ST. MARY'S UNIVERSITY

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PRACTICE OF ADVERTISING STRATEGY AND ITS EFFECTIVENESS: IN THE CASE OF ETHIO-TELECOM

BY:

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DECEMBER, 2018

ADDIS ABABA, ETHIOPIA

PRACTICE OF ADVERTISING STRATEGY AND ITS EFFECTIVENESS: IN THE CASE OF ETHIO-TELECOM

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DECLARATION

I, the undersigned, declare that a thesis entitled '*The Practice of Advertising Strategy and its Effectiveness: the case of Ethio-telecom*' is my new and original work prepared under the advisor or direction of Dr. Asfaw Yilma, submitted for MA Degree in Marketing Management. It has not been offered to any other University for award of a degree, diploma or certificate.

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Name Signature

ENDORSEMENT

This is to clarify that Ahmed Mohammed carried out his thesis on *"The Practice of Advertising Strategy and Its Effectiveness: The Case of Ethio-Telecom"* and submitted in partial fulfillment of the requirements for the award of the degree of Masters of Art in Marketing Management at St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Signature**:** _____ Date: _____

Dr. Asfaw Yilma -Advisor

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Acronyms and Abbreviations

AIDA - Attention, Interest, Desire, Action

DAGMAR - Developing Advertising Goals for Measuring Advertising Results

ET'S - Ethio-telecom

ADS - Advertisement

PSA - Public Service Announcement

SEM - Structural Equation Modeling

EFADV- Effective Advertisement

Abstract

Advertising is a tool of marketing for communicating ideas and information about goods and services to an identified group with the intention to draw attention of people and increase the amount of sales for these goods and services. These intentions are all aimed at higher purpose of enhancing the buyer's response to the organization and its offerings so as to achieve profitable sales in the long run. Also understanding advertisement effectiveness in context of new technology and development of various emerging media choices is essential as it would contribute significantly to the productivity of advertisers in terms of effective allocation of their marketing budgets. The main objective of this research is to explain the effectiveness of advertising using the AIDA model in the case of Ethio-Telecom in Addis Ababa Ethiopia. The study employed descriptive and explanatory research design with quantitative method in the form of a questionnaire with closed-ended questions. Considering the population size is unlimited, sample size was determined using the formula of infinite sample size and 384 individuals were estimated. The researcher applied confirmatory factor analysis and structural equation modeling using the SPSS and Stata software to analyze descriptive and inferential statistics. The results of hypotheses test dimension indicate that AIDA model have positive and significant relationship with advertising effectiveness in Ethio-Telecom and conclude that consumption behavior of ET customers is formed from having awareness about ET service from the advertisement, using the advertising as a source of information as possible and stimulate their interest and desire as well. Meanwhile, the buying or action behavior stimulates by desire for the time being had indirect effect on the effectiveness of advertising. Suggestions have been made to make ET ads more effective.

Key Words: Advertising Effectiveness, AIDA, Ethio-Telecom.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Today's business scenario is characterized by high competition, dynamism and operational complexities. Competition has forced corporate to change and upgrade continuously due to rising customer expectations. Markets are cluttered worldwide and delivering finest to the consumers is at the top priority for each of the business unit whether large or small. In such an aggressive business situation, advertising plays an important role in communicating with customers, both current and potential (Maheshwari, et. al., 2014).

Advertising is a tool of marketing for communicating ideas and information about goods and services to an identified group, which employs paid space or time in the media or uses another communication vehicle to carry its message. It openly identifies the advertiser and his relationship to the sales effort (Wanoff, 1997). Specifically, in the field of business and marketing, advertising is a propitious promotion of goods or services to the public, with the intention to draw attention of people and increase the amount of sales for these goods and services (Petley, 2003). These intentions are all aimed at higher purpose of enhancing the buyer's response to the organization and its offerings so as to achieve profitable sales in the long run. Also understanding advertisement effectiveness in context of new technology and development of various emerging media choices is essential as it would contribute significantly to the productivity of advertisers in terms of effective allocation of their marketing budgets (Maheshwari, et. al., 2014).

