

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

**AN ASSESSMENT OF OUTDOOR ADVERTISING IN THE
CASE OF AMBO MINERAL WATER S.C.**

**BY
EYERUSALEM WENDMU**

**JUNE, 2014
SMU
ADDIS ABABA**

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**A CASE STUDY SUBMITTED TO ST. MARY'S UNIVERSITY,
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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

In today's world, advertising is a form of communication used to encourage or persuade audience, viewers, readers or listener/ to continue or take some new action. The purpose of advertising may also be reassure employees or shareholders that company is viable or successful. Advertising message are usually paid for by sponsors and viewed via various traditional media; including mass media such as newspaper, magazine, television, commercial radio advertisement, outdoor advertising or direct mail, or new media such as website and text message (Kuma.N and Mittal.R: 2002).

Advertising starts took off from large print banner and holdings and day by day turning to be smaller in dimension trying and reaching out to sing mobile users on his mobile device, but advertising is paid communication (Mishra.M.N 2006: 60).

Outdoor advertising is one of the major advertising media used in the present day. It also happens to be one of the first forms of display advertisement in the history of advertising. Today it has evolved into several types depending on the creativity of the artist designing it. Outdoor media include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of one's own brick-and-mortar location, banners, posters, and much more. Even though other media like print, radio and television generate high revenue with advertising, out of home advertisings like banners and bill boards can be much more effective than advertisings in print and electronic media. Naveen Donth –2004

This is due to many factors which favor outdoor media as a form of marketing communication. Most people today spend more time outside home than indoors. Due to this, most people are involuntarily exposed to advertisement outdoors. Also, unlike television or radio advertising which are aired for only a few seconds, outdoor advertisement like bill boards and hoardings are available for consumers round the clock.

It is also a very cost-effective medium. A running a full-page newspaper advertisement for a single day in any major newspaper will cost the same amount as putting up ten bill boards for a month - and newspaper is not nearly as effective. Messages are delivered continuously and frequently via outdoor advertising. *Mssapna* – (2012:8).

The most common form of outdoor advertising is called billboard, often results in good research and frequency and has been shown to increase purchase rate. The visibility of this medium is good super mental reinforcement for well known products, and it's relatively low cost, flexible alternatives. Accompany can buy space just in the desired geographic market (Berkoulitzetal, 1994; 541)

Textbook authors and academic researchers have identified a variety of distinctive characteristics of billboards and outdoor advertising (e.g., Kelley and Jugenheimer 2004; Sissors and Baron 2002; Taylor 1997; Vanden Bergh and Katz 1999; Woodside 1990). The advantages of using billboards include, among other things- potential placement of the advertisement close to the point of sale, high frequency of exposure to regular commuters, high reach, 24-hour presence, geographic flexibility for local advertisers, economic efficiency in terms of low production costs and low cost per thousand exposures, visual impact from advertisement size and message creativity, and brand awareness. Disadvantages include the need to limit the number of words in the message, short exposure to the advertisement, low demographic selectivity, and measurement problems.

Ambo Mineral Water Factory was established 80 years ago in Senkele locality near a hot spring 130 km west of Addis Ababa. The factory had dominated 85 percent of the mineral water market. The factory was nationalized in 1974 and it was partially privatized in 2008. An Ethiopian businessman, Tewodros Ashenafi, in partnership with South African brewery company, SABMiller bought the factory from the Ethiopian Privatization Agency two years ago. SABMiller and SouthWest Development, a company established and managed by Tewodros a joint venture company, Ambo Mineral

Water S.C., with the Ethiopian government. The share company has 3,607,000 shares with a total par value of 300,607,000 birr.

As Ambo Mineral Water is a unique product, used by today's consumers as a thirst quenching soft-drink, discerning mixer and after meal revitalize, this study attempts to find the level of success of outdoor advertisement as a medium of communication in ambo mineral water factory. This study encompasses the study of consumer's attitude towards outdoor media, the impact this media bears on the consumers and its level of success in changing attitudes/buying habits of people residing in the factory www.ambowater.com.

1.2. Statement of the Problem

Outdoor Advertising is defined as a rented medium for displaying and transferring Commercial information in a visible manner on structures and signs erected out of doors. It consists of three principal segments: advertising on Street Furniture, advertising on and in public transportation vehicles, stations and airports and advertising on billboards. *T. Davidson (2001:1)*

This research proposal is based on the outdoor advertising in Ambo Mineral Water Factory, the effectiveness of the medium used to advertise, and the response to advertisements. As it is one of the medium by which product message can be directed to some of the major target market particularly in rural area, the problems that initiate this research to be studied are described below.

Outdoor advertising is not used appropriately by the company but the majority of the people of Ethiopia are exposed to it. Although outdoor advertising has the potential to change the people's attitude, it is not used effectively in the company. Most of people in the country especially people living around the city have immediate exposure to the advertisement but the company is not using this opportunity.

Lack of awareness creation through out of home infrastructure, like billboard, transport and Street furniture's in Ambo mineral water factory affects the growth of the company. The company fails to select the appropriate site while applying outdoor advertising for ambo mineral water. Lack of attracting potential customers because of the absence of attractive outdoor advertising

According to *Mssapna's study i.e., 'The effect of outdoor advertising on public'* most of the people spend his time out of home and the company misses them because the company focuses on other advertising methods than outdoor advertizing.

Preliminary observations by the student researches shows that outdoor advertisement in Ambo Mineral Water S.C are fall short in terms of clean design, appropriate color, size of the billboard and segmentation. Regarding the statement of problem above the following research questions are selected.

1.2.1. Basic Research Question

1. What type of Outdoor advertisement does the company use to attract potential customer?
2. How does the company select the area of outdoor advertising?
3. What type of outdoor advertisement considerations does the factory use to promote Ambo Mineral Water?
4. To what extent does outdoor advertisement incorporate adequate information?

1.3. Objectives

This research paper will incorporate a general objective and specific objectives.

1.3.1. General objective

To assess the effectiveness and influence of outdoor advertising in Ambo Mineral Water company

1.3.2. Specific Objectives

- To identify the type of outdoor advertisement used by the company to attract potential customers.
- To determine the way how the company select the area of outdoor advertisings.
- To identify type of outdoor advertisement considerations used by the factory to promote Ambo Mineral Water.
- To determine the extent of adequate information which is incorporated by outdoor advertisement

1.4. Significance of the Study

One of the main advantages of the study is that the gathered data will be up-to-date concerning the current Outdoor advertising situation in Ambo Mineral Water Company. Information from different sources will be compared and analyzed. In addition to this, this research paper will be helpful for the company by indicating best strategies of outdoor advertising which may improve the quality and accessibility of the current outdoor advertising technique in the company. It may serve as a guide for other researchers who want to study in Outdoor advertising and related tasks.

This study will helpful for me enabling to accomplish my university degree. Since it is practical task, it will help me to improve the theory I have learned in the class.

Finally the research paper will play a vital role in the establishment of competitive marketing environment by indicating (explaining) general hints about the invention of new Outdoor advertising technologies

1.5. Delimitation of the Study

Since it is impossible to incorporate everything about Outdoor advertisement, in this study the student researcher have tried to access the effectiveness of some types of outdoor media namely- billboards, banners and digital hoardings found all over Addis Ababa.

This can be a document for reference of Ambo Mineral Water Company to choose the medium of advertising, or more precisely, the type of outdoor advertisement to make it more effective and the time is limited for 2006.

1.6. Research Design and Methodology

1.6.1. Research Method

In this study descriptive method of the research was used to describe the current practice i.e. it includes both Qualitative and Quantitative methods. So both qualitative and quantitative data will be collected from the population and sample mentioned bellow.

1.6.2. Population and Sampling Technique

Population of the study mainly focused on the customers of Ambo Mineral Water Company. Since it is difficult to collect data from every individual, the researcher used non-probability, specifically convenient sampling technique. Non-probability sampling approach was used where there is no complete list of population that means there is no guaranty that every member of the population has same chance of being included in a sample.

Among the population 200 customers were randomly selected on the basis of their distribution in the city for questioner to represent the population opinion and it has done through contact. In addition to this the manager of the company was conducted an in-depth interview to get a valid and reliable data.

1.6.3. Types of Data Collected

1.6.3.1. Primary Data Collection

Since the research purpose is to assess the effectiveness and influence of outdoor advertising in ambo mineral water Company, one of the methods of primary data capturing was interviewing with marketing manager of the company and preparing questioner for customers of the company. Interview is the most widely used research method. Compared to other research methodologies, interviews

create a framework in which respondents are free to share opinions, attitudes and knowledge.

1.6.3.2. Secondary Data Collection

The primary findings are not enough to analyze the whole thesis accordingly. Therefore a variety of secondary sources such as the company's website and internal documents, books, electronic articles and Internet databases was analyzed, to get additional information and to complement the interviews. Based on different marketing theories reviewed and strategies together with the gathered primary data, it has been decided which Outdoor advertising tools can be the best for the company as well as for the development of the country.

1.6.4. Method of Data Collection

Once the research objectives were set and research approach chosen, it is necessary to determine the ways of data collection. So the input data for this research paper was collected through interview, questioner, observation and survey.

1.6.5. Data Analysis and Interpretation

The data which Obtained from close ended questions was analyzed using frequency and percentage and was placed in table. Responses that were obtained from open ended question and interview were narrated and used to support the analysis.

