

ST, MARY'S UNIVERSITY

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

AN ASSESSMENT OF ADVERTISING PRACTICES IN THE CASE OF

MOHA SOFT DRINK INDUSTRY SC

BY;

FURTUNA GEBREHIWOT

JUNE 2014

SMU

ADDIS ABABA

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SOFT DRINK INDUSTRY SC

BY

FURTUNA G/HIWOT

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CHAPTER ONE

1 INTRODUCTION

1.1 Back Ground of the Study

Advertising is powerful communication force and an important tool. It helps the modern day marketers to sell goods, ideas and images by providing information and persuading people. Advertising has become an integral part in every society. Everybody encounters advertising every day, whenever we open newspapers go through a magazine, listen to radio, watch television, open letters play castle or walk down a busy street, we are exposed commercial messages. Popularly known as advertising therefore it is virtually impossible for any of us to escape contact with some form of advertising or the other (Sahu and Raut, 2003p 234).

Advertising is a powerful communication tool directed toward specific target audience or customers in order to carry the message regarding particular product meaningfully and persuasively with a view to achieve certain specific objectives such as, to establish brand loyalty expansion of the existing marketing and increased sales volume. (Kummar and Mital 2002p2).

Advertising is specific communication task to be accomplished with specific target audience during specific period of time. Advertising objectives can be classified by primary purpose whether the aim is to Inform, Persuade or Remind. (Kotler and Armstrong, 2006p426)

Moha Soft Drinks Industry Share Company was founded on the 5th of May 1996. The company was founded after accusation seven Pepsi cola plants and located at Addis Ababa around (NifasSilkteklehaimanot and summit) gonder, Dessie, Hawassa and Bure (Gojam) currently with new factory in Hawassa (millennium plant) Moha is engaged in the production of Pepsi cola, 7up, mirinda orange, mirinda tonic and mirinda apple. The products are available in 300 ml returnable bottle liter plastic bottle and in the barrel container.

Advertising is a powerful communication tools directed toward specific target audience customers in order to carry the message regarding the particular product meaningfully and persuasively with a view to achieve certain specific objective such as establish brand loyalty, expansion of the existing market and increase sales volume. (Kummar and mital 2002:2)

1.2 Statement of the Problem

Advertising is any paid form of non-personal presentation and promotion of idea, goods or Services by an identified sponsor. Organizations handle their advertising in different ways in Small companies, advertising is handled by someone in the sales and marketing department, who works with an advertising agency, a large company will often set up its own advertising Department whose manager reports to the vice president of marketing the advertising Department's job is to propose budget, develop advertising strategy, approve ads and Campaigns and handle direct mail advertising dealer displays, and other form of advertising (Kotler, millennium edition 5780).

Advertising is the best known and most widely used form of promotional mix because of it is persuasive cost effectiveness for communication with large audiences and the ability to deliver carefully prepared message to the target in audience more over advertising plays essential role in free market system by making customer aware of product and service and providing them information for decision making (Blech 2003:5)

Despite the fact Moha Soft Drink Industry SC uses advertising to promote the company's product but there is a lot of factors that affect the advertisement.

- Beside moha soft drink industry s.c is emphasized on advertising one or two of products. Mostly the company much concerned to promote Pepsi and mirinda the advertisers gives less attention to other products like 7up, mirinda tonic, mirinda apple and cool water so most of the customer does not well known those products
- By these reason the other products are less market share than the rest of the moha's product this also an implication to the company because the company doesn't advertise equally the entire products
- in general the company is not give equal attention while advertising it's product

In relation to the above mentioned gaps the student's researcher will try to assess the major gaps related to advertising of Moha soft drinks industry s.c

1.3 Basic Research Question

- 1 Why the company doesn't give equal attention to advertise all its products?
- 2 What factors affect advertising of Moha Soft Drink Industry SC?
- 3 How does the company measure the effectiveness of advertising?
- 4 How advertising elements are utilized by Moha?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of the study is to assess the effectiveness of advertising in Moha Soft Drinks Industry SC

1.4.2 Specific Objectives

1 To assess the reason why company give equal attention to all its products while advertising

2 To identify that what factors affect the advertising of Moha soft drinks

3 To assess that how company measure the effectiveness of advertising

4 To identify the advertising elements are utilized by Moha

1.5 Significant of the Study

1. To know the main weakness and strength with regarding advertising of Moha Soft drinks industry sc.
2. It helps the student researcher in apply the concept and theory in the real world.
3. It can be used as an input for other research or the company to make an in depth study on the area.

1.6 Scope of the Study

Moha soft drink industry has different outlets in different regions and the rest are in Addis Ababa. The student researcher scope has focused on television advertisement. The research focus on the effectiveness of advertising in Moha soft drink industry S.C on found in Addis Ababa. In this research the study covers the period from 2011 up to 2013. And the study delimited on two branches at Mexico and Piassa because the number of the company's final customers were all over Addis Ababa that why i selected these two areas

1.7 Research Design and Methodology

1.7.1 Research Design

To accomplish the above objective to seek the solution the student researcher uses descriptive method because descriptive research is used to this type of research describes what exists and may help to uncover new facts and meanings and the characteristics of individuals and groups such as age gender educational back ground may be the focus of descriptive research it can provide a knowledge base which can act as spring board for other types of quantitative research methods

1.7.2 Population and Sampling Techniques

The population of the study includes customers of Moha soft drink industry S.C in AddisAbeba. Because of the fact number of customers of the company is unmanageable size

The student researcher used non probability sampling techniques which is accidental sampling techniques. Among audiences who are found in Addis Abeba 150 customers are selected as respondents.

(The minimum sample size that we take according to Malhotra 2002,339) this is because with the time and cost limitation covering all the population would be difficult to get company's final customers

1.7.3 Types of Data Collected

The student researcher was collected both primary and secondary data. Primary data was collected by distribute questionnaires to final customers and conducting interview the company advertising manager. Secondary data was collected by investigating different books, journals and internet.

1.7.4 Methods of Data Collection

To support the research findings primary data were collected questionnaires and interviews. The questionnaires distributed to final consumers and the interview conducted with the company manager. In this research the student researcher distributed close and open ended questions because it helps to realize the objectives and in order to answer the research question.

