

AN ASSESSMENT ON OUTDOOR ADVERTISING PRACTICE

IN THE CASE OF ADWEST DIGITAL ADVERTISING

A SENIOR ESSAY

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ABSTRACT

The purpose of this study is to assess the outdoor advertising practice of Adwest digital advertising. More over; the study focused on assessing the effectiveness and efficiency of the outdoor advertising in Adwest digital advertising.

To conduct the study that assesses the practice of outdoor advertising of Adwest digital advertising the researcher used descriptive research method. Because in this kind of research method customers' perception and behavior described to answer the questions

The research mainly used both primary and secondary data, primary data was collected through questioner and interview, and secondary data was collected from books, Company annual report to figure out and study deeply the practice of billboard in the company.

Finding was analyzed using both qualitative and quantitative data analysis techniques. Quantitative data used to analyze and summarize using tally, tabulation, ratio, percentage and other tools of analysis. And qualitative data was analyzed using narration.

The questionnaires were distributed to (150) customers of Adwest digital advertising. And the interview was held with the marketing manager of adwest digital advertising. From the total number of questionnaires (150) distributed to respondent customers, only 123 were responded. This means 82% of customers have filled and returned the questionnaires.

The finding assures that the outdoor advertising of Adwest digital advertising needs to improve regarding clarity, creativity and appropriate color.

CHAPTER ONE

INTRODUCTION

1.1. BACKGROUND OF THE STUDY.

Advertising is any paid form of non- personal presentation and promotion of ideas, goods, or service by an identified sponsor. Advertising can be traced back to the very beginnings of recorded history .Archaeologists working in the countries around the Mediterranean sea have dug up signs announcing various events and offers. The Romans Painted walls to announce gladiator fights, and the Phoenicians painted pictures promoting their wares on large rocks along parade routes. Although advertising is used mostly by business firms, a wide range of not-for-profit organizations, professionals, and social agencies also use advertising to promote their causes to various target publics. Advertising is a good way to inform and persuade, whether the purpose is to sell Coca-Cola worldwide or to get consumers in a developing nations to use birth control.(Kotler& Armstrong, 2005:426).

Outdooradvertising encompasses many advertising form including billboards and signs. The major reason for the continued success of outdoor is its ability to remain innovative through technology. Billboards are no longer limited to standard size and two dimensions 3-D forms and extensions are now used to attract attention. (Belch and Belch,2004:390).

Adwest Digital Advertising established on the year 2003 E.C. Owned by AtoEshetu with the beginning capital of 300,000 and 4 employees. Currently Adwest digital advertising company capital is growing to 7 million and the number of employee are25 full time and 5 part time.

The company service is large format digital printing and offset printings these are:-Billboards, Banners, vehicle branding, Catalogues, Flyers, magazines, Sign installation & maintenance. The major customers of Adwest digital advertising are Non- Governmental organizations, Governmental and private organizations.

1.2. Statement of the problem

The major reason for the continued success of out-door is its ability to remain innovative through technology. Billboards are no longer limited to standard size and two dimensions; 3-D forms and extensions are now used to attract attention. Billboard/ out-door advertising provides an excellent way to reach important local important segments at a fraction of the cost per exposure of other major medial. Advantages of outdoor/billboard advertising is flexibility; high repeat exposure; low cost low message competition; good positional selectivity.(Belch &Belech,2004: 390).

Outdoor advertising, consists of a display of advertisements out of doors which may be in the form of posters, painted signs, field signs, electronic light signs, hoarding and posters carried by sandwich men. This is also referred to at times as mural advertising as posters are often placed on walls consisting of a picture, particularly a large one, printed directly on a large photograph attached directly to a wall. Small play cards, or posters placed outside or inside carriage such as delivery vans, trams, Omni buses, railway carriages etc. also come under this category. The new form of advertising by using balloons, kites and smoke writing in the sky (i.e. advertising in the air) would also form part of outdoor advertising.(Davar& Davar,2005:293).

Preliminary observation by the student researcher shows that outdoor advertisement practice in Adwest digital advertising has gap in terms of clear design, appropriate color,and Creativity skill to attract the readers.

1.3. Research Questions

Having the above issues in mind this study were try toanswer the following basic question.

1. To what extent do out door advertisement incorporate adequate information?
2. What are the main problems of the company while doing the Outdoor advertising?
3. What is the standard to measure the effectiveness of outdoor advertising?

1.4.1 General objective

The overall objective of the study was to assess and show the practice of Outdoor advertising and how much it is effective and efficient in Adwest digital advertising and to recommend possible remedial solution to be taken by the concerned body.

1.4.2 Specific objective

The study focused on the following points

- To assess to what extent the company advertisement incorporate adequate Information.
- To identify the major problems of the company while doing outdoor advertising.
- To assess the effectiveness of outdoor advertising.

1.5 Scope/Delimitation of the study

The study was conducted specifically on assessment of outdoor advertising practice in ADWEST Digital advertising plc. ADWEST Digital Advertising plc. Started its operation in 2003, The study covered from 2009-2012 fiscal years of Adwest digital Advertising plc. More over the student researcher concentrated her research in outdoor advertising of Adwest digital advertising mainly the researcher was concentrated on Piazza and Bole. The reason for this is there is large number of Adwest digital customers over there.

1.6. Significance of the study

Hence this paper focused on the practice of billboard advertising. It has significance for the following parties.

- The study will contribute to the company to identify the problem and to solve the identified Problem & to improve their practice.
- The study has also significance for the student researcher to analyze the practical Applications with the theoretical
- The study helps for other researcher to use as the base for further research area

1.7. Research design and methodology

1.7.1. Research design

To conduct the study that assesses the practice of outdoor advertising of Adwest digital advertising the researcher used descriptive research method. Because in this kind of research method customers' perception and behavior described to answer the questions

1.7.2. Population and sampling technique

The population of this study was customers of the Adwest digital advertising and The Marketing manager of the company. Because the number of customers of company is unmanageable size the student researcher used non probability sampling technique which applied convenient (accidental) sampling technique. To determine the sample size the student researcher used the recommendation of Malhotra (2006:339).150 were selected as respondents.

1.7.3 Type of data to be collected

For the study the data were collected both from primary data as well as secondary source of data. Primary data like questioner and interview were considered, and secondary data company annual report, books and other relevant documents were adopted.

1.7.4 Method of Data Collection

The research mainly used both primary and secondary data, primary data was collected through questioner and interview, and secondary data was collected from books, Company annual report to figure out and study deeply the practice of billboard in the company.

1.7.5 Data Analysis Method

Finding was analyzed using both qualitative and quantitative data analysis techniques. Quantitative data used to analyze and summarize using tally, tabulation, ratio, percentage and other tools of analysis. And qualitative data was analyzed using narration.