1.7. Limitation of the Study

There were some factors that affect the study not to be carried out as expected. Among those factors the following are mentioned.

- Some of the customers were not willing to fill the questionnaire.
- Questionnaires were not returned on time.
- The sample size taken was 200 respondents and among those respondents only 180 questioners were collected because of various problems.

- It was a challenge to get a valid data from the organization, i.e. it was difficult to get certain documents and certain data.
- Most of the open ended questions were not sufficiently answered.

Nevertheless the student researcher finally collect the necessary data to conduct the research paper.

1.8. Organization of the Paper

This research paper has mainly four chapters. The first chapter is the Introduction part and it consists of Background of the study, Statement of the problem, Basic research questions Objectives and Significance of the study, Delimitation of the study, Population and sampling, Research design and methodology and Organization of the paper. The second chapter is Review literature of the study. The third chapter describes about Data analysis and interpretation and the fourth chapter consists of the Summary, Conclusion and Recommendation of the study. Finally lists of symbols (acronyms), references and bibliography are described.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The aim of this section is to review the important literatures related to the study. It will try to review some basic conceptual literatures and general information about advertising including what is outdoor advertising, the future of outdoor advertising and its significance.

2.1. Overview of Advertising

According to Welsetal, (2003: 65) Advertising is the paid form of non-personal communication from an identified sponsor using mass media to persuade or influence. Advertising has the ability to reach a large number of market information to facilitate the customers and suppliers in market place as well as formally creating an image that provides product and brand information, present incentives to take action and facility as a reminders and reinforcement Wellsetal (2003: 65).

Advertising is any form of non-personal arrangement of ideas, goods or service by providing information that designed to affect a favorable brand attitude. Czinkota and Ronkainen, (2004: 43)

Advertising is one the most effective methods of marketing for enterprises wishing to survive in an atmosphere of increasing competition and rapid change resulting from globalization. The success of companies which produce similar goods as a result of rapidly changing market conditions and heightened competition depends largely on the extent to which they are able to use market communication components professionally and rationally (Kocabaş and Elden, 2001, p.13). These factors oblige enterprises to undertake promotional activities in order to achieve their business objectives and to boost their market share in order to gain a competitive advantage over their business rivals.

Today, everybody is increasingly exposed to advertisements. Advertising shows up in pages of newspapers and magazines; on television and radio via various entertainment programs; on roads via billboards and notices; on buses, trains, tramways and ferry boats; in brief, everywhere at indefinite places and times. Advertising is regarded as a positive effort, which generally contributes to the economy by developing media facilities and enabling the highest standards of life for people, which helps cultural development and which has an immeasurable educational structure (Marketing Magazine, 1979: 5–6).

Outdoor media in advertisement and communication are undergoing a very important stage all over the world. Outdoor advertisement media covers the billboards, posters and panels placed on routes which have intensive product and service publicities and traffic density and which are often preferred by the target group; the advertisements in subway stations, bus stops, ports and airports; and floor advertisements designed on these places or on pavements; on outer sides of the buildings etc., with which an outdoor communication with the target group is possible (Avşar and Elden, 2005: 70)

All types of advertisement tools have both advantages and disadvantages. The advantages of outdoor advertisements can be briefly summarized as follows (Jefkins, 1984: 213; Book and Schick, 1998: 201; Prengerdast, 2001: 476): It has wide range of sizes and therefore has a great effect on consumers' perception. Excluding their nature of charm, realism and fascination; outdoor advertisements are striking due to use of colorful and illuminated signboards. It can be used over the long term and in different season and weather conditions, in accordance with developing technology. It also stands in the same place for days and reminds the existing or potential customers of products or services. It enables reinforcement on consumers with its sizes, charming colors, interesting fictions and messages. Outdoor advertisements also have some disadvantages which can be summarized as follows (Jefkins, 1984: 214): It constrains the opportunity to give detailed messages since it uses large font sizes so as to be visible and readable by moving people or people in traveling cars. Panels and text might deteriorate, tear, and accordingly become unreadable due to blizzards, rain and hot weather. Inadequate or inappropriate lighting also causes advertising text to be unreadable.

2.2. Definition and Concepts of Advertising

As a consumer, you are exposed to hundreds and may be even thousands of commercial messages every day. They may appear in the form of billboards, like the Altaics campaign, or in the form of newspaper advertisements, TV commercials, coupons, sales letters, publicity, event sponsorships, telemarketing calls, or even e-mails. These are just a few of the many communication tools that companies and organizations use to initiate and maintain contact with their customers, clients, and prospects. You may simply refer to them all as “advertising.” But, in fact, the correct term for these various tools is marketing communications. And advertising is just one type of marketing communications.

So, then, what is advertising?

At the beginning of the twentieth century, Albert Lasker, who today is generally regarded as the father of modern advertising, owned a prominent advertising agency, Lord and Thomas. At the time, he defined advertising as “salesmanship in print, driven by a reason why.” But that was long before the advent of radio, television, or the Internet. The nature and scope of the business world, and advertising, were quite limited. A century later, our planet is a far different place. The nature and needs of business have changed, and so have the concept and practice of advertising.

Today, definitions of advertising abound. Journalists, for example, might define it as a communication, public relations, or persuasion process; businesspeople see it as a marketing process; economists and sociologists tend to focus on its economic, societal, or ethical significance. And some consumers might define it simply as a nuisance.

Most advertising is paid communication by a company, organization (client/sponsor) or political candidate who wants their information disseminated. It is mass mediated in that it is delivered through communication media designed to reach large numbers of people. And it is an attempt to persuade, that is, to get someone to do something. Even if the ad is purely informational, it is still designed to get consumers to like the brand /company/ person.

An advertisement is a specific message while an advertising campaign is a series of coordinated advertisements that communicate a theme or idea. An audience is a group of individuals who receive and interpret messages sent from advertisers. A target audience is a particular group of consumers who are most intended to receive the message Albert Lasker (2001: 11).

The marketing mix consists of several tools including conception of the product, pricing of the product, promotion and distribution of the product, service of person. Advertising is only ONE of the promotional tools relied on in the marketing mix. Advertising communicates the value of a product or service. Marketers must determine which marketing mix ingredients to emphasize and how to blend the elements to attract and serve customers. This is referred to as *integrated communication*, which is an effort to complement the overall marketing strategy Albert Lasker (2001: 11).

Advertising has communication objectives designed to accomplish certain tasks within the total marketing program and is a marketing tool that is more effective when used to solve “narrowly defined communication issues” (i.e., create brand awareness which is a preference for a brand that leads to an increased share of the market, which in turn increases profitability).

To be successful, advertising must exhibit a creative executive to gain the consumer’s attention and reach potential customers in an appropriate environment at a proper time. If the message is received when the target market is busy or not available, it makes no impact.

Advertising, as a mass communication, must reach numerous publics. These include: distributors; employees (creating pride and loyalty); customers; potential customers; stockholders (who provide operating revenue); the community-at-large (who can influence public opinion and thus help with efforts such as new manufacturing plants and warehouse locations) Albert Lasker (2001: 12).

An advertising plan consists of the following elements:

- Advertising goals stated in terms of marketing goals and objections (these goals are communication);
- Market segmentation (to define the market via demographic, geographic and psychographic factors);
- Budget; product differentiation (emphasizes product differentiation based on consumer perception – these can be tangible or intangible such as style and image) but ultimately it is important that the customer can differentiate this product from others; the creative efforts;
- The media to be used for the campaign Positioning is the process of designing a product/service so it can occupy a distinct place in the target consumer's mind. Advertising communicates this distinctiveness.

A brand name differentiates one seller from another. It is the part of a trademark that is words (Nike) not the pictures (the swoosh).

Brand equity is the value assigned to the intangible value of an established brand. (Outdoor and Sign 2006: 70.)

Brand loyalty is when a consumer repeatedly buys the same brand and is therefore less sensitive to price increases. This is important as it allows firms to have the flexibility to raise prices to increase their profit margins.

In competition with generic and in-house brands, brands are assisted by perception and linking a brand's image and meaning to a consumer's social environment as well as to the larger culture.

Three strategies used in branding:

1. corporate branding – where the corporation is more important than the individual product (i.e., G.E., Verizon, MetLife)
2. a combination of corporate and product brand promotions – allows diversification from the parent company (i.e., ITT and Roman Meal bread)
3. product first – good when the umbrella company sells multiple brands within a category (i.e., Proctor and Gamble)

Advertising promotes differentiation among new products as well as communicating improvements and general information.

Value refers to the perception by consumers that a product or service provides satisfaction beyond the cost incurred to acquire it. Symbolic value refers to value in a non literal way (automobiles) and what the product/service means in a societal context. Consumers are willing to pay a premium for this value (hotels, cars, jewelry).

Factors to use in deciding to use advertising:

- a. **Volume of sales** – as sales increase, the percentage of dollars spent on advertising decreases as the public has been reached.
- b. **Competitive environment and profit margin** – if there is a lot of competition within the category (i.e., soft drinks, beers) then a higher advertising budget is required (with beer, the companies not invest in events rather than ads)
- c. **Philosophy of advertising** – with some products a moving picture is needed (food)
- d. **New product introductions** – require heavy ad support
- e. **Maintaining leadership position within the category** (Kocabaş and Elden, 2001:22).