1.7.5 Data analysis techniques

Data analysis is needed to give meaning for raw data in an understandable manner. The responses obtained from the questionnaire were analyzed and interpreted in terms of percentage. The response of the interview was measured qualitatively.

1.8 Limitation of the Study

While conducting this study the researcher had experienced certain limitations the following are the major limitation

- Some respondents were not willing to complete the questionnaires
- The respondents were not replied early
- And the manager did not want to give the right information

1.9 Organization of the Study

The research cover four chapters, the first chapter deals with back ground of the study, statement of the problem, objective of the study, Significant of the study, Scope of the study, research design and methodology, limitation of the study, and organization of the study.

The second chapter contain literature review of the research. The third chapter describe the findings, analysis and interpretation part of the study. Chapter four contain summary, Conclusion and recommendation.

CHAPTER TWO

2. Review of Related Literature

This chapter will provides an over view of literature and models and guiding the problem Concept meaning role consumer perception benefits and effectiveness of advertising are explored to enrich the research area.

2.1 Overview of Advertising

Advertising is any paid form of non–personal presentation and promotion of idea, goods or Services by an identified sponsor. Organizations handle their advertising in different ways in Small companies, advertising is handled by someone in the sales and marketing department, who works with an advertising agency, a large company will often set up its own advertising Department whose manager reports to the vice president of marketing the advertising Department’s job is to propose budget, develop advertising strategy, approve ads and Campaigns and handle direct mail advertising dealer displays, and other form of advertising

(Kotler, millennium edition 5780)

Advertising is a purposeful communication designed with a view to achieving specific Objectives. It must reach the target audience identified for such communication. The Resource allocation for advertising it’s for other marketing inputs, is expected to have the Effect of value imputation which may be measured in variety of ways in order to estimate the cost-benefit ratio or pay off. The measurement of pay off or return on advertising is quite complicated, owing to problems in identifying measureable parameters and taking into account the influence of a large number of environment facts which contributed in varying degrees the total impact of advertising (Mandera; 2004:3)

2.2 Types of Advertising

2.2.1 Pioneering Advertising

2.2.1.1 Product Advertising

This type of advertising focus on the products or services being offered whether for profit not. Its prime task is to support the product in achieving its marketing goals. They can be divided into three. This type of advertising is used in the early stages of the life cycle. When it is necessary to explain just what the product will do and the benefit it cans other. The More innovative technically complex and expensive the product is the more essential this explanation becomes depending on the products newness the prime emphasis might be on Stimulating basic generic demand rather than attempting to compete. In these cases the Prime emphasis in advertising is to provide enough information follow potential buyers to see how this product may relate to them, thus to stimulate enough interest to encourage Further investigation and possible trial. This type of advertising is persuasive advertising.

2.2.1.2 Competitive Advertising

This type of advertising also concerned to emphasizing the feature of the product or a brand as means of out selling the competition. Usually the seller seeks to communicate the unique benefit real or imaginary that distinguishes product and competitive gives its competitive edge.

(France and Stephen 2003:604)

2.2.1.3 Reminder and Reinforcement Advertising

This type tends to operate after purchase takes place it reminds customers that the product still exist and it has certain positive and benefit priority, these increase chance of re-purchase and this times might even persuade consumers to buy larger quantities the main emphasis is not on creating new knowledge or behaviour but not reinforcing previous purchasing behaviour's and re-assuring consumers that they made the right Choice in the first place

(France and Stephen 2003:604).

2.3 Advertising Budget

After determination of advertising objectives, the next step is making decision on budget for the accomplishment of advertising objectives. According to (Blech, 2004; 211) two questions are asked at this point. What will the advertising program cost? How will be the money Allocated?

Ideally, the amount a firm needs to spend on advertising should be determined by what must be done to accomplish its objectives. In this regard, facts tell us advertising budgets are mostly determined by using simple approaches. Such as how much money is available or percentage of a company's or brand's sales revenue. So, at this stage, that budget is often tentative. It may not be finished until specific advertising strategies are developed. It is difficult to conclude that all companies follow this simplistic approach. Other popular authors put it in the following way. We look at four common methods used to set the total budget for advertising; the affordable method, the Percentage of sales method, the competitive parity method and the objective task method (Kotler; 2006: p440). Let us see in brief what these methods look like: affordable is setting advertising budget if the company is able to afford. In such a situation where advertising is a critical to the firm's success, management places advertising last priority or all expenses, this leads us to an uncertain budget, which makes long range planning difficult. In the other extreme the Affordable method can lead us to overspending on advertising if there is huge excess money, Percentage of sales method is the second used by some companies. According to (Kotler, 2006:p440) this method is used in setting advertising budget at a certain percentage of current or forecasted sales, or percentage of the unit sales price. This method is advantageous because, it is simple to use and helps management think about the relationship between advertising spending, selling price and profit per unit. This method has also its own problems: the budget varies with year to year sales, long range planning is difficult and it does not provide any basis for choosing a specific percentage, except what has been done in the past or what competitors are doing.

The third method is competitive parity which is used to monitor competitors' advertising spending estimates from publications or trade associations, and then set budgets based on the industry averages. In these cases, since companies differ greatly, and each has its own advertising needs, there is no evidence following competitors is the most logical budget based on what it wants to accomplish with advertising.

2.4 Benefits of Advertising

2.4.1 Information

(According to Manendra Mohan 2004; p7) Consumers need information about various goods and services. Due to ignorance, a consumer may purchase an inferior product, pay higher prices or

even not know what the product exists. Information given in an advertisement could be about the company and its products or services.

2.4.2 Brand Image Building

Advertising is used to build a brand image images are mental picture of brands that may appeal to different segments of the target audience in varying degrees. These may have their origin in real or assumed features. The images projected are geared to match the needs and expectations of the target audience. (Manendra Mohan 2004;p8)

2.4.3 Innovation

Advertising is seen to perform this task most effectively for new product. In away reduces the risk of innovation. The cost of innovation can be more than recovered by the sales which Advertising may generate and this encourages manufacturers to undertaken research and Development.(Manendra Mohan 2004)

2.4.4Growth of Media

The acceptance of advertising enhances the potential for raising advertising revenues. This in Turn helps the launching of new publications and expanding the media.

