of the advertisement					

19. If you have any comment towards the print advertisement of the company?

Appendix -B

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Appendix-C

ST.MARY'S UNIVERSITY COLLEGE

BUSINESS FACULTY

DEPARTEMENT OF MARKETING MANAGEMENT

Interview filled by of the Marketing Manager of ADDIS ADMAS

NEWSPAPER

I am a student in the business faculty at St.Mary's University College. I am carrying out research of sales promotion in the case of your company.

Your genuine and current views are very important for the success of the research. Therefore, you are politely asked to express your opinions and experience as openly as possible. This information that you provide will be treated for the researcher purpose only and with full confidence.

The outcome of this interview is intended to support a research report to the partial fulfillment of the Degree of art in the field of Marketing Management,

Thank you, in advance for giving me your valued time and energy to answer the interview with me.

1. What is the objective of your company ?
2. What are the major factors affecting print advertising in ADDIS ADMAS newspaper?
3. How does the company measure the effectiveness of the clarity of the message with respect to customers understanding?
4. How far is print media reflect information about a company product/service?
5. To what extent do companies implement the principles of print ?advertisement?
6. Do you think customers will get relevant information in your advertising?
7. Do you think print advertising in ADDISADMAS is colorful enough to attract customers?
8. How often the companies evaluate its performance on the print advertising?
9. What kind of role does print advertisement play for the company overall goal?

DECLARATION

Advisee's declaration

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

Name: Saron Shiferaw

Signature: _____

Place of submission: St. Mary's University College

Date of Submission: June 28, 2013

Advisor's declaration

This senior essay has been submitted for examination with my approval as a University College advisor.

Name: Ato. Abera Yilma

Signature: _____

Date: June 28, 2013