2.3. Objectives of Advertising

The general public's attitude toward advertising is ambivalent in that they like the individual advertisings while they hate advertising in general believing the profession to be glamorous while the morality of the industry are suspect *Shruthir (2012: 8)*.

Much of the value and power of advertising is that it provides "silent information" as to how we should interact and present ourselves. Advertising helps consumers see the possibilities and meanings in the things that they buy. Advertising also liberates meanings that lie below the surface. For example, Doyle, Dane, Burnbach's Volkswagen advertisings turned the unlikely automobile (an amalgamation of an insect and a machine developed by Hitler as his war vehicle) into a mobile social statement (in the 60s and 70s the Volkswagen van often had a peace symbol emblazoned across the front). Advertising is part of our everyday culture. If we see, as estimated, 1,500 advertisings per day, clearly they must influence or even change the cultural consciousness and behavior of the public. *Shruthir (2012: 8)*

Certainly advertising promotes a higher quality of goods through the ability of the consumer to identify a particular manufacturer and thus creating a need for that manufacturer to maintain quality. Advertising also gives business the ability to roll-out new products fast enough to offset the costs of creating such products. Additionally, advertising protects industry from government and special control as it democratizes information to consumers as to what products are available. *Shruthir (2012: 9)*

Advertising objectives lay the framework for the subsequent tasks in an advertising plan. They identify the goals of the advertiser (i.e., increase consumer awareness, change consumers' beliefs or attitudes about the product, influence purchase intent, stimulate trial use, switch consumers from other brands, increase sales). *Shruthir (2012: 9)*

The fundamental purpose of advertising is to sell something –a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are listed below:

1. To introduce a new product by creating interest for it among the prospective customers.
2. To support personal selling program. Advertising maybe used to open customers' doors for salesman
3. To reach people inaccessible to salesman.
4. To enter a new market or attract a new group of customers.
5. To light competition in the market and to increase the sales as seen in the fierce competition between Coke and Pepsi.
6. To enhance the goodwill of the enterprise by promising better quality products and services.
7. To improve dealer relations. Advertising supports the dealers in selling the product. Dealers are attracted towards a product which is advertised effectively.
8. To warn the public against imitation of an enterprise's products.

2.4. Types of Advertising

The following are some of the different categories of advertising:

Retail advertising – tends to be a harder sell and often includes price, service, location and house of service (retailers, airlines)

End-product advertising – used by manufacturers to build consumer demand for a branded ingredient used within the manufacturing of products (Splenda)

Direct Response advertising – used in all types of media and includes a sense of urgency, a 1-800 number and allows the consumer to buy directly

Trade advertising – directed to wholesale and retail merchants and emphasizes **profitability** – the manufacturer may offer an initial trial of the product, increased trade support (perhaps additional consumer advertising), and announce consumer promotions

Industrial advertising – directed to the manufacturer for goods needed to create products and does not seek to sell the product directly (i.e., tires for autos)

(Marketing Magazine, 1979:15)

Professional advertising – professional product and services to the consumer such as law, medicine, dental

Public Relations/Institutional/Corporate advertising – all 3 names are used for this category but for this course, we will use the term “public relations advertising” – unlike general Public Relations which is not a paid effort (materials are submitted in the form of press releases and video news released in the hope that the media will pick up the stories) but does attempt to create good public will for the product/service/person, PR advertising is a paid effort to establish a favorable attitude towards the company by:

- a. establishing a public identity;
- b. overcome existing negative attitudes;
- c. explain a company’s mission;
- d. boost corporate identity and image;
- e. persuade a target audience for later sales;
- f. Promote and relate a company to some worthwhile product.

On product advertising – promotes a cause or idea such as abortion, anti-terrorism, gun control, animal rights (PETA) – often controversial and emotional

Service advertising – promotes a service – sells expertise and tends to maintain slogans/logos to increase consumer awareness – features the tangibles and since there is no product, these service providers often use testimonials – features employees to present the quality of the employees and guarantees value and service – stresses the quality of their service (Marketing Shao and Herbig (1995: 80).

2.5. Outdoor Advertising

Outdoor advertising is any advertising done outdoors that publicizes the business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of one’s own brick-and-mortar location.

Outdoor advertising works well for promoting the product in specific geographic areas. While billboards, bus benches, and transit advertising can be very effective for the small-business owner, any successful outdoor campaign begins with its own location's signage.

The outdoor sign is often the first thing a potential customer sees. The sign should be sufficiently bright and conspicuous to attract attention (without being garish) and sufficiently informative to let prospective customers know what's sold there.

Ride around town and observe which signs catch your eye. And Note which ones don't. Then think of the impression each sign gives you. Remember that you never get a second chance to make a first impression, so give this important marketing tool your best efforts. If you're involved in a business that has a fleet of vehicles conducting deliveries or providing a service, your company's name, logo, and phone number should be clearly visible on the vehicles. It's free advertising that allows you to increase your exposure in your market.

2.6. Types of Outdoor Advertising

Outdoor advertising is any advertising done outdoors that publicizes the business's products and services. Types of outdoor advertising include billboards, bus benches, interiors and exteriors of buses, taxis and business vehicles, and signage posted on the exterior of one's own brick-and-mortar location. Outdoor advertising works well for promoting the product in specific geographic areas. While billboards, bus benches, and transit advertising can be very effective for the small-business owner, any successful outdoor campaign begins with its own location's signage

Billboards are most effective when located close to the business advertised. Because of their high cost, they're usually used to reach a very large audience, as in political campaigns. They're likely to be too expensive for most small firms, and some communities have strict ordinances governing the placement of billboards. In Vermont, for example, they're prohibited.

Bus-bench advertising is an excellent medium because it's highly visible, like a billboard. Essentially, bus-bench advertisers have a huge audience, held captive at red lights or in slow-moving traffic. An account executive of a Los Angeles-based bus bench manufacturing company said that an advertisement on one bus bench at a busy Los Angeles intersection would be seen by 35,000 to 50,000 people per day.

Transit advertising on buses and taxicabs reaches lots of people, especially commuters. Your advertising is highly visible, and market research on transit advertising shows that it's very effective.

2.7. Outdoor Advertising Characteristics

“Outdoor” advertising includes all forms of advertising that provide exposure out-of-doors.

These forms may be pictured, written or spoken, Nelson and Sykes (1953: 25). The most prevalent forms of outdoor advertising are billboards, street furniture, transit and alternative forms.

Billboards are the predominant form of outdoor advertising and are further classified into bulletins, 80 sheet posters, 30 sheet posters, wrapped 30 sheet posters, squared wrapped posters, spectaculars and wall murals. Technology has provided outdoor advertisers with myriad options.

Most recently, the liberal use of electronics with “outdoor” has created “spectacular” billboards that are more like giant screen televisions, some even with sound.

Street furniture also provides very interesting options for out-of-home media usage. Some of the most prominent forms of street furniture consist of bicycle racks, bus bench / bus shelter advertising, kiosks, sidewalk posters, shopping mall displays, in-store displays and one sheet posters.

Transit advertising options in outdoor media revolve around media on transit or places of transit in airports and subway stations, as well as on buses, taxicabs, trains, etc. Advertising on movable type media like taxicabs and trucks has been shown to provide high recall rates.

Finally, there is an “alternative” form of outdoor media that comprises almost all options not covered in the above three forms. This is probably the fastest evolving category and includes such options as trash receptacle advertising, airborne displays, digital displays, carton and cup advertising, movie theater advertising and stadium and arena displays.

Outdoors today has the capabilities of reaching an audience on a national scale or on market-by-market basis. Association of National Advertisers (1952: 31). Outdoor advertising has evolved to the extent that it can be almost as useful as some traditional forms of advertising like newspaper, radio and TV. Outdoor is strikingly different from other media in one essential aspect– *the medium does not circulate the message to market but the market circulates around the medium*, “the medium delivers its message to people on their way to work, play or shop.[Association of National Advertisers, 1952] ” For instance, an executive going to work to deal with a full day of computer related problems would probably “look out for” messages from Dell, Hewlett Packet or Epson.

One of the biggest advantages of outdoor medium over other mediums like television or magazines is that “your audience can’t zap, discard or even click away from it.” [Business Wire, 2002]

2.8. Measurement of Outdoor Advertising

One of the biggest challenges facing outdoor advertising as a viable medium stems from the difficulty of measuring of audience reach /frequency (especially as it pertains to specific customer segments / profile) in verifiable, quantitative terms. This fact, acknowledged by the industry, is a major factor preventing widespread use of outdoor advertising as a significant medium (Robertson, 2003). The lack of specific data pertaining to audience profile is also a major hindrance. This is especially true when it comes to business-to-business advertising since the target segments are typically much smaller and more geographically concentrated, and therefore more “tightly” defined than in consumer products.