2.4.5 Long-Term and Indirect Benefits

Advertising is a feature of free competitive enterprise and can be a contributory factor towards greater availability of goods. It increases distribution not only theadvertised products but forother products as well. Advertising helps to reduce the cost of goods sold to the consumer.

2.4.6 Limitation of Advertising

Several limitations are also attributed to advertising there is a few that advertising increases the cost of goods sold to the consumer. The qualitative aspect of advertising its strength, it can also be a major weakness when stereo typing starts, at the expense of originally, Creativity and innovation (Manendra Mohan 2004; p11).

2.5 Role of Advertising

Advertising is an all persuasive fact of most growing communities it has important Consequences for the advertiser who use it and for individuals who are exposed to it. The Following aspects illustrate the basic purpose of advertising. (Manendra Mohan 2004;)

2.5.1 Communication with Consumers

There is a major way of establishing between manufacturers and other organization provide Services and an increasing need for information about a wide variety of products as economy Expands and grows more complex. (Manendra Mohan 2004;)

2.5.2 Persuasion

Advertising attempts to persuade prospective buyers to buy product or services. According to Cidemiller, success in business industry and similar activities depends up on the process of planning persuasion (Manendra Mohan, 2004; p4).

2.5.3 Contribution to Economic Growth

According to (Manendra Mohan, 2004; p7), Advertising contributes to economic growth by Helping to expand the market, particularly for any products and by helping to develop new Markets.

2.5.4 Catalyst for Change

Creativity to hornet in advertising leads to discovery of new relationship that can changes the perception of a prospect, two aspects are of special significance the originally of the message communicated, and the eventual effect on consumers standards of living.

2.6 Function of Adverting

The functions of advertising can be broadly divided under three heads

2.6.1 Social Function

As the name implies that social function of advertising are related with society in general People come to know about the availability of different types of goods, services and their various uses only through advertising. Advertising also helps people in the society become aware of living standard, taste, fashion, style. Thus they are tempted and influence to change their mode of living, taste, fashion etc. According to changing times.(Sahu and Raut, 2003, p240).

2.6.2 Economic Function

The economic function of advertising is concerned with the way advertising help production, distribution, employment etc. in a society; manufacturers are able to know the source of raw material, stores, spares, labour, capital etc. From advertisements as a result, they are in opposition to choose their specific requirements at the desired price. Consequently, the manufacturer is able to offer goods at competitive prices. Also enhances the demand of goods and services leading to higher production, more employment and low price. All these factors is ultimately leading to higher production, more employment and low prices

(Sahu and Raut, 2003, p240).

2.6.3 Psychological Functions

The psychological functions of advertising relates to the methods of conduction and influencing people to buy goods and services. It is obviously that advertisements are able to influence them in behaviour of prospects in far out of purchasing goods and services. The messages of advertisements influence the mind and product or service and are induced to make a purchase or the same, when the need for the same arises, (Sahu and Raut, 2003, p240).

2.7 Advertising Evaluation

The advertising program should evaluate both communication effects and the sales effects of advertising regularly measuring the communication well. Copy testing can be done before or after advertising is printed or broadcast. Before the advertising is placed, the advertiser can show it to consumers, ask how they like it, and measure recall or attitude change resulting from it. After the advertising is run, the advertiser can measure how the advertising affected consumer

recall or product awareness, knowledge and preferences. (Kotler and Armstrong 1999; p511). The sales effect of advertising is often harder to measure than the communication effect. Sales are affected by many factors besides advertising such as product features price and availability. (Kotler and Armstrong, 1999; p512).

2.8 Media of Advertising

Advertising media are the channels through which sales information and selling messages are passed to the prospective customers print is one of the earliest and the most popular media of advertising print provides a transportable medium which can enjoyed practically anywhere containing detailed information along with the retention value more over. The Print has specific advantages over all other media. It is still by far the cheapest way of reaching a very large number of people and most effective and economic means of reaching large number of scattered population. (Sahu and Raut, 2003, p248).

2.9 Radio

According (john Wiley and sons 1987:p399) Radio is personal medium that takes advantages of its many stations can stimulate excitement (sound more persuasive than print) blanket coverage (everyone has a radio as home, at work in the car, short lead time allows for last minute change, personalized by use of voice, supplements advertising campaigns can be selective (programs have different appeal to various groups) relatively in expensive good for stores appealing to teens, commuters, etc. disadvantage is excess market coverage non visual, no tangible attributes (nothing to hold on to) handicap may annoy listeners, short life for message, needs to be played often for impact.

2.9.1 Advantages of Radio

According to (Belch and Blech 2004; p377) Radio has many advantages over other media, Including cost and efficiency, selectivity, flexibility, mental imagery and integrated marketing Opportunity.

Cost and Efficiency: is one of the main strength of radio as an advertising medium is its cost Radio commercials are very expensive to produce. They require only script of the commercial to be read by the radio announcer or a copy of a pre-recorded message that can be broad cost by the

station the low cost of radio means advertisers can build more reach and frequency in their media schedule within a certain budget.

Selectivity: is major advantage of radio is the high degree of audience selectivity available through the various program formats and geographic coverage of the numerous stations. Most areas have radio stations with formats such as adult contemporary, easy listening, classical music, country, news/ talk shows, jazz, and all news to name a few.

Flexibility: Radio is probable the most flexible of all the advertising media because it has a very short closing period. Which means advertisers can change their message almost to the time it goes on the air. Radio advertisers can easily adjust their message to local market conditions and marketing situations.

Mental Imagery: A potential advantage of radio that it encourages listeners to use their imagination when processing a commercial message.

Integrated Marketing Opportunity: Radio provider marketers with a variety of IMOS. Radio stations become an integral part of many communities, and the deejays and program hosts may become popular figures.

2.9.2 Limitation of Radio

According to (Belch and Belch 2004; p378) several factors limit the effectiveness of radio as an advertising medium, among them creative limitation, fragmentation, chaotic buying procedures, limited research data, limited listener attention, and clutter: the media planner must consider them in determining the role medium will play in the advertising program.