1.8.Limitation of the study

As a s student researcher, the intention was to cover all the possibilities to assess the outdoor advertising practice of Adwest digital advertising. However, the study need skilled and organized manpower to get detail and enough information, adequate time and financial resource. Moreover, some respondents do not provide relevant data and information on time. All the above reasons reduce the strength of the outcome of the research.

1.9. Organization of the research

This study was organized in to four chapters. The first chapter wasdeal with background of the study, statement of the problem, research questions, objective of the study, delimitation of the study, definition of terms, research design and methodology, limitation of the study and organization of the study. The second chapter was deal with review of literature related to the study. Whereas, the third chapter wasdeal with presentation, analysis and interpretation of data and the last chapter was deal with summery, conclusion and recommendation parts of the study

Chapter Two

REVIEW OF RELATED LITERATURE

This section of the research paper reviews relevant literature, Written by different authors on Advertisement in order to conduct a detail analysis on the concepts and definitions of Advertisement.

2.1.1 Overview of Advertisement

The word advertising originates from a Latin word advert ire, which means to turn to. The dictionary meaning of term is “to give public notice or to announce publicity”. Advertising may be defined as the process of buying sponsor-identified media space or time in order to promote a product or an idea. It is perhaps the most visible of all the elements in the promotion mix, and is therefore, subject of much criticism from consumer groups. It is also subject to government regulations. The American marketing Association, Chicago, has defined advertising as any paid form of non-personal presentations or promotion of ideas, goods or services, by an identified sponsor. (Rather, 2005:2).

2.1.2 Nature and Scope of Advertising

Advertising and other forms of promotional activities should be viewed as a means of implementing a communications strategy. Unlike personal selling and some sales promotion and public relations techniques, advertising is an impersonal means of communication. It is an impersonal communication to group that is paid for by an identified sponsor. It focuses upon groups of persons, rather than upon individuals. Marketers cannot tailor advertising message to peculiarities of individual consumers, but aim at the group. In addition, the advertisement feedback mechanism is not as precise as it is in personal selling. Advertising is impersonal and is addressed to groups. An identified sponsor pays for advertising. Each advertising message indicates who the sponsor is. Further, this means of reaching groups. It is a form of mass communication. This method of promotion enables the marketer to address large numbers of target consumers at a low cost per consumer contacted. Advertising is only one element of the. Promotion mix, but it often takes special prominence in the overall marketing mix design. Because of its high visibility and pervasiveness, it is an important social and economic topic in

India society. Advertising is any paid form of non- personal presentation and promotion of ideas, goods, or service by an identified sponsor. Advertising can be traced back to the very beginnings of recorded history .Archaeologists working in the countries around the Mediterranean sea have dug up signs announcing various events and offers. The Romans Painted walls to announce gladiator fights, and the Phoenicians painted pictures promoting their wares on large rocks along parade routes. Although advertising is used mostly by business firms, a wide range of not-for-profit organizations, professionals, and social agencies also use advertising to promote their causes to various target publics. Advertising is a good way to inform and persuade, whether the purpose is to sell Coca-Cola worldwide or to get consumers in a developing nations to use birth control. (Kotler and Armstrong, 2005:426).

The non-personal component means that advertising involves mass media (e.g., TV. radio, magazines, and newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertise must consider how the audience will interpret and respond to it. Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a Very Important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets. (Belech&Belech 2003:17).

2.1.3 Advertising objectives

An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time. Advertising objectives can be classified by primary purpose whether the aim is to inform, persuade, or remind.

Advertising objective is a specific Communication task and achievement level to be accomplished with a specific audience in a specific period of time. It can be classified by primary purpose whether the aim is to inform, persuade, or remind (Kotler and Keller, 2006:569).

The basic objective of Advertising of a concern is to increase its sales volume and profits. However, these can be achieved by adopting a variety of strategies, we will mention here some of principal objectives of an effective advertisement campaign.

- To increase the sales volume by multiplying product uses or increasing the unit of purchase.
- To support the existing sales force of the organization in order to make the job seals Personal less difficult and more efficiency.
- To facilitate launching a new product or a new brand in the market.
- To get more asses to such consumer who are otherwise in accessible on account of topographic or transportation barriers.
- To enter a new market segment which are hitherto untapped.
- To better the dealer relation in order to augment the indirect distribution
- To augment the industries sales for the betterment of the entire society.
- To eradicate the wrong consumer notation which are otherwise based on the mind of the consumer
- To build up good will by why noncommercial advertisement without a profit motive.
- Finally, to build up an effective brand performance for a particular product or service.

Again, this Advertising objective can be classified as to whether their aim is to inform, or Persuade and remind

- (a)Informative advertising: appears at the initial stages of a particular product category where the principal objective is to develop the primary demand of the customer.
- Persuasive advertising: aims to build selective demand for a particular product and generally is applicable at the competitive stage.
- Comparison Advertising : some of these perspective advertising can be put in to the category of comparison advertising which seeks to establish the superiority of one brand through concrete evaluation with one or more other brands in the product line. This has been specifically used in case of such products as tooth-past, automobiles and fast cooking foods.
- Reminder advertising: is of other type which assists to consumer to recollect the message, ideas, and etc of particular product. The advertisements for soft drinks.
- Reinforcement advertising which intends to assure the current purchasers that they have opted for the right product. (Kumar and Mittal, 2002:4).

Advertising basically constitutes the techniques through which companies make their products, message, opinions, etc. known to all. By this they mean to make the people react favorably towards them. Advertising is mainly persuasive in nature.

Formerly, the word of mouth was the main source of advertising. As printing became possible in the fifteenth and sixteenth centuries, modern advertising found an opportunity to take its stand in the market. In the seventeenth century, England laid the foundation of printed ads through weekly newspaper. The next century had great scope for this function which led to modern advertising. The nineteenth century gave rise to the specific industry of advertising. With the passage of time and the untiring effort of the people involved, advertising became an autonomous field. There is much more coming in this field in the present century with the advent of internet and globalization. The times ahead will make advertising the most splendid field by virtue of its marvelous creativity. (Monga & Shalini, 2003:424).

Whatever the case, the basic purpose of advertising is to stimulate sales, although there are several other related objectives as mentioned below.