The earliest methods of measuring outdoor advertising were in terms of a “showing” [Association of National Advertisers, 1952]. An advertiser could buy a No. 100 showing, or a No. 50 showing and so on. A No. 100 showing was defined as the number of outdoor panels sufficient to provide an advertiser complete coverage of a particular market. A No. 50 showing similarly provided only half the complete coverage of the market. The Traffic Audit Bureau (TAB), established in 1934, published “impartial” data for such showings. The bureau published two types of data. First, it defined the showing i.e., what is the difference between a No. 100 showing and a No. 50 showing. For example in a study conducted by TAB in Cedar Rapids, it was concluded that a No. 100 showing achieves a reach of 93.1% and a frequency of over 20, over a period of thirty days [Association of National Advertisers, 1952]. Second, TAB also provided data on an individual outdoor panel that it compiled after studying vehicular and pedestrian traffic at the site location. The data took into account individual nuances of the outdoor site and gave a composite rating by considering visibility provided by each site. The visibility took into account the angle of the outdoor site, speed of traffic, length of approach and other such factors [Association of National Advertisers, 1952].

Not much has changed since TAB first began in 1934 and the outdoor industry still uses TAB’s audited data of vehicular traffic as a measurement tool. Thus, while the question of “how many” are exposed gets answered, the issue of “who” is exposed to the medium remains a mystery (Business Wire, 2002).

Over that last couple of years measurement of outdoor advertising has received much attention. Various technology driven solutions are being implemented to acquire data that will put the measurement of outdoor advertising at par with the data available for other media. While Nielsen has proposed using a handheld Global Positioning System, Arbitron intends to develop its own method of acquiring data that will provide audience demographics, geographic definitions, audience estimates such as reach, frequency and Gross Rating Points [Business Wire, June 20: 2002, Business Wire, Oct. 8, 2002]. Other technologies permit billboards to monitor radiation leakage from car antennas to indicate which radio station passing drivers are listening to and adjust their messages to fit the

demographic profile of the most popular radio stations [Emling, 2004]. Such advances in the measurement of outdoor advertising data will be a shot in the arm for the industry and will go a long way to putting this often ignored medium in the main stream of advertising choices.

2.9. Ethical Issues

One could successfully argue that advertising's current lack of credibility is due in large part to the cumulative effect of poor ethical behavior on the part of some advertisers during the last century. Deception, misrepresentation, false advertising, exaggerated promises, unfair comparisons—all these are injurious to consumers and competitors as well as people's perception of advertisers in general. In other words, any advertisers that engage in unethical behavior are damaging not only the fragile relationship they have with their customers but also the whole profession of advertising. Unfortunately, not all advertisers have figured this out.

We have to believe that ethical behavior will be so important to building customer relationships in the twenty-first century. Therefore the company has to focus attention on the most critical social issues facing advertisers today. These include the debate over puffery, advertising to children, comparative advertising, the targeting of ethnic minorities, consumer profiling, privacy, negative political advertising, and statistical manipulation

2.10. Past Research on Outdoor Advertising

The topic 'An assessment of Outdoor Advertising in the case of Ambo Mineral water SC' has not been taken anywhere else and this study is the first of its kind.

However, I have tried to revise studies related 'advertising'; 'outdoor advertising' and 'influence of outdoor advertising' therefore this section focus on literatures which are closest related to the study 'Assessment of Outdoor Advertising in the case of Ambo Mineral Water S.C.'.

According to Abhilasha Mehta, individual attitudinal factors related to advertising in general do influence how a respondent reacts to any particular advertisement, reinforcing expectations by other researchers previously. To be effective, advertising is something people should like to look at, believe and find utility with keeping them up-to-date about products and services.

In a content analysis of billboards, Blasko (1985) examined whether advertisers were following accepted creative principles associated with outdoor advertising. Drawing on Burton's *Advertising Copywriting* (1983) and the Traffic Audit Bureau's *Planning for Out-of-Home Media* (1977), Blasko listed five main principles of effective billboard advertising: short copy (eight or fewer words in copy), simple background, product identification (billboard clearly identifies product or advertiser), simple message (single message communicated), and creative (use of clever phrases and/or illustrations). Studies conducted by Donthu, Cherian, and Bhargava (1993) and Bhargava, Donthu, and Caron (1994) found recall of billboards to be positively related to a variety of factors, including brand differentiation, emphasis on product performance, inclusion of price, use of a photograph, use of humor, use of color, and a good location for the billboard. The 1993 study emphasized that advertising recall can be enhanced by using fewer words or unusual executions. As with the key advantages of outdoor advertising, there have been many discussions of strategic and execution factors related to the success of billboards, but little systematic investigation of the underlying factors that drive successful billboard advertising. Below, we offer some insight on these factors by providing two theoretical perspectives on the promotional role of billboards.

Previous survey research has presented evidence on companies' experience with billboards, their perceptions of billboards versus other media, and their estimate of the impact of a billboard ban on sales (Taylor and Franke 2003). This study focuses on companies' reasons for using billboards and their views on factors that are critical to billboards' success. Future research could add to the approaches of these studies in several ways. Expanded surveys of nonusers or former users of billboards would provide

a useful comparison to the perspectives of current billboard users and give additional insights on the strengths and weaknesses of this form of outdoor advertising.

Advertising is regarded as a positive effort, which generally contributes to the economy by developing media facilities and enabling the highest standards of life for people, which helps cultural development and which has an immeasurable educational structure (Marketing Magazine, 1979:5–6). Outdoor advertisements, which were first used by advertisers in the United States during the 1850s, were applied in Turkey in 1985 (Civelek, 2003: 46). The most frequently used instruments of outdoor advertisement are as follows (Assael, 1993: 606; Marketing Turkey 2004: 48); Billboards composed of panels and posters that are immobile and separate, Street furniture such as racquet billboards, stations and cylindrical towers, Transit panels placed in airports, railways, subways, buses and taxis. Billboards are the most common and widely used forms among the outdoor advertisement media listed above (Berkovitz, et al, 1994: 541; Lichtenthal, et al., 2006: 237). When compared to other media tools, the share of outdoor advertisements as a proportion of total advertising expenditure is increasing – albeit slowly.

In literature, it is possible to find some researches and studies about outdoor advertising even though it is not so much. One of the researches of those is that of Karmen and Azhari. Azhari and Kamen point out that brands and slogans used in outdoor advertising are more memorable than other advertising medias. While the rate of recall of products and brands used in outdoor advertising is 79 %, it is 67 % in printed media (1984: 11). In 1975 and 1982, in researches guided by open –air institution, it is concluded that the importance of outdoor advertising on the subject of recognition and recollection of brands is gradually increasing (Whitehall, Tinkham and Tinkham 1990: 50).

The purpose of outdoor advertisement as a mass communication tool is to convey the desired message to the target group in an effective and lasting way. According to Mustafa, Sukran and Olgun (2009) the most effective outdoor advertisement tool is billboards and the most high profile sector is the clothing sector. According to the respondents, we can see that television ranks first among the most effective tools

In purchasing a good or service, People generally have positive opinions about outdoor advertisements. They think that outdoor advertisements are more eye-catching and creative when compared to other advertisement types and, their physical size lends them an effective visual impact. People regard the outdoor advertisements, which they regularly encounter, as a part of the city and they do not notice that these advertisements are outdoor advertisements. This situation has been changing as people become more conscious of outdoor advertisements. In their studies, Shao and Herbig (1995: 71) stated that tools.

Of outdoor advertising such as billboards (bulletin board-poster panels) are often used in China and that as Chinese use mass communications and bicycles in transport, they are exposed to outdoor advertisements every day. They reported that the reason behind this exposure is that the charges for outdoor advertisements are relatively cheap and these advertisements have a long-term usage when compared to the other advertisement tools. Woodside claim that in his research outdoor advertising not only increase the rate of buying ,in order to increase sales ,the outdoor advertising should be presented in areas where pedestrian traffic are heavy (Woodside 1990: 229). In his research of Üsterman, he express that fictional approach and research design in outdoor advertising arouse consumer's interest about brand, initiate and accelerate buying process. (2009: 108). In a research oriented university students, the rate of ones who buy products by influencing outdoor advertising is increased by 33%. In the same research, the rate of ones who tend towards attitude of buying is increased by 54 % (Sezer 2009: 185). According to Lopez and Bassell, outdoor advertising will continue to grow and diversify over the next decades, not only because of its cost-effectiveness, but also because it seems to be the only unavoidable realm from which to reach progressively elusive consumers, and the ideal anchor of integrated marketing communication.

According to Amos, Holmes and Strutton, celebrities add value through the process of meaning transfer (McCracken 1986, 1989). The meaning transfer model posits that celebrities develop a persona through the types of roles they play in society as well as how they are portrayed in the media. Collectively, the culturally constituted society then

assigns meaning to celebrities. When celebrities endorse a product, the meaning developed around a particular celebrity will – or at least it is hoped for by advertisers – transfer to a company, brand, or product (Erdogan and Baker 2000). Thus, when a consumer identifies with a celebrity (identification occurs when a person is willing to accept.

Influence from another person) (Kelman 2006: 3), he/she purchases the product in the hope of claiming some of these transferred meanings for their own lives (McCracken 1989). However, no guarantee exists that any celebrity can continuously produce popular music, act in financially successful movies, or win sports championships. In fact, depending on their level of performance, celebrities do rise and fall in popularity throughout their entire career (Agrawal and Kamakura 1995). When a celebrity fails to perform acceptably, as defined by consumers, a celebrity endorser's effectiveness tends to decline (Agrawal and Kamakura 1995). The dominant role played by negative celebrity information suggests that highly publicized negative events/information associated with a celebrity will likely prove detrimental to advertising campaigns. An intriguing low risk solution might entail using still popular, but conveniently deceased, celebrities in product promotion (Till and Shimp 1998).