2.9.3 Creative Limitation

A major drawback of radio as advertising medium is the absence of visual image. The radio cannot show the product, demonstrate it.

- Fragmentation: another problem with radio is the high level of audience fragmentation due to the large number of stations. The percentage of the market tuned to any particular station is usually very small chaotic

- Buying procedures; it should be readily apparent how chaotic the media planning and purchasing process can become for the advertiser that wants to use radio on a nationwide spot basis.
- Limited research data: Audience research data on radio are often limited, particularly compared with TV, magazines, or newspapers, most radio stations are small operations and lack the revenue to support detailed studies of their audience.
- Clutter: just as much a problem with radio as with other advertising media. Most radio carries an average of nearly 10 minutes of commercials every hour.

2.10 Television

Television offers advertisers the most expensive coverage and highest reach of any of media provides many opportunities for creativity in advertising design. Visual images and sounds can be co-operated to gain the attention of viewers as well as to persuade them. Products and services can be demonstrated on television in a manner not possible in print or using radio advertisements. It is advisable to match advertiser target audience (market segments) with specific shows. Cable television programming often provides a well- defined homogeneous audience that matches more narrowly defined target markets.

2.10.1 Disadvantages of Television

Television commercials have short life span. Most advertisements last 15 or 30 seconds occasionally may an advertiser purchase a 45 to 60 seconds but those are rare. Another high cost per advertisement not only for the media time but also in terms of production costs. Outstanding commercials often are expensive to produce. At the same time, because television advertisements are shown so frequently, they quickly lose the ability to attract the viewer's interest.

(Kenneth Clow 2003; p 275).

2.11 Deciding On Reach, Frequency and Impact

Media selection is finding the most cost effective media to deliver the desired number and type of exposure to the target audience. What do we mean by the desired number of exposure presumably, the advertiser is seeking a certain response from the target audience for example a certain level of product trial, the rate of product trial will be depend among other things,

On level of brand awareness. Support the rate of product trial increased at admonishing rate with the level of audience awareness.

Reach (r): The number of different persons exposed to a particular media schedule at least once during a specified time period.

Frequency (f): The number of time with in the specified time period that an average person or house hold is exposed to the message.

Impact (i): The quality value of exposure through a given medium total number of exposure (E): is reach times the average frequency that is $E=RF$ Weighted number of exposure (WE): This is the reach times average frequency times average impact that is $WE=E*f*I$

2.12 Improving Advertising Results

According to (Kumar N and R Mittal 2006; p 465) Advertising is used to persuade people to buy products. An important assumption made by marketers and advertisers while creating or using advertising is that it can actually influence or persuade customers to buy products. A customer goes through several processes before making his decision to purchase or not to purchase a product. The first barrier to be overcome by any advertiser is to expose the customer to the communication. The most important questions that have to be answered by advertisers:-

- How does the customer select what want to see?
- What influence hi process of understanding an advertisement?
- Which message is likely to retain more?
- On what basis are decisions to purchase made by him?

2.13 Choosing among the Major Media Types

2.13.1 News Papers

Newspapers are perhaps the oldest, powerful and the most popular medium available to advertisers. It can disseminate the information to a large number of people and who reach the

most interior part of the country. Newspaper is the flexible medium of advertising. It provides a wide coverage of both local and national market since it is published in different regional and national language (Sahu and Raut, 2003; p249).

2.13.2 Magazines and Journals

Besides newspapers, magazines and journals which are published at frequent intervals also form another important medium of advertising. Magazines and journals are periodicals which are usually published weekly, fortnightly, monthly, quarterly, biannually or annually and generally contain articles and news of current interest (Sahu and Raut, 2003; p251).

2.13.3 Direct Mail

It is probably the most personal and selective of all the media. It reaches only the market which the advertiser wishes to contact. As a result there is a minimum wastage in circulation. However, it is quite costly when compared to other media. The most important feature of this medium is to collect and maintain a good mailing list (Sahu and Raut, 2003; p268).

2.13.4 Radio

It is the cheapest and most pervasive of all media of mass communication. It reaches both literate and illiterate persons. However, products or services requiring live demonstration cannot be effectively advertised in radio medium. With the advent of television advertising the importance of radio advertising is gradually decreasing. (Sahu and Raut, 2003; p268).

2.13.5 Television

It is the latest and fastest growing medium in India. It makes appeal both through eyes and ears. Products can be demonstrated and effectively presented through this medium. It also offers considerable flexibility. However, it is an extremely expensive medium

(Sahu and Raut, 2003; p268).

2.13.6 Outdoor Media

It is one of the oldest media of advertising having its relevance even in the modern era. Outdoor advertising broadly includes painted displays, electronic board and neon signs. Travelling displays, sky writing and sand which board men. These outdoor media offer a unique opportunity for widely used consumer products which require any brief selling statement. (Sahu and Raut, 2003)

2.14 Advertising Media Effectiveness

It's so hard to measure the effectiveness of advertising and promotion in general it is so difficult to determine the relative effectiveness of various media or media vehicles while progress is being made in this regard ,the media planner may have little more than one estimate of or good guess at the impact of these alternative because of these problems ,not all media decisions are qualitatively determined sometimes manager have to assume the image of medium in a market with which they are not familiar anticipate the impact of recent events or make segments without full acknowledge of all the available alternative. However measure of effectiveness of must consider two factors

- How well did this media starter achieve the Marketing and communication objectives?
- How well did this media plan contribute at attaining the overall marketing and communication objectives?