A new product is not launched in the market without sufficient prior information about it pressed in to the customer. This is effectively done through advertisements which ring the bells of familiarity in the minds of the customer by introducing them to the product so that they develop curiosity for a trial. By conveying the advertising message in the most effective way, advertising seeks to ignite a spark of demand within the customer so that they are tempted to buy the product. Thus it plays a significant role in bringing more customers to the company and increasing the sales volume. Advertising has a significant role to play in facing competition. If the company has a product that really has something different to offer then it can be emphatic about its high performing points due to which it excels over the competitors. Advertising is good and without it the customer would not know the differences among brands. Every company wants to gain goodwill and many of its activities are directed towards that. Out of these, advertising is one. By speaking desirable things about the company and allowing the customer to have the best product service, advertising enables the company to earn a good name for it. Innovation is inevitable. The product keep undergoing change from time to time and it is the duty of advertisers to apprise the customer of the changes occurring in the product. This way the consumers get the impression that the company cares for them and they develop a soft-corner for it. Advertising, very efficiently, seeks to neutralize the effects of the competitors by resorting to

such identical methods of promotion as are adopted by the competitors, thus exhausting their impact. Effect advertisement enables the brand to affix the product brand or name in the mindset of the consumers and they do not want any substitutes, even if there is a large a range of other brands pervading the market. Entering a market where the players are already dominating on the basis of their magnificent advertisement effects is a risky job. The ultimate objective of advertising is increasing sales. The firm benefits in monetary terms only if it has considerable volume of sales. It is this objective for which the firm takes pains for months and years.

(Monga&Shalini, 2003:324).

2.1.4 Setting Advertising Objective

The first step is to set advertising objectives. These objectives should be based on past decisions about the target market, positioning, and the marketing mix, which define the job that advertising must do in the total marketing program. The overall advertising objective is to help build customer relationship by communicating customer value. Here, We discuss specific advertising objectives. (B.S.athor, 2005:138).

2.1.5 Types of Advertising

Based on the media classification for Advertising, there are four types of advertising. Media classification for advertising involves the broadcast media including television and radio, outdoor media, specialty advertising and print media, like newspaper magazines and direct mail.(Kumar and Mittal, 2002:206).

2.2.Out Door Advertising

Outdoor billboard are all static, fixed on highways, with increasing number of automobiles, the dispersion of population to the suburbs and the gather mobility of the people, the outdoor advertising will be seen by more and more moving people. There is no big message in outdoor advertising, they are basically the shortest possible but they are most visible and eye catching. The ideal poster uses symbols universally recognized. (Chunawalla, 2003:119).

This term embraces a very wide range of advertising and promotional activities. This form of advertising has an almost infinite variety, ranging from hand-painted signs gracing a roadside vegetable stand to the elaborate display in times square. In recent years it has expanded to

include such diverse forms as taxis (not strictly transport media like railway and underground), parking meters and petrol pump handles.

Outdoor advertising covers a variety of individual media in many different locations. The major section of the business consists of the convent-interior panels, railway and underground sites and panels, illuminated signs poster', balloons, sky-writing, etc. Even more exotic possibilities exist, of course, ranging from sandwich-men to suitably decorated cattle grazing beside railway lines. One company produced the Lamb-Mac', a specially designed plastic covering rather like a black bin-liner used to cover new-born lambs to protect them from the chilling effects of wind and rain. Printed on the side was an advertisement for 'copper caps' capsules, a copper product given to polder lambs and calves to protect them from copper deficiencies- a prime site for neighboring farmers! In individual special circumstances any one of these techniques- and the many more implied -could be used creatively to great effect. In particular this whole area presents great opportunities for imaginative promotion in limited localities and with restricted budgets. However, the most frequent uses of outdoor advertising and the majority of the expenditure fall into two main categories of posters and transport advertising.(Kumar, 2004:246).

Such Outdoor advertising involves the use of signs and billboards, posters or displays (Such as those that appear on a building's wall), and electric spectaculars (large, illuminated, sometimes animated signs and displays). The marketers may purchase billboards on the basis of showing, A showing indicates the percentage of the total population of particular geographic area that will be exposed to it during a one month period. The highest showing is 100. Here, the number of billboards is as would attract approximately 90 percent of the local population about 20 times during a month. Signs are usually smaller than billboards and are erected and maintained by the marketer rather than by advertising media.(Rathor, 2005:2).

The form of advertising has the advantages of communicating quick and simple ideas, of repetition, and of the ability to promote products that are available for sales. Outdoor advertising is particularly, effective in metropolitan and other high-traffic areas. Another advantage of outdoor advertising is that the advertiser can use this medium to bring the product to the attention of consumer; or to remind them of the product, while they are on shopping. Consumers see the

billboards or signs many times as they drive to and from work, shop, and run errands. Advertisers may utilize this medium to economically reach a large mass of people or small-local Markets. Usually, the message is short, not over eight words; otherwise those who drive by would not have time to read it. Also, the future of the industry is subjected to some doubt. The public's adverse reaction to what it considers to be the clutter of signs and billboards is fairly strong. Finally, auto-drivers and passenger are confronted with numerous distractions, including other cars; scooters, scenery, other billboards, and conversation inside the vehicle. Thus, many consumers do not perceive the advertisement clearly. Signs are common that specify the name and nature of the business and that promote merchandise (window signs), especially at the retail level. Some are distinctive and are useful in general interest in the establishment and aiding consumers in locating it marketers should design signs that can be easily seen by passerby and that stand out from other signs. The sign should be easily visible from a block away and contrast nicely with other nearby signs that are different colors.(Rathor, 2005:2).

2.2.1. Objective of Outdoor Advertising

OUT-of-home media encompasses many advertising out door (billboards and signs), transit (both inside a vehicle), skywriting, and variety of other media. (Sandae, 2000: 433).

Out –of-home advertising encompasses many advertising form including billboards and signs. The major reason for the continued success of outdoor is its ability to remain innovative through technology. Billboards are no longer limited to standard size and two dimensions 3-D forms and extensions are now used to attract attention. (Belch and Belch, 2004: 324).

2.2.2. The Commandments of Outdoor creative advertisement

The message should be brief consisting of 3-5 words

- The message should be legible capitals are used for display headings lower case is suitable for longer headlines and sentences. Ornate lettering may reduce legibility. The minimum type height on a normal 20* 10inches hording should up wards 30 inches.
- Colors are used to contrast each other complementary colors, like red and green, are readily visible.

- Build a uniquely recognizable format or layout and repeat it often enough it requires fast eye contact to identify the brand.
- The brand name works harder if it proceeds' the slogan.
- Use graphic to organize the text.
- The key word or phrase can be highlighted in a color box.
- Face used should not over whelm the most effective are pictures of ordinary people.
- Teaser campaigns, Can be effective in outdoor, although they account a small proportion of outdoor campaign. (Chunawalla, and Sethia 2005:34)

2.2.3. Types of Outdoor advertising

A second term of out of home advertising is transit advertising. Transit advertising includes the posters seen in bus shelters and train, air post, and sub way stations Occasionally we also see trucks that carry billboards on the highway. The three basic types of transit advertising are inside cards, outside posters and terminal posters.