Several technological developments including plug-ins, JAVA script, Flash, and streaming media have contributed to improving the design and interactivity of digital advertising. Motion is often considered to be a critical component of animated banner ads (Reiber 1991), because most animated ads are a series of static images superimposed on one another to create an illusion of motion (Kalyanaraman and Oliver 2001). But according to Yun Yoo, Kim and Stout, the effect of product involvement on attention is independent from animation effects. As an individual's product involvement increases, the level of attention to banner advertising will also rise, regardless of the level of animation in banner ads. At some point, too much animation or motion may reduce the advertising effectiveness due to the individual's limited cognitive capacities or some negative affective responses (such as irritation or annoyance), even though those banner ads are eye-catching.

A recent study of billboard users found that compared with other media, billboards were rated higher in terms of ability to communicate information affordably, attract new customers, and increase sales (Taylor and Franke 2003). While many advantages of billboards have been identified anecdotally, from experience, or through academic study, there is a need to investigate whether frequently listed advantages overlap with each other, and to examine whether they truly are advantages that are important to billboard users (2009: 38). Small companies and local merchants are estimated to purchase almost 80 percent of the media (Belch, 1998). Products such as entertainment, packaged goods, and media now provide a significant portion of outdoor advertising revenues (Outdoor Advertising Association of America, 1998).

CHAPTER THREE

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

In this chapter data analysis, presentation and interpretation are presented. Since questions must be designed carefully so that the answer given produces the required information: it has been tried to do so without influencing the people completing them.

The chapter has two parts which the first part deals with the general characteristics of the respondent and the second part analysis of the finding but this chapter mainly focuses analyzing major findings and interpreting the result of the questioners that was released to public with two types, I.e. open ended and close ended questions.

As result out of 200 questioners only 180 were collected the other 20 respondents were not collected due to different reasons and the rest of the respondent is Marketing manager of Ambo Mineral Water Company.

In addition to this the manager of the company was interviewed and the interview was based on 11 interview questions

3.1. Findings Qualitative Data

3.1.1. General Characteristics of Respondents

Below table 1 presents some demographic characteristics of the sample respondent which consists of sex distribution, age distribution and educational background.

Table 1: General Characteristic of Respondents

No	Item	Number of Respondents	Percentage
1	Sex		
	Male	120	66.60%
	Female	60	33.40%
	Total	180	100%
2	Age		
	16 - 25	58	32.22%
	26 -35	73	40.55%
	36- 45	29	16.12%
	> 45	20	11.11%
	Total	180	100%
3	Educational background		
	< 12th Grade	52	28.89%
	Diploma	87	48.34%
	1st degree	38	21.11%
	2nd degree	3	1.67%
	Total	180	100%

As table 1 presented gender composition in item 1, male respondents dominate over female respondent. From the total respondent the male respondent's account for 120 (66.6%) in percent while female constitute 60 (33.4%). This tells us the sample consists of the majority of male respondents, as they were more co-operative in answering the question and also females played a vital role in answering the question.

Age wise 32.22% of the respondents were falls under the age of 16-25. In the next category the distribution shows that there are 40.55% of respondents at the age between 26 and 35. In the 36-45 age category there is 16.12% the rest of respondents' lies between the ages of above 45 which constitute 11.11%. Therefore the majority of the respondents lie between the age of 26 and 35

As to the educational level of the respondents almost 29% of them were below 12th grade category and 48% of the respondents were graduated in college diploma where as 21% of them are categorized as 1st degree holders. The rest 2% are categorized as 2nd degree holders. This tells us most of the respondents were diploma holders.

3.2. Analysis of the Major Findings

As shown in the table 2 bellow the customer's response whether they see advertisement of ambo mineral water, through which type of advertisement they see and how often do they watch outdoor advertisement of Ambo Mineral Water are presented analyzed and interpreted.

Table 2: Respondent’s Exposure to Outdoor Advertisement, How Often they Watch it and Type of Advertising they use

No	Item	Alternatives	Number of respondents	Percentage
1	Have you seen advertisement of Ambo mineral Water	Yes	174	96.67%
		No	6	3.33%
		Total	180	100%
2	Through which type of advertising do you see advertisement of Ambo Mineral Water?	Television	120	66.67%
		Radio	9	5%
		Outdoor advertising	13	7.23%
		magazines	8	4.40%
		Internet	7	3.80%
		Other	23	12.77%
		Total	180	100%
3	How often do you watch Outdoor advertising about Ambo Mineral Water	Once a day	40	22.23%
		More than once a day	35	19.45%
		Once a week	38	21.11%
		More than once a week	67	37.22%
		Other	—	—
		Total	180	100.00%

As table 2 presents customer’s exposure to outdoor advertisement in item 1, almost 97% of respondents answered ‘Yes’ i.e. they have seen advertisement of Ambo Mineral Water and only 3% of them said ‘No’. This tells us almost all respondents have exposed to the advertisement of Ambo Mineral water.

Item 2 of table 2 represents the type of advertisement through which the customers use to see advertisement of Ambo Mineral Water. According to this item 67% of the respondents use Television to see the advertisement and 7.23% of them see the advertisement through outdoor advertisings. 4.4% of the respondents see through magazine and only 3.8% of them through Internet. In addition to this 5% of the

respondents use Radio to see the advertisement and 13% of them use others. This indicates that the majority of the respondents use Television to see advertisement of Ambo mineral Water and the minority of them browses Internet to get information about the product.

Whereas item 3 of 3 represents how often do the customers watch Outdoor advertising about Ambo Mineral Water. Approximately 22% of the respondents watch outdoor advertising about ambo mineral water only once a day and 19% of them more than once a day, Also 21% of the respondents watch the advertisement once a week and 37% of them more than once a week. According to this item most of the respondents see outdoor advertisement of Ambo Mineral Water more than once a week

Table 3:- The People’s Interest in the Area of Outdoor Advertisement and Understanding Level of the Message Content of the Advertisement

No	Item	Alternatives	Number of respondents	Percentage
1	Are you interested by the area of outdoor advertising selected by the company	Yes	134	74.45%
		No	46	25.55%
		Total	180	100.00%
2	How the outdoor advertising in Ambo Mineral Water company attract your attention	Very high	30	16.66%
		High	50	27.78%
		Medium	65	36.11%
		Low	15	8.33%
		Very low	20	11.11%
		Others	—	—
Total	180	100.00%		
3	Are you really understood the message content of the outdoor advertisings for Ambo Mineral Water S.C?	Very high	29	16.12%
		High	67	37.22%
		Medium	82	45.56%
		Low	1	0.55%
		Very low	1	0.55%
		Total	180	100.00%

As it is shown from item 1 of table 3 above 74.45% of the respondents are interested by the area of outdoor advertising selected by the company, whereas only 25.55% of them are not interested. The result indicates that most people are interested by the area of outdoor advertising selected by the company. But the number of respondents those who are not interested by the area is not small i.e. the company should until revise the area of advertisement.

Item 2 of table 3 represents how the outdoor advertising in Ambo Mineral Water S.C attracts the customer's attention. According to this item 16.66% of the respondents are very highly attracted by the outdoor advertising of the company but 27.78% of them are highly attracted 36.11 medium, 8.33% low and 11.11% very low. Therefore most of the respondent's response is outdoor advertising in the company is medium in attracting the people's attention.

Item 3 of table 3 represents whether the customers understood the message content of the outdoor advertisings for Ambo Mineral Water S.C or not. From this item the message content is very highly understood by 16.12% of the respondents and the understanding level of 37.22% of the respondents is high, respondents with understanding level about the message content of the outdoor advertising for Ambo Mineral Water is count 82 (45.56%) but only 0.55% of the respondents low and 0.55% very low. Therefore according to this item understanding level of the majority of the respondents is medium and most respondents highly understand the message content.

Table 4: The Type of Advertisement the Customers prefer and the Extent of Their Preference

No	Item	Alternatives	Number of Respondents	Percentage
1	Which type of advertisement do you think preferable	Television	80	44.45%
		Radio	9	5%
		Advertising board	31	17.23%
		News paper	10	5.55%
		magazines	2	1.11%
		Others	48	26.66%
		Total	180	100%
2	To what extent do you think Ambo Mineral Water is preferred by the people	Very high	60	33.34%
		High	75	41.67%
		Medium	30	16.66%
		Low	15	8.33%
		Very low	—	—
		Total	180	100%

Item 1 of table 4 represents the type of advertisement which the customers think preferable and according to this item 44.45% of them prefer television (the audio visual medium), 5% of them think that radio is preferable media and 17.23% of the respondents prefer to advertising board. The percentage of respondents preferring newspaper is 5.55% and only 1.11% of the respondents prefer magazine to see the advertisement whereas 26.66% of them prefer others.

Item 2 of table 4 represents the customer's thought to which extent the Ambo Mineral Water is preferred by the people. From this perspective 33.34% of the respondents think that Ambo Mineral Water is very highly preferred by the people but none of them said that the preference is very low. Basically 41.67% of them highly preferred the product

and the preference of 16.66% of them is medium but only 8.33% of the respondents preferred low.