It is the strategy were full they should be used in future plans. If not there flows should be analyzed the problem with the measuring the effectiveness of media strategies is probably obvious to you at this point so use suggested the planning process is limited by problems with measurements and lack of consistent terminology among others. While the problems of various strategies , it is not impossible to make such determination sometimes it is possible to show that a plan has worked even if the evaluation procedure is not fool proof it is better than on attempt (Belch and Belch ,2003p326)

CHAPTER THREE

3 DATA REPRESENTATION, ANALYSIS AND INTERPRETATION

This chapter deals with data presentation, analysis and interpretation of the study based on the data gathered from the customer respondents of Moha Soft Drinks Industry Part of the data was collected through a questionnaire, which was both open and close ended. The interview which also is supposed to aid the successful completion of this chapter was held with the advertising manager of Moha Soft Drinks Industry

Out of 150 questionnaires distributed among customer respondents of Moha Soft Drinks Industry 140(93%) were successfully filled and returned. The information which was gathered from the advertising manager, customers and legal bodies is being summarized using descriptive statistics where by raw data is computed in percentage. The summarized data is then analyzed by applying this descriptive analysis method using tables following detail explanation. At last interpretation is made to demonstrate implications of the major findings

3.1 Findings of Quantitative Data

Based on the response obtained from the sample respondents, the analysis and interpretation of the data are presented below

3.2 General characteristics of the respondents

Table 1 shows the general characteristics of respondents which include Gender, Age and educational background

No	Item	No of respondents	Percentage
1	Gender		
	Female	75	54%
	Male	65	46%
	Total	140	100
2	Age		
	18-24	75	53%
	28-37	37	27%
	38-47	19	14%
	Above 48 year and above	9	6%
	Total	140	100
3	Educational back ground		
	1-12 grade	9	10%
	Certificate	19	14%
	Diploma	25	16%
	1 st Degree	50	34%
	Masters and above	37	26%
	Total	140	100

From table 1 item 1 out of the total 140 respondents (46%) are male respondents the remaining (54%) are female respondents. This shows majority of the respondents are female

Regarding item 2 from table 1 it can be seen that most are at age 18-24 (53%) 28-37 (27%) 38-47 (14%) and (6%) are 48 and above this implies according to the respondents age most of

them are younger the company should have to use effective advertisement to attract the other respondents

Regarding item 3 of table 1 educational background status of them are 1st Degree, 50 (34%) 37(26%) are masters and above, 25(16%) are diploma, 19(14%) certificate and 9(10%) are from grade 1-12 most of the respondents are first degree holders the company should have to address the rest of

Table 2 Respondents response relationship with the company

No	Item	No of respondents	Percentage
1	What was your ground for being customer of moha soft drink industry		
	It is the soft drink company which is found in our country	53	38%
	Persuasion by advertisement	38	27%
	Salesperson of the company	25	18%
	Through friends	24	17%
	Total	140	100

As can be seen from table 2 item 1 the background for being customer of moha soft drink industry? 53 (38%) ,of the respondents responded that it is the soft drink company which is found in our country ,38(27%),of the respondents responded that persuasion by advertisement .25(18%)of the respondents responded that from the sales person of the company and the rest 24(17%) responded through friends. The majority of the respondents are their reason about being of the customers of the company is it is because of the soft drink industry of found in our country this implies the company should have to trained the sales persons of the company to persuade to get more customers and work effective advertising mechanism by reminding those customers

Table3 Respondents response about listen or seen advertisement of Moha Soft drinks industry?

No	Item	No of respondents	Percentage
4	Have you listen or seen advertisement of Moha Soft Drink Industry?		
	Yes	140	100%
	No	0	0%
	TOTAL	140	100

As we Seen in table 3 item1, 140(100%) replied that they have seen advertisement of moha soft drink industry, 0(0%) replied that they have not seen the advertisement of moha soft drink industry. This shows that all of the respondents have seen and listened the advertisement of the company.

Table 4 Respondents response about listen or seen advertisement of mirinda apple?

No	Item	No of respondents	Percentage
5	Have you listen or seen advertisement of mirinda apple?		
	Yes	20	14%
	No	120	86%
	TOTAL	140	100

Table 4 item 1 shows those who respond that they have seen or listen of mirinda apple advertisement 20(14%) respondents response YES and the majority 120(86%) replied NO. This implies the majority of the respondents doesn't have seen and listened the advertisement of mirinda apple

Table 5 Respondents response about listen or seen advertisement of mirinda tonic?

No	Item	No of respondents	Percentage
6	Have you listen or seen advertisement of mirinda tonic?		
	Yes	40	28%
	No	100	72%
	TOTAL	140	100

Table 5 shows whether respondent's have seen or listening mirinda tonic advertisement 40(28%) replied YES and 100(72%) replied NO. This implies the majority of the respondents doesn't have seen and listened the advertisement of mirinda tonic.

Table 6 respondent's responses that cool water is moha's product

No	Item	No of respondents	Percentage
7	Do you know cool water is moha's product?		
	Yes	30	21%
	No	110	79%
	TOTAL	140	100

Table 6 shows that respondents response that 30(21%) replied YES and 110(79%) the majority of respondents replied NO. this also indicates majority of the respondents doesn't know cool water is moha's product

Table 7 Respondent's response about listen or seen advertisement of cool water?

NO	Item	No of respondents	Percentage
6	Have you listen or seen advertisement of cool water		
	Yes	30	21%
	No	110	79%
	Total	140	100

Table 7 shows those who respondents response the advertisement of cool water 30(21%) replied YES and the majority of 110(79%) respond NO. This implies the majority of the respondents doesn't have seen and listened the advertisement of cool water

Table 8:- respondents' response in which media did you listen or seen more

No	Item	No of respondents	Percentage
7	In which advertising media did you listen or seen the advertisement frequently?		
	Radio	15	11%
	Television	75	53%
	Billboard	40	29%
	Magazines and others	10	7%
	TOTAL	140	100

As can be seen from table 8 that the respondents response about the media they listen or seen more is? 15(11%) replied on radio 40(29%) replied on billboard 10(7 %) through magazines and others and the majority 75(53%) the respondents replied through television tis shows the majority of the respondents watch the advertising of company through Television

Table 9:- respondent's' opinion in media preference

No	Item	No of respondents	Percentage
8	In your opinion which media is appropriate to advertise mohas products		
	Radio	15	11%
	Television	75	53%
	Billboard	40	29%
	Magazines and others	10	7%
	TOTAL	140	100

As we could see from table 9 item of the respondents responded 15(11%) that the company use radio to make advertisement75(53%) respondents replied television, 40(29%)respondent's replied billboard and 10(7%) respondents replied magazine and others. This indicates also the majority of the respondents are preferredthe television advertisement

Table 10:-respondents response influence of advertisement on purchasing decisions

No	Item	No of Respondents	Percentage
9	How does the company advertisement influence customers purchasing decisions		
	Very high	-	-
	high	65	46%
	Medium	-	-
	Low	56	40%
	Very low	19	14%
	TOTAL	140	100

Table 10 shows the influence toward the company products respondent response 65(46%) high 56 (40%)replied low and 19 (14%) replied that very low there is no response very high and medium this implies the advertisements of the company to wards customers purchasing decisions the majority of the respondents response are very high

Table 11:- the respondent's response on how many of the customers knows the products of moha ?