- Inside cards, place above the seat, and luggage area. Usually, lunches high by 28, 42, or 56 inches wide.
- Outside posters may appear on sides, back, and /or roofs of trains and taxis. Extranet panels or posters are designed similar to small billboards simple, hold, catchy and legible.
- Terminal Posters are located at tail road, subway bus, and air terminals. In cities with major mass transit systems, advertisers can also buy space, bus shelters and on the back of bus seats. (Monlelee& Carla, 2003:117)

Moreover (Wright and et al. 1984:10) state that advertising is controlled, identifiable information and persuasion by means of mass communication media. It is considered controlled information because it has to use the time, space and content of the message effectively and economically. It is controlled because it is directed at a particular group. Advertising should not be messily done to attract a number of persons without fruitful results. It is identifiable because it identifies the product and the source of the product, so that the message should be definite and appealing to the target group. Persuasion is the main objective of advertising. This is creative and information and is designed to attract prospective buyers.

Advertising is any paid, paid for the time and space to a medium of information and persuasion of consumer, non-personal communication that involve mass media and cannot receive immediate feedback by identified sponsor, identifiable for the source of the product and product itself so that the message convince the target group. (Wright:et al,1984:10).

1.Posters

Posters are usually sheets of papers containing message which are pasted on the walls of buildings or frequently visited and distinctly observed places. These posters are exhibited at public places, Well-travelled streets or roads, so that It can be seen by a large number of people. Sometimes, posters are pasted on cardboards or metallic sheets and exhibited at public place. Thus, one can see film posters on walls, and hoardings located at various places like bus stop, railway station, market place and other frequently visited important place of a town or city. To erect posters at important public places, the right has to be purchased or hired from the owner of the places by the advertiser. Depending upon the size and location of such posters, different rates are charged.

2. Painted Displays

Painted displays take form of painted bulletins. painted bulletins are metal sheets or wooden sheets, rectangular in size and usually erected at a height. Their sizes are not standardized but generally they are larger than posters. Usually such bulletins are painted by professional artists in order to attract the attention of the passer by. Bulletins are in the prime locations of the towns, cities and at busy junctions. Painted bulletins are expensive form of advertising, therefore such bulletins are erected in a few selected places, thus, unlike posters which can be displayed in many places, painted bulletins can be exhibited in some select places only.

Wall painting are found in cities, towns and villages and more durable than the posters. The surface of painted walls may be bricks or wood. The space for such painting is to be hired from the owners of respective sites. Usually the repainting of such the paintings are done at longer intervals. Depending upon the requirements of the advertisers, the message can be changed or modified while repainting.

3. Electronic Board and Neon Signs

Another important outdoor advertising medium is electronic board and neon signs. This medium of advertising has gained much popularity in recent years. This form of advertising is especially

undertaken during evening and night time. Glass or fiber boards are illuminated with the help of electric wiring made in the form of advertising. Neon signs are glass tubes or signs with electric wiring made in the form of letters or figures which presents the advertising message, the company and the product or letters or figures which present the advertising message, the company and the product or service. the message in such advertisement usually remains very brief. These electric and neon signs are placed on highly placed on placed fixed structures specially built for them. These advertisements are illuminated after sunset in order to attract the attention of the people. Very often they change colors at frequent intervals in the order to attract the attention of the passers-by. They are so alluring that one is made to stop and advertisements. Electronic and neon signs are usually put at important junctions, busy crossings, railway stations, bus stop, market places, etc.

This form of advertising is an expensive one and therefore, financially well-to-do companies only can afford such advertising. Though there is no limit or restriction on display of electronic and neon signs, the message in such advertising is usually very brief, sometimes bus stops, market places, etc.

This form of advertising is an expensive one and therefore, financially well-to-do companies only can afford such advertising. Though there is no limit or restriction on display of electronic and neon signs, the message in such advertising is usually very brief, sometimes limited to only a few words. Further, these advertisements are exclusively undertaken during night time. Therefore, only places with heavy night time. Therefore, only places with heavy night should be chosen for advertising.

4. Travelling Displays

Otherwise known as transit advertising, travelling displays are painted on metallic sheets called as car cards. These car cards. These car cards usually fixed inside buses, taxis ,trams, trains, etc. for attracting the passengers. this car card advertising is also known as inside advertising. Car card advertising passengers travelling in buses, trams and trains see and read these advertisements. Thus, this medium of advertising has the advantage of repetitive value and it creates a lasting impression on the viewers.

Travelling displays can also be made outside, such as, advertisements painted on the front, back and either sides of the buses or other transport systems. Sometimes vehicles meant for product distribution are painted with manufactures name logo, products it deals with and selling massage.

Outside travelling display has a larger audience in comparison to inside travelling display. In case of travelling display, both the rider (passengers) and non-riders (passers- by) can see such advertisements. Normally, outside traveling display, both the rider travelling displays or advertisements are subject to rapid wear and tear. Therefore, such displays or advertisements are made of durable materials. Like car cards, this medium has also got a repetitive value.

5. Sky Writing

This is a modern form of outdoor advertising. It may take several forms. Messages can be written or attached to balloons which are floated in the air, banners are released from airplanes. Sometimes, pilots with their airplanes draw the image of the product or write the sales message either in the form of lighting or smoke in the sky. These message can be seen by a large number of viewers over a vast area. Sometimes large sized kites are also sent to the sky with messages written on the same. The most common form of skywriting is the revolving search light of circus. However, this kind of advertising is done during night time only and that too when the sky is clear.

6. Sandwich Board Men

This is one of the oldest forms of outdoor advertising. Sandwich men are hired persons carrying two boards with which they walk up and down the streets. These sandwich men sometimes dress up funnily and shout slogans in favors of the company's products. Similar use made of men-on still to attract the attention of passers- by. However, usage of sandwich men as a medium of advertising is gradually with the advent of new methods of advertising.

Merits of outdoor advertising.(Sahu&Raut, 2004: 260).

2.2.4. Advantages of Outdoor Advertising

- Outdoor advertising offers a number of advantages:
 1. Wide coverage of local markets, with proper placement, a broad base of exposure is possible in local market, with both day and night presence, A100 GRP showing (the percentage of duplicated audience exposed to an outdoor poster daily) could yield exposure to an equivalent of 100 percent of the market place daily, or 3000 GRPs over a month .This level of coverage is likely to yield high level of reach.
 - 2.Frequency. Because Purchase cycle are typically for 30-day period, consumers are usually exposed a number of times, resulting in high levels of frequency.