There are various forms of advertising like informative advertising, persuasive advertising, comparison advertising, and reminder advertising which differ in their goal and objectives, for instance Informative advertising is used to inform consumers about a new product, service or future or build primary demand. It describes available products and services, corrects false impressions and builds the image of the company, (Kotler, 2003). Advertising can be done through print media which includes newspapers, magazines, brochures, audio media (for example radio), and visual media which includes billboards, and television (Kotler and Armstrong, 2010).

When there is adequate awareness through advertising, high patronage will be achieved which will result to an increase in sales volume, productivity and profit level of organizations (Sajuyigbe, Amusat and Oloyede, 2013). Sales volume is the core interest of every organization and is based on sales and profit. When volume goes up profits rises and management in organizations is made easier. However, poor product communication to the final consumers could give competitors an edge in terms of loyalty to brands; sales volume and high market share (Sujuyigbe et al. 2013). According to Akanbi and Adeyeye (2011), advertising campaign cannot be solely responsible for recorded increase in its sales after campaign. However, Morden (1991) insists that advertising gives the knowledge about the product and creates the idea in minds of prospective consumers about it.

Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. The effects of advertising are varied and not always translatable into quantitative terms; advertising causes long-term effects, not always, therefore, the results occur in the same period in which are the costs. Measuring the effects of advertising is very important, given the amount of investments needed for advertising (Corvi & Bonera, 2010). In literature and practice the evaluation of advertising effectiveness has used two basic models: The dichotomous model is applied mainly in product and brand advertising, tending to isolate and evaluate separately the sales effect and communication effect while the three-dimensional models (i.e. AIDA model and model Dagmar) are preferred. These models are used both in planning advertising campaigns and evaluating their effectiveness towards their intended goals.

Related studies include Potluri R, Paper titled as Assessment of effectiveness of marketing communication mix elements in Ethiopian service sector. Using the sample survey study, the paper tried to access advertising and personal selling of Ethiopian service sector. The study indicated that both these elements are moderately effective in providing information, creating awareness, and changing attitude where as ineffective in building company image and enforcing brand loyalty.

Ethio-telecom, being the company that is the sole provider of telecom services in Ethiopia, has taken the lion share in using advertisements to inform customers of new products, price discounts and new product features to exploit the large untapped market potential of the telecom market in Ethiopia. The company till recently has relied on electronic advertisements and

sponsorship events to promote itself. Since a couple of years and afterwards the company have been engaged in using different advertising medias to reach its customers. The advertising if not perfect could have some enhancing impact on product usage as they elicit some effort on the part of the customers to know more about the company and its offerings. The company has established separate section known as promotion under marketing division that decide the amount and content of advertising based on the company's guidelines and need assessment. One of the important issues in the realm of advertising is evaluated of advertising effectiveness. The Advertising is change in attitude, knowledge and behavior and informs the audience, encourage, strengthen relations and promote exchanges are of the various tasks of advertising. And assess the effects of advertising in each of these cases for organizations that are essential for sustaining life and development as advertising is a necessity. In this research, advertising effectiveness is assessed based on AIDA model with specific reference to Ethio-Telecom in Addis Ababa.

1.2. Statement of the Problem

In the past marketing was aimed at customer perspectives which in turn concentrated on marketing-sales association. In recent times, however, the practitioners have started showing keen interest in the financial impact of marketing actions, for instance (Joshi & Hanssens, 2010) argued that advertisement is directed at increasing the sales of business, which would further lead to an increase in profits.