No	Item	No of respondents	Percentage
10	Do you know all types of products		
	Yes	50	36%
	No	90	64%
	TOTAL	140	100

Table 11 shows respondents response 50(36%) of respondents replied that they know all company's product and 90(64%) replied that they don't know all company's products. according to this table most of the company's customers doesn't know all types of products so the company should have to advertise the entire products equally

Table 12:-Respondent's response which products do you purchase frequently

No	Item	No of Respondents	Percentage
11	Which moha's products that customers purchase frequently		
	Pepsi cola	52	37%
	Mirinda	70	50%
	7up	10	7%
	Mirinda tonic	5	3.5%
	Mirinda apple	-	
	Cool water	3	2.5%
	TOTAL	140	100

Table 12 shows that the respondents replied 52(37%) Pepsi cola 70 (50%), Miranda 10(7%) 7up 5(3.5%), Miranda tonic 0 (0%) mirinda apple and 3(2.5%) cool water this table indicates the majority of the respondents are purchase mirinda and Pepsi cola and also no one respondents doesn't purchase mirinda apple

Table 13 respondent's response on the attractiveness of the company advertisements?

No	Item	No of Respondents	Percentage
12	The attractiveness of the company advertisement when you compare with others similar company		
	More attractive	30	21%
	Similar attract of others	40	29%
	Less attractive	70	50%
	Total	140	100%

As can be seen from table 13 respondents response that the attractiveness of the company compare with others similar company's .the respondent's response 30(21)%more attractive, 40(29)% of the respondent's response similar to others and 70(25%)responded that less

attractive. Regarding to this table majority of the respondents response is the company's advertisements are less attractive when comparing with others similar company

Table 14 respondent's response about giving equal attention to its products

NO	Item	No of respondents	percent age
13	Do you think the company advertises all its products equally?		
	Yes	40	14%
	No	100	86%
	Total	140	100%

As shown table 14 the respondents replied that the company advertise its entire product equally 40(14%) YES and the majority respondents 100(86%) replied NO. According to this table the 86% respondents replied the company doesn't advertise its products equally so the company should give equal attention when advertising the entire products.

Table 15 respondent's perception about the equal advertisements of the company

No	Item	No of Respondents	Percentage
14	If your answer is NO for question 13 what is the reason in your perception		
	All products are well known by customers	23	23%
	The rest haven't demanded by customers	15	15%
	The company advertising system is weak	50	50%
	I don't know the reason	12	12%
	TOTAL	100	100

According table 15 that the respondents replied the reason in their own perception is 23 (23%) of respondent's all products are well known by customer 15 (15)% the rest products haven't

demanding by customers, the majority 50(50%) response is the advertisement of the company is weak and the rest 12(12%) don't know the reason. According to this table the company advertising system is weak so the company should have to design the best appropriate advertising strategy to create awareness to customers.

Table 16 respondent's response the company advertisements persuasion of consumers

NO	Item	No of respondents	percent age
15	Do you think the company advertisements are enough to pursued consumers?		
	Yes	40	14%
	No	100	86%
	Total	140	100%

As we shown from table 16 respondents replied that 100(86%) respondents responded the advertisements is not enough to pursued consumers and the rest 40(14%) are enough to pursued consumers. According to this table the majority of respondents replied the advertising of the company doesn't persuade so the company should work effectively on advertising program

Table 17 how do you evaluate the message clarity of moha soft drink industry advertisement?`

No	Item	No of Respondents	Percentage
16	How do you evaluate the message clarity of moha soft drink industry advertisement?	NO	%
	Very High	23	17%
	High	40	28%
	low	17	12%
	Medium	60	46%
	Very Low	-	-
	Total	140	100

As we shown from table 17 respondents response the message clarity of Moha soft drinks industry advertisement 23(17%) replied very high 40(28%) high 17(12%) low 60(46%) the majority of respondents replied medium and 0(0%) are very low according to these table the majority of the respondents replied that the message clarity of the company is medium

Table 18 respondent's response the time of the company's advertising?

No	Item	No of Respondents	Percentage
17	Could you remember the time of the company's advertising		
	After news and during news	24	18%
	During holiday	48	34%
	With entertainment program	51	36%
	With educational program	11	8%
	Others	6	4%
	Total	140	100

According to table to 18 the time that the company advertises the products that the respondents replied 24(18%) after news and during news 48(34%) during holiday 51(36%) with entertainment program ,11(8%) with educational program and 6(4%) others . according to these table the respondents response the time of the company advertisement is the majority replied that during holidays

Finally regarding open ended questions, the give suggestions are summarized under here

- ❖ Regarding the customers opinion about which media shall the company use to make advertising effective the majority of the respondents said television and the reason behind is, it can draws the attention of the consumers and more attracted to its products due to visual stimulations and it's also easy way to rich target customers
- ❖ Regarding to the response about the companies doesn't have enough advertisement consumers recommended much of the advertisement focus on pepsi,mirinda and 7up and the advertisement should be more of about the society Ethiopians realistic situation and need to remind the existed products
- ❖ Majority of the customers responded that they know all products of the company but as they mention on the given space they don't know the company's all products they only mention some of the company product

3.3 Data gathered through an interview with the manager of advertising

The interview has been made with the manager of advertising department of Moha Soft Drink industry and the manager has responded some of the questions

The first question was which media does Moha soft drink industry used to promotes its products the manager answered most of the time Moha uses television advertising

The second question was in which time does Moha soft drinks industry advertises highly? The manager replied that the company highly advertises when moha adds new products and when competitors are advertising more. Other than this the company don't advertise much

The third Does your company advertise it all products equally? The manager replied that the company doesn't make a difference when advertising the products because most of our customers are knows the entire moha's product

The forth question was what is the main objective of the company's advertisement? The manager said that our objectives is to create awareness creation about our products and increasing our sales volume with comparing our competitors

The fifth question was does the company advertisement enough to pursued to consumers ?The manager replied yes it is enough now a days we are working highly in advertisements by using different methods to build a good image and to get high market share

CHAPTER FOUR

4 Summary Conclusion and Recommendation

4.1 summary Of Major Findings

This chapter mainly deals with summary conclusion and recommendation it is the final chapter of the research.