2. Geographic flexibility. Outdoor can be placed along highways, near stores, or on mobile billboards, almost anywhere that laws permit. Local, regional, or even national markets may be covered.
3. Creativity. Outdoor advertising can be very creative, large print, colors and other elements attract attention.
4. Ability to create awareness. Because of its impact (and the need for a simple message), outdoor can lead to a high level of awareness.
5. Efficiency. Outdoor usually has a very competitive CPM when compared to other media. The average Cpm of outdoor is approximately one-half of radio and far less than of TV, Magazines, and newspapers.
6. Effectiveness. Outdoor advertising can often lead to sales,. A study reported by MukeshBhargavaDounthu showed that outdoor advertising can have a significant effect on sales, Particularly when combined with a promotion.
7. Production capabilities. Modern technologies have reduced production times for out door advertising to allow for rapid turnaround time.(Belch& Belch, 2004:435).
8. Some outdoor Advantages:
 - Since it is in the public domain, Outdoor Advertising assuredly reaches its audience. People can't "switch it off" or "throw it out." People are exposed to it whether they like it or not. In this sense, outdoor advertising truly has a "captured audience."
 - It's messages work on the advertising principle of "frequency." Since most messages stay in the same place for a period of a month or more, people who drive by or walk past see the same message a number of times.
 - Particular locations can be acquired for certain purposes. A billboard located a block in front of your business can direct people to your showroom. Or you can reach rural areas efficiently by placing a billboard in each small town.
 - Outdoor advertising is an excellent adjunct to other types of advertising you are doing. In fact, it is most effective when coupled with other media.. (Chunawalla,2005:34).

Chapter 3

Data presentation, Analysis and Interpretation

This chapter deals with the presentation, analysis and interpretations of data collected from Adwest digital advertising customers concentrated around piazza and bole. The data, under consideration were gathered and obtained from structured and unstructured interview and questionnaire. The questionnaires were distributed to (150) customers of Adwest digital advertising. And the interview was held with the marketing manager of adwest digital advertising. From the total number of questionnaires(150) distributed to respondent customers, only 123 were responded. This means 82% of customers have filled and returned the questionnaires.

3.1 General characteristics of the respondents.

The table below (Table 1) shows that the general characteristics of the respondents. It includes age, sex, and educational level.

Table 1. General characteristics of respondent Customers.

Item no	Question	Number of respondent	Percentage (%)
1	Sex		
	A. Female	50	40 %
	B. Male	73	60%
	Total		
2	Age		
	A.18-30	11	9 (%)
	B.31-40	45	37(%)
	C.41-50	37	30(%)
	D.51 & above	30	24(%)
	Total	123	100(%)
3	Education qualification		
	A.12 Grade & BELOW	26	21(%)
	B. Diploma	37	30(%)
	C.1 st degree	42	34(%)
	D. 2nd Degree & above	18	15(%)
	Total	123	100(%)

According to item one of table number 1 female and male respondent customers account for 40% and 60 % respectively. From this we can see the majority of the sample respondents were male.

Item 2 of table number 1, 9% of respondents are between 18-30;37% respondent were between 31-40, 30 % of respondent between 41-50,the remaining 24% of respondent were under the age of 51 and above . This shows that the age group31-40 dominated the total respondents.

Item3.The 3rd item of table no 1 summarized the educational background of the respondents. From the total number of respondent 26(21%) were grade 12 and below, 37(30%) were diploma, 42(34%) were first degree, and 18(15%) respondents were 2nd degree and above, from this we can infer that most of the respondents 1st degree and diploma. This is shows that the majority of respondents were above Diploma

3.2 Analysis of the finding of the study

Here under these specific parts of the study the student researcher tries to investigate the overall outdoor advertisement practice of Adwest digital advertising from customer’s evaluation and marketing manager of the Adwest digital advertising point of view. In this section the responses from the customer of Adwet digital advertising are presented, analyzed and interpreted as follows.

Table 2.Regarding quality of outdoor advertising

No	Items	Respondents	
		No	%(percentage)
1	How do you evaluate the quality of company’s outdoor advertising from its competitors?		
	A. Very Good	0	0
	B. Good	12	10%
	C. Medium	19	15%
	D. Poor	56	46%
	E. Very Poor	36	29%
	Total	123	100

As it is described in item 1 of table 2 respondent were asked to evaluate the quality of company's outdoor advertising from its competitors 12(10%) percent of them rated Good,19(15%) of the rated Medium,56(46%) percent of them rated poor and the rest 36(29%) rated 36(29%) rated very poor. This shows that the outdoor advertising of the company is most of the customer rated medium the advertising needs improvements.

Table 3 Regarding to complain about outdoor advertising of the company

No	Items	Respondents	
		No	%(percentage)
1	Have you ever complain about the company's outdoor advertising?		
	A. Yes	70	80%
	B. No	53	20%
2	If your answer is yes for the above question what was the complain?(you can choose more than one)		
	A. price	23	18%
	B. Quality	63	52%
	C. Delivery time	37	30%
	Total	123	100

As it is describe in item 1 of table 3 respondents were asked if they complain about outdoor advertising of the company. 70(57%) of respondent were answer yes, and 53(43%)of the respondent were answered no.

In the same table of item 2 the respondent asked if their answer for item 1 is yes what was their complain 23 (18%)of respondents were answered price, 63(52%) of respondent were answered quality, 37(30%) of respondent were said delivery time.

On the basis of the above information one can say the Adwest digital advertising needs to evaluate their quality, delivery time andprice, to compete with their competitor and to improve their outdoor advertising.

Table 4. Regarding to creativity of outdoor advertising

No	Item	Respondents	
		No	%(percentage)
1	How do you evaluate the creativity of the company's outdoor advertising?		
	A. Very Good	0	0
	B. Good	8	6%
	C. Medium	45	37%
	D. Poor	58	47%
	E. Very Poor	12	10%
	Total	123	100

According to item 1 table no 4 the respondent asked to rate about creativity of outdoor advertising of the company.8 (6%) of the respondent rated good, 45(37%) of respondent rated Medium ,58(47%)of respondents rate poor, 12(10%) of respondent rated Very poor.

On the Basis of the above information one can say the company's outdoor advertising lakes creativity outdoor advertising should catches customer attention so that they should be creative and come up with a new idea.

Table5. Regarding to the price and quality of the outdoor advertising of the company

No	Item	Respondent	
		No	%(percentage)
1	How do you evaluate the quality of outdoor advertising when you compare its price? A. Very good B. Good C. Medium D. Poor E. Very poor	0 18 52 53 0	0 15% 42% 43% 0
	Total	123	100
2	How do you evaluate the price of the company when you compare with its competitors? A. Very good B. Good C. Medium D. Poor E. Very poor	12 44 40 27 0	10% 36% 32% 22% 0
	Total	123	100

According to item 1 table 4 respondent asked to rate the qualities of company's outdoor advertising when it compare with its price.12(10%) of the respondent rated very good, 44(36%) of the respondent rated good, 40(32%) of respondent rated medium, 27(22%) of respondent rated poor.

Depending on the above information table 4 item 1 the quality of outdoor advertising the majority of respondent customer rated medium and poor this shows the quality of company's outdoor advertising needs to improve.

In the same table item 2 respondents asked to evaluate the price comparing with competitors. 12(10%) of respondent rated very good, 44(36%) of respondents rated Good, 40(32%) of respondent rated medium, 27(22%) of respondent rated poor. Noon of the respondent rated Very poor. Depending to the above information the price of the company's outdoor advertising is fair.

Table6.regarding the company feedback collection.