Table 5: The Effect of Outdoor Advertisement on the People’s Attitude and it’s Compatibility with the Current Situation of the Country

No	Item	Alternatives	Number of Respondents	Percentage
1	Do you think that outdoor advertising has the potential to change the people’s attitude	Yes	140	77.78%
		No	20	11.12%
		No idea	20	11.12%
		Total	180	100.00%
2	Do you think that outdoor advertisement of Ambo Mineral Water compatible with the current situation of the country	Yes	128	71.12%
		No	45	25.00%
		I have no idea	7	3.88%
		Other	—	—
		Total	180	100.00%

Item 1 of this table represents the effect of outdoor advertisement on the people’s attitude i.e. whether outdoor advertisement can change the people’s attitude or not. According to the respondent’s response only some of the respondents (11.12%) are not sure about the effect of advertisements on their attitudes. They have responded that they don’t have any idea whether outdoor advertisings are responsible for change in their attitudes or not. However, 77.78% of the respondents think that outdoor advertisements do change attitudes, but 11.12% of them think that it does not result in change of attitude. While most of them believe that advertisings give information about the product or service, they would buy only the product but not the idea. Some of them have opined that the people, who are exposed to these advertisings and have the level of understanding to perceive its message, also are intelligent enough to make their own firm decisions. They are not influenced by advertising. They have also said that in the busy life of today not many

people have the time to sit and analyze outdoor advertising to have a change of attitude. However, a large number of them believe that advertisements provide consumers with lot of information, and influence in purchasing habits. It communicates from the manufacturer to the consumer and helps the consumers decide which product to buy. But it can do no more than that.

Item 2 of this table represents the compatibility of outdoor advertisement of Ambo Mineral Water with the current situation of the country. So from this item 71.12% of the respondents think that outdoor advertisement of Ambo Mineral Water is compatible with current situation of the country. Also some of them (25.00%) said that the advertisement is not compatible with the prospering Ethiopia. But only 3.88 % of them have no idea to say. From the respondents result it can be understood that although the outdoor advertisement of Ambo Mineral Water is compatible with the current situation there should be a certain amendment according to the development of the country.

Table 6: The Customer’s knowledge on Outdoor Advertisement of Ambo Mineral Water about the Beatification of the City and its Importance for Uneducated Society

No	Item	Alternatives	Number of Respondents	Percentage
1	Do you think that Outdoor advertisement of Ambo Mineral Water has any role in beatification of the City	Yes	101	56.12%
		No	53	29.44%
		I have no idea	19	10.55%
		Other	7	3.89%
		Total	180	100.00%
2	Do you think that Outdoor advertisement of Ambo Mineral Water also important for uneducated society	Yes	168	93.34%
		No	12	6.66%
		I have no idea	—	—
		Other	—	—
		Total	180	100.00%

Item 1 of the table represents the role of Outdoor advertisement of Ambo Mineral Water in the beautification of the city. From this point of view the majority of the respondent's (56.12%) idea is that it has the role in beautifying the city. Whereas 29.44% of them said that Outdoor advertisement of Ambo Mineral Water don't have any role in beautifying the city. In addition to this 10.55% of the respondents don't have any idea. According to the result advertisement of Ambo Mineral Water increases the beautification of the city to some extent.

Item 2 of this table represents outdoor advertisement of Ambo Mineral Water is weather important or not for uneducated society. As shown from this item 93.34% of the respondents said that Outdoor advertisement of Ambo Mineral Water is important for uneducated society and only 6.66% of them don't think so. Therefore the majority of the people believe that outdoor advertisement of Ambo Mineral Water is important for uneducated society.

Table 7:- Type of outdoor advertisings which customers are more attracted and the extent to which Ambo Mineral Water really reflects about the product

No_	Item	Alternatives	Number of Respondents	Percentage
1	Which type of Outdoor advertisings do you think more attractive	Billboard	78	43.34%
		street furniture	40	22.23%
		Public transportation vehicles	57	31.66%
		Others	5	2.78%
		Total	180	100.00%
2	To what extent do you think Outdoor advertisings of Ambo mineral Water really reflect about the product?	Very high	38	21.12%
		High	56	31.11%
		Medium	66	36.67%
		Low	20	11.11%
		Very low	—	—
		Others	—	—
		Total	180	100.00%

Item 1 of this table represents the type of outdoor advertising which is more attractive, from this item it is shown that 43.34% of the respondents are attracted by billboard and 22.23% of them by street furniture. The number of respondents attracted by public transportation vehicle is count 57 (31.66%) but only 2.78% of them are attracted by others. So the majority of respondents are attracted by billboard and public transportation vehicles.

Item 2 of the table represents the degree to which outdoor advertising of Ambo Mineral Water really reflects about the product. 21.12% of respondents think that outdoor advertisement of Ambo mineral water very highly reflects about the product and 31.11% of them believe that it highly reflects about the product. According to the response of 36.67% of the respondents the degree to which advertisements of Ambo Mineral Water

reflect about the product is medium, i.e. according to the idea of most respondents outdoor advertisement of Ambo Mineral Water moderately reflects about the product.

Table 8: The people’s awareness about advertisings of Ambo Mineral Water how do they evaluate it.

No	Item	Alternatives	Number of Respondents	Percentage
1	Awareness of the people about advertisings of Ambo Mineral Water	Very high	33	18.34
		High	71	39.44
		Medium	41	22.77
		Low	30	16.67
		Very low	5	2.77
		Others	—	—
		Total	180	100%
2	How do you evaluate Ambo Mineral Water's billboard	Very good	31	17.23%
		Good	62	34.44%
		Medium	75	41.67%
		Not good	12	6.66%
		other	—	—
		Total	180	100.00%

Item 1 represents Awareness level of the people about advertisings of Ambo Mineral Water. In this item only 18.34% of the respondents have a good awareness about advertisings of Ambo Mineral Water i.e. their awareness level about the advertising is very high. But 39.44% of them have high level of awareness and the awareness level of 16.67% of them is low and only 2.77% of them very low. From this item it is shown that the majority of the respondents are highly awarded about advertisings of ambo mineral water.

Item 2 represents the people's evaluation for Ambo Mineral Water's billboard. In this item 34.44% of the respondents evaluate Ambo Mineral Water's billboard as good and 17.23% of them as very good. The percentage of respondents who evaluate Ambo Mineral Water's billboard as medium is 41.67% but only 6.66% of them said that it is not good. Therefore from this item one can understand that the majority of the respondents evaluates Ambo Mineral Water's billboard as medium and the company should work hard to change the attitude of the people those who evaluate it as not good.

As respondents suggested based on open ended question problems with outdoor advertisement of Ambo Mineral Water are:-

- Most respondents mentioned site selection as the problem with the advertisement of Ambo Mineral Water. I.e. the advertisement should focus on busy streets and traffic signal spots.
- Lack of sponsoring clean road and a green park
- Outdoor advertising is not used appropriately by Ambo Mineral water S'C
- Lack of awareness creation through billboards, transport and street furniture
- Most of billboard advertisement erection is not appropriate and does not convey message to target audience.

Generally the comment of respondents about outdoor advertisement of Ambo Mineral Water

A majority of the response is favorable towards more outdoor advertisings and their placing in heavy traffic areas and at more visible viewpoints. The results have also shown that people prefer to see advertisements with creative but simple copy, slogans and punch lines rather than celebrities and long copy with illustration. This shows that what attracts the viewer's more than the illustration or the celebrity in the advertisement, is the copy.

Some of the opinions given are:-

- The company should use attractive and simple slogans
- Innovative ideas should be used
- Billboards in prominent places will improve visibility
- Government should support advertising in all places.

- It should be done Through attractive sentences and pictures
- sponsoring a clean road or a green park would help
- Using present modern technology
- advertising in attractive manner, more and more on busy streets and traffic signal spots
- It should provide information to assist making informed decisions
- To improve outdoor advertising practice the company should use more electronic advertisement technique rather than analog.

Few of the respondents have also implied to the use of more advanced technology to attract the viewers. This may refer to digital and animated hoardings. With enough resources on the budget, digital hoardings can also make a very effective advertising medium.

3.3. Analysis Data Gathered through an Interview With the Marketing Manager of the Company

As interview held with Ambo Mineral Water marketing manager, the interview mentioned that the customer are aware and familiar with outdoor advertisement on the image into perception of customers.

According to the question, *what are the criteria to select outdoor advertising for the company*, the manager's response is the criteria to select outdoor advertising are mainly the customer's exposure to outdoor Medias, but advantage of the outdoor advertisement is also one of the criteria. *Who select the area (location) of advertisement*, according to him the area is selected by the professional group who control outdoor Medias. From the question *'what is the main objective of your outdoor advertising?'* according to him the main objective of the outdoor advertisement is to remind the people, i.e. they are using it as a reminding medium. In addition *how is your actual performance in relation to the objective of outdoor advertising*, according to the manager's response Their actual performance in relation to the objective is not enough, because they are not reminding the people effectively that is why most people are encouraging audio visual Medias. *What is*

the cost (budget) of your outdoor advertising campaign, he said that although we know that outdoor advertisement has the power to attract potential customers we still don't know the actual cost (budget) of our outdoor advertising campaign and he explained that we are on the way of amendment of our outdoor advertisement to know our actual budget for it. *Is there any standard of measurement to evaluate the company outdoor advertising*, according to him they don't have any standard of measurement to evaluate the outdoor advertising and effectiveness of Ambo Mineral Water's outdoor advertisement whereas according to the interview question, *How do you evaluate the effect of outdoor advertisement on the consumer*, he said that 'we evaluate the effect of outdoor advertisement on the consumer as it is good'. *On which part of the population does your outdoor advertising mainly addressed*, according to his response their outdoor advertising is mainly addressed in the city's area where more populations are found. *Which time does Ambo Mineral Water S.C advertised through outdoor advertising*, he said that the company use outdoor advertising at any time but they don't use outdoor advertisement for new products it is only billboard signage in the hotel. Finally, *Is there any standard to measure the effectiveness of Ambo Mineral Water S.C's outdoor advertising*, and the marketing manager said that they don't have any standard to measure the effectiveness.