However, many empirical studies on whether or not advertisement strategies are able to achieve these goals have been inconclusive. Joshi & Hanssens (2010), Agyapong et al. (2011) Banerjee et al. (2012) provide evidence of the impact of advertisement expenditure on performance revenue. On the other hand, Doyle (2000), Andras & Srinivasan (2003), Sharma and Sharma (2009) find only a minor or no relationship between advertisement and performance. Mixed results with regard to the contribution of advertisement expenditure in firm's performance as shown in the above empirical studies focusing on numerous countries and numerous industries lead managers to no clear-cut suggestion as to how much they should spend on advertisement (Mahindra, 2014). Hence, there is a real need to explore country-specific and industry-specific studies about the influence of advertisement expenditure in firm's performance.

According to (Barry and Harward, 1990) AIDA model is used in planning advertising and evaluating their effectiveness. AIDA model was introduced by Elmo Lewis in (1898) and

includes four stages: Stage one: to attract attention (and awareness) to mean that before you sell something you need to attract his attention. For the attention of people, there are many ways. As for big title, controversial or shocking content can be ways to attract visits to our promotional message. Second step: generate interest in the client: This means that demonstrating product features and benefits, people get interested in their product. Music and promoted language should be fit as well with experience and attitudes of customers. In addition to promoting the client's target language, to speak, Layout and convergent of the customer must also be correct and acceptable. Third step: to create enthusiasm in the people that is very important Advertiser must know how to target customers think the advertising message must be able to convince customers that the intention is to introduce and supply of goods, Customer needs will be fulfilled. Step Four: The last step is to end the purchase or sale at this stage of the customer you want to know about buying, and to take its final decision to end the process. The advertiser must be able to give them reassurance that the decision was correct and also that people should be able use words to provide advertising content words when talking with others about the product (Bendixen, 1993).

Ethio-telecom, the only sole provider of telecom services in Ethiopia, frequently use advertisements to inform customers of new products, price discounts and new product features to exploit the large untapped market potential of the telecom market in Ethiopia. The company advertising has been increasing dramatically both by volume and contents. Even though the company has guidelines for advertising and promotion activities, it has no mechanism to measure the effectiveness of these advertisings. Besides, there is evidence of studies on relationship between advertisement, sales and profits, but majority of these studies focus on developed countries (Burnett, 2008). Similarly, the researcher couldn't find the study that tried to measure the effectiveness of advertising to the intended goal and this is a gap this research wants to fill. Hence, following the above there is a solid or hard need to conduct research studies about effectiveness of advertisement strategies in developing and emerging country.

Effects of advertising and its relationship with organizational goals can be changed in the advertising budget, the shape and content of messages and communication channels, and even the type of media and advertising to provide the conditions past to be more effective advertising.

So based on the AIDA model this study examines advertising effectiveness with a specific reference to Ethio telecom in Addis Ababa.

1.3. Research Questions

In order to meet the above objectives this study was guided by the following specific research questions:

1. Does Ethio telecom's advertising practice effective in crating attention/awareness in the clients?
2. Does Ethio telecom's advertising practice effective in generate interest in the client?
3. Does Ethio telecom's advertising practice effective in stirring up a desire to buy a product or service?
4. To what extent Ethio telecom's advertising practice influence its customers buying action?

1.4. Objective of the Study

1.4.1. General Objective OF the Study

The general objective of this study is just to measure the effectiveness of advertising strategy practice of Ethio-telecom.

1.4.2. Specific Objective of the Study

This research is designed:

1. To examine ET's advertising strategies effectiveness in attracting awareness for clients.
2. To examine ET's advertising strategies effectiveness in creating interest for customers about the products and services.
3. To examine ET's advertising strategies effectiveness in creating desire about products and services for clients.
4. To examine ET's advertising strategies effectiveness in creating action about services and products for its customers.

1.5. Research Hypotheses

According to the literature and theoretical study made the following hypothesis, which include:

H1: The Effectiveness of advertising has significant relationship with the attention.

H2: The Effectiveness of advertising has significant relationship with the interest.

H3: The Effectiveness of advertising has significant relationship with the desire.

H4: The Effectiveness of advertising has significant relationship with the action.