No	Item	Respondent	
		No	% (percentage)
1	Do you agree the company collect feedback from its customer?		
	A .Very agree	0	0
	B. Agree	0	0
	C. Neither agree nor disagree	42	34%
	D .Disagree	53	44%
	E.Very disagree	28	23%
	Total	123	100

Item 1 Table 6 is question regarding to collecting feedback. Respondent asked to evaluate wither the company collect feedback or not. 42(34%) of respondent rated neither agree nor disagree. 53 (44%) of respondent rated disagree, 28(23%) of respondent were rate Very disagree. Depending to the above information majority of the customer rate disagree regarding this rate one can say the company does not collect feedback from its customer

Table7. Regarding to the company's employee

No	Item	Respondent	
		No	% (percentage)
1	How do you evaluate the knowledge of employees?		
	A. Very good	0	
	B. Good	18	0
	C. Medium	68	15%
	D. Poor	37	55%
	E. Very poor	0	30%
			0
	Total	123	100%
2	How do you evaluate the politeness or friendliness of the company's employee?		
	A. Very good		
	B. Good	12	10%
	C. Medium	35	28%
	D. Poor	70	57%
	E. Very poor	6	5%
	Total	123	100
3	How do you evaluate the promptness of the employee?		
	A. Very good	0	0
	B. Good	10	8%
	C. Medium	56	45
	D. Poor	32	26
	E. Very poor	0	0
	Total	123	100

Table 7 of item 1 is respondent asked to were rate the knowledge of employee regarding to outdoor advertising 18 (15%) of respondent were rate good,68(55) of respondent were rate medium,37 (30%) of respondent were rate poor noon of the respondent were rate very good Very poor from this information one can say the company need to train to improve their skill.

Item 2 of table 6 respondent asked to rate politeness or friendliness of the employee of the company's

12(10%)of respondent were rate very good, 35(28%) of respondent rate good, 70(57%) of respondent rate medium, 6(5%) of respondent were rate poor, from this information we can say the employees are polite and friendly.

Item3 table 6 respondent asked to were rate promptness of the employee 10 (8%) of respondent were rate good, 56 (45%) respondent were rate medium, 32(26%) respondent were rate poor regarding to this information the major customers of the company rate medium this implies they should be approved their promptness.

Table 8. Regarding the design, color and clarity of the outdoor advertising of the company

No	Item	Respondent	
		No	Percentage(%)
1	How do you evaluate the design of outdoor advertising of the company ;		
	A. Very good	5	4%
	B. Good	18	18%
	C. Medium	30	30%
	D. Poor	56	46%
	E. Very poor	3	2%
	Total	123	100
2	How do you evaluate the use of appropriate color while doing out advertising?		
	A. Very good	0	0
	B. Good	30	25%
	C. Medium	31	25%
	D. Poor	62	51%
	E. Very poor		
	Total	123	100
3	How do you evaluate outdoor advertising clarity of the company?		
	A. Very good	0	0
	B. Good	31	25%
	C. Medium	23	19%
	D. Poor	56	45%
	E. Very poor	13	11%
	Total	123	100

Item 1 of table 8 respondent asked to rate the design company's of outdoor advertising 5(4%) of the respondent were rate very good, 21(18%) of the respondent were rate Good, 37(30%) of the respondent were rate medium, 57(46%) of the respondent were rate poor, 3(2%) of the respondent were rate very poor depending to the above information one can say the design of the company's outdoor advertising is not appropriate for the needed information.

Item 2 of the same table respondent asked to rate about the color of the company's outdoor advertising 30(24%) of the respondent were rate good, 31(25%) of the respondent were rate medium, 62(51%) of respondent were rate poor from the above information one can the color choice of the company is poor and they need to see harmony of the color.

Item 3 of the above table respondent were asked to rate the clarity of the outdoor advertising of the company 31 (25%) of the respondent were rate Good, 23(19%) of respondent were rate medium, 56(45%) of respondent were rate poor, 13(11%) of respondent were rate very poor this shows us the outdoor advertising of the company have a problem regarding to clarity.

Table 9 regarding to understanding customer need and to continue to be a customer of the company

No	Item	Respondent	
1	How do you evaluate the company in understanding customer need	No	Percentage
	A .Very high	0	0
	B. High	0	0
	c. Medium	45	37
	D. Low	70	57
	E. Very low	8	6
	Total	123	100
2	Do you continue to be a customer of this company?		
	A. Yes	30	24%
	B. No	93	76%
	Total	123	100

Table 9 item 1 respondent asked to evaluate the company in understanding the customer need 45 (37%) of respondent rate medium, 70(57%) respondent rate low, 8(6%) of respondent rate very low according to the above information one can say the company regarding in understanding customer is poor and they should understand what the customer need is to be competent.

Item 2 table 8 respondent asked do you continue to be a customer of this company and the respondent rate 30(24%) of respondent were rate yes , 93(76%) of respondent were rate no having the above information one can say the company may lose its customer if they are not improve their outdoor advertising

3.3 General Suggestion given by the respondent for the open ended question.

- Do you continue to be the customer of the company
The majority of the respondent said if the company is not improve their outdoor advertising we should prefer to switch to other advertising company
- What do you think the major problem of the company?
The majority of the respondent said the major problem of the company is creativity and design the employee of the company should train regarding to creativity since outdoor advertising should catch eyes of viewer they should be creative regarding to message transmitting and design.
- In your opinion what is expected from the company to offer their outdoor advertising?
The majority of respondent were said the company should train their employee or hire skilled employee and they should offer creative, catchy to attract customer.

3.4 Finding Of Qualitative Research(Interview)

Interview with the marketing manager of Adwest digital advertising

- According to the marketing manager, the major strategy of the company is depending on current situation.
- Marketing manager is our customer said, when we do outdoor advertising first we identify what is the product who is our customer where is the place of the outdoor advertising (placement) after identifying the all these we are going to our duty.
- The marketing manager said, our outdoor advertising incorporate adequate information regarding to the product our customer needs to advertise.
- According to the marketing manager of Adwest digital advertising the undertake need analysis by doing research.
- The marketing manager said yes, we undertake detailed information what product do we advertise? How do we do?
- According to the marketing manager, the company evaluate the performance by asking their customer The marketing manager said by collecting questioners to customer
- The marketing manager said, we undertake discussion with subordinate to gather information by Weekly meeting.
- The marketing manager said, yes we update subordinate by giving training

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

As the ultimate goal of the study is to assess the outdoor advertisement practice of Adwest digital advertising research questions were raised, related literature were reviewed and important data were collected through questionnaire and interview. The gathered data were presented, analyzed, and interpreted through descriptive method as shown in the third chapter from the analysis made in the third chapter the following summary, conclusion and recommendations are drawn up.

4.1. Summary of major findings

From the total number of respondent (40%) of them were female, while (60%) of were male. Concerning their age majority of respondents were between group (31-40). Regarding educational background of respondent most of them were above Diploma up to 1st Degree.