The findings are summarized and recommendations are given below

- Out of 140 customer respondents were 75(54%) majority of respondents were female and the rest of respondents 65(46%) are male
- In the case of their age, the majority of respondents were those whose age ranged between 18-24 they are about 75(53%)
- In the case of the educational background the customer respondents were holds on a 1st degree which are about 50(34%) holds the majority
- Those customer's respondents with regard the type of advertisement the company use most of the respondents watched the company's advertisement thorough television which is 75(53%)
- Those customers' respondents with regard listening advertisement of mirinda tonic the majority replied 100(72%) NO
- Those customers respondents with regard listening advertisement of mirinda appeal the majority replied 86% NO
- Those customers respondents with regard listening advertisement of cool water the majority replied 79% NO
- According company's products frequently purchased majority70 (50%) replied Mirinda 52(37%) Pepsi cola and 10(7%)7up none of the respondents replied mirinda tonic and mirinda apple
- With regarding how the company's advertisement influences customers towards the company's product most of respondents replied medium 60(46%)
- In relation to which media shall the company use to make advertisement effective most of respondents respond on television 75(53%)

- With regarding the company advertisement enough to pursued consumers to use the company's products respondents response 40(14%)YES 100(86%) NO
- On regarding of the awareness of the company all products most of the respondents response 90(64%) NO

4.2 conclusions

- The study findings revealed that only mirinda , Pepsi and 7 up are known by the majority
- The study concluded that the company doesn't give equal attention to its all products
- The study concluded that the company used more television advertisement rather than other media like billboard ,radio , magazines and others.
- The study concluded that respondents never hear or watch through television or other media regarding mirinda tonic mirinda apple and cool water
- The study revealed that respondents doesn't buy mirinda tonic mirinda apple and cool water
- Based on the findings respondents don't know that cool water is moha's product
- The study concluded that respondent replied the company advertisement is less attractive

4.3 Recommendations

The study examine the effectiveness of advertising in moha soft drink industry and tried to identify some of the problems areas based on the above conclusion the following recommendation are suggested

- The company have to advertise all its products equally not two or three of company's products
- The company should give much concern when advertising its products specially to mirinda tonic, mirinda appeal and cool water
- The company should have to use television and other promotion media to inform and to create awareness to its target market t
- Finally the company not only focus on Pepsi ,mirinda and 7up but concentrate on mirinda apple ,mirinda tonic and cool water should have to stands as Moha Soft Drink Industry SC

- The attractiveness of the advertisement should be improved in accordance with the customers interest this should be additional and relatively detailed information about the company's product

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3 Have you listen or seen advertisement of mirinda apple

A Yes

B No

4 Have you listen or seen advertisement of mirinda tonic

A Yes

B No

5 Do you know cool water is moha's product?

A Yes

B No

6 Have you listen or seen advertisement of cool water

A Yes

B No

7 In Which advertising media did you listen or seen more do you notice the advertisement frequently?

A Radio

B Newspaper

C Billboard

D Television

E Magazine and others

8 In your opinion which media is appropriate to advertise moha's product

A. Radio

B. Television

C. Newspaper

D. Billboard

E. Magazine and others

9 How the company's advertisement influences you to wards the company products?

A. Very high

B. High

C. Medium

- D. Low
- E. Very low

10 Do you know all types of moha products?

- A. Yes
- B. No

11 Which moha's products that customers purchase frequently?

- A. Pepsi
- B. Mirinda
- A. 7up
- B. Mirinda tonic
- C. mirinda apple
- D. Cool water

12 How is attractiveness of the company advertisements when you compare with others similar company that produce products?

- A. More attractive
- B. Similar attract of others
- C. Less attractive

13 Do you think the company advertises all its products equally?

- A. Yes
- B. No

14 If your answer is NO for question 14 what is the reason behindin your perception?

- A. all products are not well known by customers
- B. the rest hasnot a demanded by customers
- C. thecompany advertising system is weak
- D .I don't know the reason

15 Do you think the company advertisements are enough to pursued consumers?

- A. Yes
- B. No

16 Do you evaluate the message clarity of moha soft drink industry advertisement?

- A. Very high
- B. high
- C. medium

- D. low
- E. very low

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16 Could you remember the time of the company's advertising ?

- A. After news passed
- B. During holiday
- C. With entertainment program
- D. With educational program
- E. Others

የቅድስተማርያምዩኒቨርሲቲየማርኬቲንግማኔጅመንት/ክፍል

የመጠየቁአላማ

ይህመጠየቅየተዘጋጀውበቅድስተማርያምዩኒቨርሲቲለመጀመሪያዲግሪየማሟያጥናትለማዘጋጀትነው።የመጠየቁምአላማሞሃየ ለስላሳመጠጥኢንዱስትሪየተለያዩምርቶችንእንደሚሸጥይታወቃልበዚህመሰረትድርጅቱየሚሸጣቸውንምርቶችየማስተዋወቅየተ ለያዩዘዴዎችስለሚጠቀምበማስተዋወቅዙሪያለሚታዩትግሮችእናለችግሮቹምየመፍትሄሀሳብለማቅረብየሚረዳጥናትለማካሄድ ናመረጃለማሰባሰብበምርቱተጠቃሚዎችእንዲሞላየተዘጋጀመጠየቅነው።

ማሳሰቢያ፤

ስምዎትንአይጻፉ

የእያንዳንዱጥያቁአማራጭየተሰጠውስለሆነትክክለኛመልስባጠገቡባለውክፍትቦታላይየ ምልክትበማድረግያመልክቱ።

1. ጾታ

ሀ. ወንድሉ ሴት

2. እድሜ

ሀ. 18-31ለ. 32-46

ሐ. 47-51መ.ከ52 በላይ

3. የት/ደረጃ

ሀ. ከ 1-12 ለ.ሠርተፊኬት

ሐ. ዲፕሎማማመ.የመጀመሪያዲግሪ

ሠ. ማስተርስናከዚያበላይ

4 .የስራአይነት

ሀ. የቢሮሃላፊነትሉ ነጋዴ

ሐ. የመስከባለሙያመ. ሌላካለይጥቀሱ

1 የሞሃለስላሳመጠጥካብሪካደንበኛለመሆንምክንዩቱምነነበር?