CHAPTER FOUR

SUMMARY CONCLUSION AND RECOMMENDATION

As the ultimate goal of the study is to assess outdoor advertising practice in the case of Ambo Mineral Water S.C research questioner is raised, related literature were reviewed important data were collected through questionnaires and interview. The gathering data were presented analyzed and drawn up recommendation based on the analysis and finding of previous chapter.

4.1. Summary of the Major Findings

The major findings of the research are listed as follow

- ◇ Most of the society have exposed to the advertisement of Ambo Mineral water.
- ◇ Majority of them were watching advertisement once a week, the rest rated more than a week .
- ◇ People those who are not interested by the area of advertisement of Ambo Mineral Water is not small i.e. the company should until revise the area of advertisement.
- ◇ In relation to evaluate of billboard advertisement appropriate to vision majority of the respondent replayed as medium.
- ◇ Most of them believe that advertisings give information about the product or service; they would buy only the product but not the idea
- ◇ According to the result advertisement of Ambo Mineral Water increases the beautification of the city to some extent
- ◇ The majority of the people believe that outdoor advertisement of Ambo Mineral Water is important for uneducated society
- ◇ The majority of respondents are attracted by billboard and public transportation vehicles.
- ◇ Most respondents observed that outdoor advertisement of Ambo Mineral Water moderately reflects about the product.
- ◇ The majority of the respondents are highly awarded about advertisings of ambo mineral water.

- ◇ Majority of the respondents evaluates Ambo Mineral Water's billboard as medium and the company should work hard to change the attitude of the people those who evaluate it as not good.

Summarizing the respondent's response regarding open ended question most of respondent's view involves more outdoor advertisings and their placing in heavy traffic areas and at more visible viewpoints, the company should use attractive and simple slogans, sponsoring a clean road or a green park, Government should support advertising in all places, billboards in prominent places will improve visibility.

As to the interview response according to *what is the main objective of your outdoor advertising?* the manager said that the main objective of the outdoor advertisement is to remind the people, i.e. they are using it as a reminding medium and their outdoor advertising is mainly addressed in the city's area where more populations are found

4.2. Conclusions

On the basis of data gathered upon assessing the outdoor advertisement practice in Ambo Mineral Water the conclusion are drawn on the basis of summary of the following.

As it is discovered in the research findings, the level of knowledge about outdoor advertisement was high. And most of the respondents had positive looks towards outdoor advertising. This shows that the public were expected to have a good observation. In addition to this the majority of the people have exposure to the advertisement of Ambo Mineral water and they are highly awarded about it. Although the understanding level of the message content of outdoor advertising of Ambo Mineral Water for most customers is medium, some of them highly understand the advertisement. According to the research finding outdoor advertising of ambo mineral water reflects about the product to some extent.

Most customers prefer TV, the audio visual medium to see advertisements. While some prefer advertising board and other Medias and the majority of them are attracted by billboard and public transportation vehicles. A certain amendment of outdoor advertisement is expected from the company to make outdoor mechanism to be preferred by every individual.

The results of this study show that outdoor advertising is effective to some extent in changing people's decisions and making them buy the product. But they have not been successful in changing their attitude in general. They are viewed as mere tools providing information about the product and services to the consumers. So the company should work very hard and create a new modern outdoor mechanism.

4.3. Recommendation

Based on the conclusion drawn above the following recommendation were forwarded

The outdoor advertising company should make efforts to improve the level of knowledge about outdoor advertising. Beside that they should try to get adequate information about the products, service what the customer wants and how the audience interprets and persuade in the mind of customer and both parties should be responsible in increasing the level of knowledge about outdoor advertisement.

According to the customer's preference the company should use billboards and street furniture's to attract potential customers.

Since most of the customers were not interested by the area selected by the company appropriate area should be used for the advertisement to convey message to target audience.

The company should also improve the appropriate sites for banners and billboards with attractive appearance and innovative ideas to make effective medium of outdoor advertising in Ambo Mineral Water S.C.

According to the prosperity of Ethiopia the city Addis Ababa is changing in an incredible speed, so improving the digital hoardings, using attractive slogans and using every options of the current technology could make the company more effective in outdoor advertisement of the products (Ambo Mineral Water).

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Appedices

APPENDIX I

St. Mary's University

Faculty of Business

Department of Marketing management

Questioner to be filled by those selected for the study

Introduction

This questioner is prepared by the perspective graduate of 2014 in the field of marketing and management for partial fulfillment of senior essay. The questions are prepared to measure the practice of outdoor advertising in Ambo Mineral Water S.C. your response to the questions is significant for the successful accomplishment of the above objective.

Note: -

- You are not required to write your name.
- Put the '✓' symbol in the boxes accompanied by various choices to make your answer. If the question is related to your personal opinion, write it shortly on the space provided

1. Personal information of the respondent

i. Sex

Male

Female

ii. Age

16-25

26-35

36-45

above 45

iii. Educational background

Below 12th grade

Degree

College diploma

2nd degree and above

2. Questions related to the study

1. Have you seen outdoor advertisement of Ambo mineral Water

Yes

No

2. Through which type of advertising do you see Outdoor advertising about Ambo Mineral Water

Television	<input type="checkbox"/>	Billboard	<input type="checkbox"/>
Advertising board	<input type="checkbox"/>	Radio	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	Magazine	<input type="checkbox"/>

3. How often do you watch Outdoor advertising about Ambo Mineral Water

Once a day	<input type="checkbox"/>	once a week	<input type="checkbox"/>
More than once a day	<input type="checkbox"/>	More than once a week	<input type="checkbox"/>

4. Do you think that outdoor advertising has the potential to change the people's attitude?

Yes No

5. Are you interested by the area of outdoor advertising selected by the company

Yes No

6. If your answer is NO for question 5 what type of areas do you recommend to be used by the company for the outdoor advertisement

7. Which type of advertisement do you think preferable

Television	<input type="checkbox"/>	Billboard	<input type="checkbox"/>
Advertising board	<input type="checkbox"/>	Radio	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	Magazine	<input type="checkbox"/>

8. To what extent do you think Ambo Mineral Water is preferred by the people

Very High	<input type="checkbox"/>	Medium	<input type="checkbox"/>	Very low	<input type="checkbox"/>
High	<input type="checkbox"/>	Low	<input type="checkbox"/>		

9. How the outdoor advertising in ambo mineral water company attract your attention

Very High	<input type="checkbox"/>	Medium	<input type="checkbox"/>	Very low	<input type="checkbox"/>
High	<input type="checkbox"/>	Low	<input type="checkbox"/>		

10. Which type of Outdoor advertisings do you think more attractive

Billboard	<input type="checkbox"/>	Public transportation vehicles	<input type="checkbox"/>
Street furniture	<input type="checkbox"/>		

11. To what extent do you think Ambo mineral Water Outdoor advertisings really reflect about the product?

Very High Medium Very low
High Low Others

12. Are you really understood the message content of the outdoor advertisings for Ambo Mineral Water Company?

Very High Medium Very low
High Low

13. Do you think that outdoor advertisement of Ambo Mineral Water compatible with the current situation of the country

Yes No
I have no idea others

14. Do you think that Outdoor advertisement of Ambo Mineral Water has any role in beautification of the City

Yes No
I have no idea others

15. If your answer for question no_14 is no, then specify shortly what should be done

16. Do you think that Outdoor advertisement of Ambo Mineral Water also important for uneducated society

Yes No
I have no idea others

17. What is your level of Awareness about advertisings of Ambo Mineral Water

Very High Medium Very low
High Low Others

18. How do you evaluate Ambo Mineral Water's billboard

Very High Medium Very low
High Low Others

19. What problems do you observe on Outdoor advertising in Ambo Mineral Water S.C.

20. Generally what is your comment about Outdoor advertisement of Ambo Mineral Water

APPENDIX II

St. Mary's university
FACULTY OF BUSINESS
Department of marketing management
Interview questions

The interview paper is prepared to ask the marketing manager of Ambo Mineral Water S.C.