- As the responses made by customers out of the total respondents, majority (75%) of respondents replied the quality of company's outdoor advertising is poor & Very poor
- Relating to the complaint majority (59%) of respondents have been complain about quality & (23%) of respondents have been complain about delivery time.
- Regarding to the creativity of the company majority (47%), of respondent rated poor and (37%) of respondent rated medium .
- According to respondent, the price of the company when it is compare with its quality majority (85 %) of respondentssaid medium and poor.
- Regarding to the company collecting the feedback from its customer majority (44%),(23%) of respondents replied disagree and very disagree.
- Regarding to the company's employee knowledge the majority of respondents (55%) them replied medium.
- The majority of the respondent (57%) of respondents said the politeness and friendliness of the company's employee is medium.
- Regarding to the promptness of the employee the majority of respondent (45%) of them said medium and (26%) of them said poor.

- The majority of the respondents (46%) of them replied poor and (30%) of them said medium about the design of the outdoor advertising of the company.
- The Majority of the respondents (51%) of the said poor regarding to the appropriateness color of the outdoor advertising.
- Regarding to the clarity majority (45 %) of the respondents said poor and (11%) were said very poor.
- Regarding to the understanding of the customer need majority (57%) of the respondents replied low.

4.2 Conclusion

Depending on the finding discussed above the following conclusions are drawn.

- From the result of the response of the customers one can conclude that the outdoor advertisement of the company has a problem regarding the quality.
- The finding shows that with respect to creativity of the company while doing the outdoor advertising is poor and they need to improve it.
- According to the response of the customer the price of the company when it is compare with its quality is fair.
- The findings shows that the company does not accept and try to improve its problem by collecting feedback from its customer.
- Based on the response of the customer of the company one can conclude the promptness of the company's employee is poor.
- The finding shows that customers of the company have been complain about the quality, price and delivery time .
- As it is discovered in the research findings qualities of the outdoor advertising of Adwest digital advertising is poor.
- According to the research findings the experience of the company regarding to the design, color and clarity is poor. In general they are not well experienced.
- As it is discovered from the research findings the price of the company is not fair when it is compared with its quality and competitors.

- According to the research findings the company's employee Knowledge about outdoor advertising is poor and is not prompt in their job.
- As it discover in the research findings the company had a problem regarding understanding the customer need and collect the feedback from their customer .

4.3. Recommendations

- Derived from the previous conclusions and related literature with respect to the outdoor advertisement practice the student researcher is recommending the following points to improve the outdoor advertisement practice.
- The company should make efforts to improve the level of Knowledge about outdoor advertising. By trained the employees of the company. Besides that they should try to get adequate information about outdoor advertising from competitor, customer and referring different source of information.
- With respect to the clarity of outdoor advertisements, the company should make its advertisement clear and precise.
- The company needs to have appropriate mechanism to evaluate its outdoor advertisement effectiveness by gathering feedback.
- The company's outdoor should be placed in busy traffic place, colorful, well designed, and attractive style. In order to attract the customers of the Adwest digital advertising.
- Outdoor advertisement should consider the way how to attract and what the message contents convey the message and the message should be specific to target audience. In addition the ethical issue.
- The company should be able to adopt the new updated technology for the customers as well as the audience, in addition to be competitor to the market
- Finally the company should hire skilled employee or need to train its employee to update their knowledge about outdoor advertising.

የቅድስተማርያምዩኒቨርሲቲኮሌጅ

ቢዝነስፋኩልቲ

የማርኬቲንግናጅመንትትምህርትክፍል

በ አድዌስትዲጂታልማስታወቂያደንበኞችእንዲሞላየተዘጋጀመጠይቅ

ይህመጠይቅየተዘጋጀውበቅድስተማርያምዩኒቨርሲቲኮሌጅ 2005

የመጨረሻአመትተማሪለመመረቂያጥናትመረጃለመሰብሰብነው።

በመሆኑምአድዌስትዲጂታልማስታወቂያላይደንበኞችንአጠቃላይአስተያየትወይንምምላሽለመሰብሰብየተዘጋጀመጠይቅነው።

የእርስዎልስበትክክልመሙላትለጥናቱከፍተኛአስተዋፅኦአስለሚኖረውበዚህበኩልስለሚደረግልንትብርብቅድሚያአመስግናለሁ።

መመሪያ

- ስምመጻፍአያስፈልግም
- በተሰጠውክፍትበታላይምልክትበማድረግይምረጡ

1.መጠይቁን የሚሞሉትደንበኞችሁኔታ

1.1 ያታ

ሀ. ወንድ

ለ. ሴት

1.2 እድሜ

ሀ.18-30ሐ.41-50

ለ.ለ.31-40መ.51 እናበላይ

1.3.የትምህርት ደረጃ

ሀ. 12ኛ ክፍልእናበታችሐ.ዲግሪ

ለ.ዲፕሎማ መ. መ.ሀ-ለተኛድግሪእናበላይ

ከጥናቱ ጋር በቀጥታ የተያያዘ ጥያቄዎች

1. የድርጅቱ የውጭ ማስታወቂያ የጥራት ደረጃ ከተፈካካሪዎቹ አንጻር እንዴት ያዩታል?

ሀ. በጣም ጥሩ መ. ዝቅተኛ

ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

2. የድርጅቱ የውጭ ማስታወቂያ በተመለከተ ቅሬታ አቅርቦ ወያውቃለሁ?

ሀ. አዎ ለ. አላቀረብኩም

3. ለቁጥር 2 ጥያቄ መልሱ አዎ ከሆነ ምን አይነት ቅሬታ? (ከአንድ በላይ መምረጥ ይችላሉ) ::

ሀ. ዋጋ ሐ. የአቅርቦት ጊዜ

ለ. ጥራት መ. ሌላ ካለ _____

4. የድርጅቱን ማስታወቂያ ከከፍተኛው ጋር ሲያነፃፅሩት አንዴት ያዩታል?

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ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

5. የድርጅቱን ማስታወቂያ አዲስ ሃሳብ እንዴት ያዩታል?

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ሐ. መካከለኛ

6. የድርጅቱ ዋጋ ከተፎካካሪዎቹ አንጻር እንዴት ያዩታል?

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ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

7. ድርጅቱ ከደንበኞቹ አስተያየት ይቀበላል ብለው ያምናሉ?

ሀ. በጣም አስማማለሁ መ. አል ማም

ለ. አስማማለሁ ሠ. በጣም አል ማም

ሐ. መካከለኛ

8. የድርጅቱ ሰራተኞች የዕውቀት መጠን እንዴት ያዩታል?

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ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

9. የድርጅቱ ሰራተኞች ትህትናና አቀራረብ እንዴት ይገመገሙታል?

ሀ. በጣም ጥሩ መ. ዝቅተኛ

ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

10. የድርጅቱ ሰራተኞች ታላቅ ትኩረትና ስህተት አከባሪነት እንዴት ይገመገሙታል?