ሀ. በሀገራችንየሚገኝለስላሳመጠጥፋብሪካበመሆኑ

ለ. በድርጅቱየሸያጭሰራተኞች

ሐ. በስዎችገፋፊነት

መ. በማስታወቂያበማንበብ

2 ድርጅቱበየትኛውየማስታወቂያመንገድቢጠቀምውጤታማይሆናልብለውያምናሉ?

ሀ. በሬዲዮሊ. በጋዜጣ

ሐ. በቢልቦርድመ. በቴሌቪዥን

3 የድርጅቱንምርቶችን በሙሉ ያውቋቸዋል?

ሀ. አዎ

ለ. አላውቅም

8. ድርጅቱ ሙሉ በሙሉ ምርቶቹን ያስተዋውቃል ብለው ያምናሉ?

ሀ. አምናለሁ

ለ. አላምንም

9 ለጥያቄተራቁጥር 8 ምላሽ ለላምንም ከሆነ ምክንያቱምን ይመስለዎታል?

ሀ. ምርቶቹን በሙሉ ደንበኞቹ ስለሚያውቋቸው

ለ. የተወሰኑት ምርቶች በደንበኞች ባለመፈለጋቸው

ሐ. የድርጅቱ የማስተዋወቅ ዘዴ ደካማ ስለሆነ

መ. ምክንያቱን አላውቀውም

10. ድርጅቱ የሚያመርታቸው ምርቶች ተጠቃሚ እንዲሆኑ ማስታወቂያዎቹ ያላቸው ተጽዕኖ ምን ያህል ነው?

ሀ. በጣም ከፍተኛ ለ. ከፍተኛ

ሐ. መካከለኛ መ. በጣም ዝቅተኛ

ሠ. ዝቅተኛ

11 ድርጅቱ ከሚያመርታቸው ምርቶች የትኞቹን በበለጠ ይጠቀማሉ?

ሀ. ፔፕሲ. ሚሪንዳ

ሐ. ሚሪንዳ ቶኒክመ. ሚሪንዳ አፕል

ሠ. ስፕሪት. ኩልውሃ

12 ድርጅቱ ምርቱን ሲያስተዋውቅ ከሌሎች ማስታወቂያ ጋር ሲነጻጸር ምን ያህል መስላል?

ሀ. በጣም ይስባል ለ. ከሌሎች ጋር አንድ ነው

ሐ. ብዙም አይስብም መ. አሰልቼ ነው

13 ከዚህ በታች ከተዘረዘሩት የማስታወቂያ መንገድ ጅርጅቱ በአብዛኛው ምርቱን የሚያስተዋውቀው በየትኛው ነው?

ሀ. በቴሌቪዥን ላይ በጋዜጣ

ሐ. በሬዲዮ ላይ በሌሎች

14 የጅርጅቱ የማስታወቂያ ስራዎች ስምተው ያውቃሉ?

ሀ. አዎ

ለ. አላውቅም

15 በተራ ቁጥር 14 ላይ በተሰጠው ጥያቄ መልስዎ “አዎ” ከሆነ በአብዛኛው የትማስታወቂያ ላይ

ስምተው ያውቃሉ?

ሀ. በቴሌቪዥን ላይ በሬዲዮ

ሐ. በፊልም ላይ በጋዜጣ ላይ

ሠ. በሌሎች

16 ድርጅቱ የሚያመርታቸው ምርቶች ተጠቃሚ እንዲሆኑ ማስታወቂያዎቹ የላቸው ተጽእኖ?

ምን ያህል ነው?

ሀ. በጣም ከፍተኛ ለ መካከለኛ

ሐ. በጣም ዝቅተኛ መ ከፍተኛ

ሠ. ዝቅተኛ

11 የድርጅቱ የማስታወቂያ የሚተላለፍበት ሰዓት ያስታውሱታል?

ሀ. ከዜና በኋላ

ለ. ከትምህርታዊ ዝግጅት በኋላ

ሐ. ለበአላት ዝግጅት ወቅት

መ. ከመዝናኛ ዝግጅት በኋላ

12 የሞሐ የማስታወቂያ መልዕክት ጥሪት ከሌሎች ተወዳዳሪዎች ድርጅቶች አንጻር እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ ለ መካከለኛ

ሐ. ከፍተኛ መ ዝቅተኛ

ሠ. በጣም ዝቅተኛ

St, Mary's university faculty of business

Department of marketing management

This Interview for company's manager of Moha soft drinks industry SC in advertising department. The objective of this Interview is to gather primary data about the advertising practice and problem of Moha soft drinks industry SC that is going to be used for preparing senior essay. The data will be used only for academic purpose.

1. Which Media does Moha soft Drinks industry used to promote its products?
2. At what time does moha soft Drinks industry advertises highly?
3. Does your company advertise its all products equally?
4. What is your objective of company advertisement?
5. How often does your company advertise?

Declaration

The under designed, declare that this senior essay is my original work, prepared under the guideline of W/tMeaza G/medhin. All sources of materials used for the manuscript have been acknowledged.

Name; Fur tuna G/hiwot

Signature; _____

Place of submission st, Mary's university

Date of submission June 13, 2014

This senior essay has been submitted to for examination with my approval as a university advisor.

Name _____

Signature _____

Date _____