1. What are the criteria to select outdoor advertising for the company
2. Who select the area (location) of advertisement
3. Which type of advertisement is encouraged by the people
4. What is the main objective of your outdoor advertising
5. How is your actual performance in relation to the objective of outdoor advertising
6. What is the cost(budget) of your outdoor advertising campaign
7. Is there any standard of measurement to evaluate the company outdoor advertising
8. How do you evaluate the effect of outdoor advertisement on the consumer
9. On which part of the population does your outdoor advertising mainly addressed
10. In which time does Ambo Mineral Water S.C advertised through outdoor advertising
11. Is there any standard to measure the effectiveness of Ambo Mineral Water S.C 's outdoor advertising

ቅድስት ማርያም ዩኒቨርሲቲ
ቢዝነስ ፋካልቲ
ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

ለጥናቱ በተመረጡ ሰዎች የሚሞላ

የመጠይቁ ዓላማ

ይህ መጠይቅ የተዘጋጀው በቅድስት ማርያም ዩኒቨርሲቲ የመጨረሻ ዓመት የማርኬቲንግ ማኔጅመንት ትምህርት ክፍል ተማሪ ለመመረቁ ዋና ስራ ለመስጠት ነው።

የመጠይቁ ዓላማ በአምቦ ውሃ የውጪ ማስታወቂያዎች ነባራዊ ሁኔታ በተመለከተ የአዲስ አበባ ነዋሪዎች ስላላቸው አጠቃላይ ግንዛቤ ወይም አስተያየት ከአገልግሎቱ ጋር ተያያዥነት ስላላቸው ችግሮችና መፍትሄን ለመጠቀም ለጥናቱ በተመረጡ ሰዎች እንዲሞላ የተዘጋጀ ነው። ጥናቱ ሙሉ በሙሉ ትምህርታዊ ነው ።

የእርስዎ ምላሽ በጥናቱ ላይ ከፍተኛ ጠቀሜታ ስለሚኖረው ትክክለኛውን መልስ በመስጠት ይተባበሩን በዚህ በኩል ስለሚደረግልኝ ብብር በቅድሚያ ክልብ አመሰግናለሁ።

ማሳሰቢያ

- በዚህ መጠይቅ ስም መጻፍ አስፈላጊ አይደለም
- ለጥያቄው አማራጭ ትክክለኛ ነው የሚሉትን መልስ አጠገቡ ባለው ባዶ ቦታ የ"✓" ምልክት ያድርጉ
- ጥያቄው የእርስዎን የግል አስተያየት የሚመለከት ከሆነ በተሰጠው ክፍት ቦታ ላይ ባጭሩ ይግለጹ

የመላሽ ሁኔታ

1. ያታ

ሀ. ሴት

ለ. ወንድ

2. እድሜ

ሀ. 16 - 25

ሐ. 36 - 45

ለ. 26 - 35

መ. ከ45 በላይ

3. የትምህርት ደረጃ

ሀ. ከ 12ኛ ክፍል በታች

ሐ. ዲግሪ

ለ. ዲፕሎማ

መ. ሁለተኛ ዲግሪና ከዛ በላይ

ከጥናቱ ጋር ተያያዥነት ያላቸው ጥያቄዎች

1. የአምቦ ውሀን ማስታወቂያዎች ተመልክተው ያውቃሉ?

ሀ. አውቃለሁ

ለ. አላውቅም

2. ለጥያቄ ቁጥር 1 መልስዎ አውቃለሁ ከሆነ በየትኛው የማስታወቂያ መንገድ

ሀ. ቴሌቪዥን

መ. በመፅሔት

ለ. ሬዲዮ

ሠ. በኢንተርኔት

ሐ. የውጪ ማስታወቂያ

ረ. ከሌላ _____

3. ምን ያህል ጊዜ የአምቦ ውሀ ማስታወቂያዎች ይመለከታሉ?

ሀ. በቀን አንድ ጊዜ

መ. በሳምንት ከአንድ ጊዜ በላይ

ለ. በሳምንት አንድ ጊዜ

ሠ. ሌላ ካለ _____

ሐ. በቀን ከአንድ ጊዜ በላይ

4. የቤት ውጪ ማስታወቂያ የሰውን አመለካከት ይቀይራል ብለው ያስባሉ?

ሀ. አስባለሁ

ሐ. ምንም ማለት አልችልም

ለ. አላስብም

5. ድርጅቱ ለውጪ ማስታወቂያ የሚጠቀምባቸው ቦታዎች ተስማሚ ናቸው ብለው ያስባሉ?

ሀ. አስባለሁ

ለ. አላስብም

6. የተራ ቁጥር 5 መልስዎ አላሰብም ከሆነ ምን አይነት ቦታዎች ቢጠቀሙ ብለው ያስባሉ?

7. የትኛው የማስታወቂያ መንገድ ለድርጅቱ ጠቃሚ ነው ብለው ያስባሉ?

- ሀ. ቴሌቪዥን መ. ጋዜጣ
- ለ. ሬዲዮ ሠ. መፅሔት
- ሐ የማስታወቂያ ሰሌዳ ረ. ሌላ _____

8. የአምቦ ውሀ ምርቶች ምን ያህል ተመራጭ ናቸው ብለው ያስባሉ?

- ሀ. በጣም ከፍተኛ መ. ዝቅተኛ
- ለ. ከፍተኛ ሠ. በጣም ዝቅተኛ
- ሐ. መካከለኛ

9. የአምቦ ውሃ የውጪ ማስታወቂያዎችን ሲያዩ ቀልብዎን ምን ያህል ይስብዎታል?

- ሀ. በጣም ከፍተኛ መ. ዝቅተኛ
- ለ. ከፍተኛ ሠ. በጣም ዝቅተኛ
- ሐ. መካከለኛ ረ. ሌላ _____

10. የትኛው የውጪ ማስታወቂያ ቀልብ ሳቢ ነው ብለው ያስባሉ?

- ሀ. የማስታወቂያ ሰሌዳ ሐ. የህዝብ ትራንስፖርት
- ለ. የመንገድ ላይ ጌጦች መ. ሌላ _____

11. ምን ያህል የአምቦ ውሃ የውጪ ማስታወቂያዎች ስለምርቱ በትክክል ያንጸባርቃሉ?

- ሀ. በጣም ከፍተኛ መ. ዝቅተኛ
- ለ. ከፍተኛ ሠ. በጣም ዝቅተኛ
- ሐ. መካከለኛ

12. የጥያቄ ቁጥር 11 መልስዎ ዝቅተኛ ከሆነ ምክንያትዎን ቢያስረዱኝ

13. የአምቦ ውሀ የውጪ ማስታወቂያን መልዕክት በምን ያህል መጠን በትክክል ተረድተውታል?

- ሀ. በጣም ከፍተኛ መ. ዝቅተኛ
- ለ. ከፍተኛ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

14. የአምቦ ውሀ የውጪ ማስታወቂያ ከሀገራችን ነባራዊ ሁኔታ ጋር ይሄዳል ብለው ያስባሉ?

ሀ አስባለሁ

ሐ ምንም ማለት አልችልም

ለ አላስብም

ሠ ሌላ _____

15. የአምቦ ውሀ የውጪ ማስታወቂያ ከተማ ከማስዋወቅ አንጻር የተጫወተው ሚና አለ ብለው ያስባሉ?

ሀ አስባለሁ

ሐ ምንም ማለት አልችልም

ለ አላስብም

ሠ ሌላ _____

16. የአምቦ ውሀ የውጪ ማስታወቂያዎች ላልተማረው ህብረተሰብ ያገለግላል ብለው ያስባሉ?

ሀ አስባለሁ

ሐ ምንም ማለት አልችልም

ለ አላስብም

ሠ ሌላ _____

17. የአምቦ ውሀ የውጪ ማስታወቂያዎች ለህዝብ ያላቸው ተደራሽነት እንዴት ይገልፁታል?

ሀ. በጣም ከፍተኛ

መ. ዝቅተኛ

ለ. ከፍተኛ

ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

ረ. ሌላ _____

18. የአምቦ ውሀ የማስታወቂያ ሠሌዳን እንዴት ይገመግሙታል?

ሀ. በጣም ጥሩ

መ. ዝቅተኛ

ለ. ጥሩ

ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

ረ. ሌላ _____

19. አምቦ ውሃ ከቤት ዉጪ በሚያደርጋቸው ማስታወቂያዎች ላይ ምን አይነት ችግር አስተውለውብታል?

20. አጠቃላይ አምቦ ውሃ ከቤት ዉጪ ስለሚያደርጋቸው ማስታወቂያዎች ያለዎት አመለካከት

አምስ ገለጽን ወጥ ፋብሪካ የገፍ ጥምታት የስራ ልምድን ብቃት ያስጠጥ ፋብሪካ ስምን በአጠቃላይ ጊዜ የገበያ ድርጅቶችን በማስፋት ምርቱን በአግባቡ ለሰዎች አገልግሎት በየወገኑ በደብዳቤ ለሰዎችን ለጅብተ፣ ለሰውነት ለአጠቃላይ ለሰዎችን ለሰዎች ለሰዎች ለሰዎች የደምባሽጭን ጥላታት በማርከት ላይ ይገኛል።

እርስዎም በመጨረሻ ግልጽም በየትም ስታ ጥም ቆራጫን አምስ ወጥ ከምንብ በጅታም ሆነ ስንላ ለግ ምርጫም እንዲያደርጉ ስንጋብዘዎት በግብዣንን እንደሚረከ አንጠራጠርም ።



ግብዣ ያለ አምስ ወጥ አይታሰብም!!

ከውሃም በላይ...



አምስ ማህበረ ጥገና
አገልግሎት



ውሃ የምንታ