ሀ. በጣም ጥሩ መ. ዝቅተኛ

ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

11. የድርጅቱ የውጭ ማስታወቂያ ዲዛይን እንዴት ይገመግሙታል.

ሀ. በጣም ጥሩ መ. ዝቅተኛ

ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

12. የድርጅቱ ማስታወቂያ ከለር እንዴት ይገመግሙታል

ሀ. በጣም ጥሩ መ. ዝቅተኛ

ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

1. የድርጅቱ የውጭ ማስታወቂያ ተገቢውን መልእክት በጥራት የማስተላለፍ ብቃት እንዴት ያዩታል?

ሀ. በጣም ጥሩ መ. ዝቅተኛ

ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

1. የድርጅቱ የደንበኞቹን ፍላጎት የመረዳት ብቃት እንዴት ያዩታል?

ሀ. በጣም ጥሩ መ. ዝቅተኛ

ለ. ጥሩ ሠ. በጣም ዝቅተኛ

ሐ. መካከለኛ

14. የድርጅቱ ደንበኞችን ለመቀጠል ፍላጎት አልዎት

ሀ. አዎ ለ. የለኝም

16.ለ ጥያቄቁጥር 15 መልሶየለኝምከሆነምክኒያቶንይግለፁ

17.የድርጅቱበዓብዛኛጊዜችግርያለብትምንላይነው

18.በእርሶ አመለካከትበድርጅቱየውጭማስታወቂያላይምንይተብቃሉ?

አመሰግናለሁ//

St. Mary's University College

Department of Marketing Management

Questionnaire For Customers.

This questionnaire is designed to gather information on “outdoor advertising practice of Adwest digital advertising” the purpose of the study is to fulfill a senior essay requirement for the bachelor degree on the field of marketing management at St. Mary's university college. Your responses for the questions are important for the successful completion of my senior essay. The information that you provide will be used only for the purpose of the study and will kept strictly confidential. You do not write your name. Finally, I would like to thank you very much for your corporation and sparing your valuable time for my request.

1. Gender

A. Female

B. male

2. Age

A. 18-30

B. 31-40

C. 41-50

D. 51 & Above

3. Education qualification

A. 12 Grade & under

B. Diploma

C. 1st Degree

D.2nd Degree & above

Section 2: Please indicate on five point of scale the extent to which you find the following statements important by ticking on the box in the column on five point scale the extent to which you are Satisfied dissatisfied with the following statements.

1. How do you evaluate the quality of company's outdoor advertising from its competitors?

- | | | | |
|--------------|--------------------------|--------------|--------------------------|
| A. Very good | <input type="checkbox"/> | D. Poor | <input type="checkbox"/> |
| B. Good | <input type="checkbox"/> | E. Very poor | <input type="checkbox"/> |
| C. Medium | <input type="checkbox"/> | | |

2. Have you ever complain about the company's outdoor advertising?

- | | | | |
|--------|--------------------------|-------|--------------------------|
| A. yes | <input type="checkbox"/> | B. No | <input type="checkbox"/> |
|--------|--------------------------|-------|--------------------------|

3. If your answer is yes for the above question what was the complain?(you can choose more than one).

- | | | | |
|------------|--------------------------|----------------------------------|--------------------------|
| A. Price | <input type="checkbox"/> | C. Delivery Time | <input type="checkbox"/> |
| B. Quality | <input type="checkbox"/> | D. If other please specify ----- | |

4. How do you evaluate the quality of company's outdoor advertising when you compare with its price?

- | | | | |
|--------------|--------------------------|--------------|--------------------------|
| A. Very Good | <input type="checkbox"/> | D. Poor | <input type="checkbox"/> |
| B. Good | <input type="checkbox"/> | E. Very poor | <input type="checkbox"/> |
| C. Medium | <input type="checkbox"/> | | |

5. How do you evaluate the creativity of the company's outdoor advertising?

- | | | | |
|--------------|--------------------------|--------------|--------------------------|
| A. Very good | <input type="checkbox"/> | D. Poor | <input type="checkbox"/> |
| B. Good | <input type="checkbox"/> | E. Very poor | <input type="checkbox"/> |
| C. Medium | <input type="checkbox"/> | | |

6. How do you evaluate the price of the company when you compare with its competitor?

- | | | | |
|--------------|--------------------------|-------------|--------------------------|
| A. Very high | <input type="checkbox"/> | D. low | <input type="checkbox"/> |
| B. high | <input type="checkbox"/> | E. Very low | <input type="checkbox"/> |
| C. Medium | <input type="checkbox"/> | | |

7. Do you agree the company collect feedback from its customer?

- | | | | |
|-------------------------------|--------------------------|------------------|--------------------------|
| A .Very agree | <input type="checkbox"/> | D. Disagree | <input type="checkbox"/> |
| B .Agree | <input type="checkbox"/> | E. Very Disagree | <input type="checkbox"/> |
| C. Neither agree nor disagree | <input type="checkbox"/> | | |

8.How do you evaluate the knowledge of employees?

- | | | | |
|--------------|--------------------------|--------------|--------------------------|
| A. Very Good | <input type="checkbox"/> | D. Poor | <input type="checkbox"/> |
| B .Good | <input type="checkbox"/> | E. Very poor | <input type="checkbox"/> |
| C .Medium | <input type="checkbox"/> | | |

9. How do you evaluate the politeness or friendliness of the company's employee?

- | | | | |
|--------------|--------------------------|--------------|--------------------------|
| A. Very good | <input type="checkbox"/> | D. Poor | <input type="checkbox"/> |
| B. Good | <input type="checkbox"/> | E. Very poor | <input type="checkbox"/> |
| C. Medium | <input type="checkbox"/> | | |

10. How do you evaluate the promptness of the employee?

- | | | | |
|--------------|--------------------------|--------------|--------------------------|
| A. Very good | <input type="checkbox"/> | D. Poor | <input type="checkbox"/> |
| B. Good | <input type="checkbox"/> | E. Very poor | <input type="checkbox"/> |

C. Medium

11. How do you evaluate the design of outdoor advertising of the company?

A. Very Good

D. Poor

B. Good

E. Very poor

C. Medium

12. How do you evaluate the use of appropriate color while doing outdoor advertising?

A. Very good

D. Poor

B. good

E. Very Poor

c. Medium

13. How do you evaluate outdoor advertising clarity of the company?

A. Very good

D. Poor

B. Good

E. Very poor

c. Medium

14. How do you evaluate the company in understanding customer need?

A. Very high

D. Low

B. High

E. Very Low

C. Medium

15. Do you continue to be a customer of this company?

A. Yes

B. No

16. If your answer for question 15 is no what is your reason?

17. what do you think the major problem of the company?

18. In your opinion what is expected from the company to offer their outdoor advertising?

Thank You//