1.6. Scope and Limitation of the Study

The scope of this study was limited to examine the advertising strategies practiced and its effectiveness on the practice of Ethio-telecom in Addis Ababa. The study was used AIDA model as conceptual model to analysis and interprets the findings. Aida model of scientific models to evaluate the most effective advertising is used. This model was introduced by Elmo Lewis in 1898. This model for planning advertising messages, in a manner that suggests four general purposes is to attract attention, create interest, and stimulate desire and pushing people to buy (Birch, 2010). In terms of methodology the study was used descriptive and explanatory research design.

1.7. Significance of the Study

The final goal of any business establishment is to remain in business profitably through production and sale of products or services. One of the core activities in a business company is having a well-developed advertising strategy. The success or failure of a company is highly affected by advertising strategies and effectiveness. Therefore, the study was intended to help the case company management to redirect their attention to this highly essential function. This study was expected to worth to look the company's problem related to advertising strategy implementation. The study also contributing towards the advancement of theoretical and empirical knowledge in the area. Also it was serves as a useful document for further reference for future studies.

1.8. Organization of the Study

This thesis was organized into five chapters. The first chapter contained the background information of the study, the statement of the problem, objective of the study, research questions, hypotheses, scope and limitations of the study, significance of the study and organization of the

study. The second chapter was consisting of the review of relevant literature with specific emphasis to theoretical, methodological, empirical, and conceptual framework aspects. The third chapter focused on research methodology and design. The fourth chapter deals with data analysis and presentation of the descriptive and regression results. Finally, the fifth chapter focused on the summery of the major findings, conclusion and forwarded recommendations.

1.9. Definitions of Basic Terms

The researcher used the following conceptual definitions throughout this study.

- Advertising**:** is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor.
- Advertising Strategy**:** it involves four major activities: the media strategy, which is the selection of media categories and specific vehicles to deliver the advertising message, the objective setting, budgeting and the message to communicate to its clients or consumers.
- Message strategy**:** is the essence of the power and distinctiveness of advertising as a promotional tool.
- Message Execution**:** The impact of the message depends not only on what is said, but also on how it is said.
- Effectiveness of Advertising**:** is one of the most challenging tasks facing marketers. It measures based on sales effect and communication effects.

CHAPTER TWO
LITERATURE REVIEW

2.1. Theoretical Reviews

2.1.1. Term Definitions and Concepts

Advertising is a paid and non-personal form of presentation and promotion of ideas, goods or services by an identified sponsor. There is also an identified Media and message behind every advertisement. The advertiser tries to spread his message and ideas to the prospective customers and diffuse information into them. By this method, he tries to popularize the products/services which are the basic aim of the activity (Khan, 2006).

Advertising is one component of promotional or marketing communications mix. Advertising is a key component of promotion and is usually one of the most visible elements of an integrated marketing communications program. Advertising is paid, non-personal communication transmitted through media such as television, radio, magazines, newspapers, direct mail, outdoor displays, the Internet, and mobile devices. Advertising promotes all types of products, including goods, services, ideas, issues, people, and anything else that marketers want to communicate to potential customers (Ferrell and Hartline, 2011).

Advertising is one of the elements of the promotional mix which is considered prominent in the overall marketing mix. This attribute is as a result of its visibility and pervasiveness in all the other marketing communication elements (Okyere, Agypong & Nyarku, 2011). Advertising is a major social event results in key changes in values, beliefs, behavior and buying patterns of the people as it influences the lifestyles of people (Polly & Mittal, 1993).

According to Petrovici and Marinov (2007), said that core reasons for the change in the lifestyle and buying patterns of a person are the economic transformation and certain market opportunities.

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Although it is a powerful means of creating strong, favorable, and unique brand associations and eliciting positive judgments and feelings, advertising is

controversial because its specific effects are often difficult to quantify and predict. Nevertheless, a number of studies using very different approaches have shown the potential power of advertising on brand sales (Keller, 2013).

Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), who's advertising space or time is donated by the media. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, 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 advertiser 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 (Michael, and George, 2003).

Advertising can be a cost-effective way to disseminate messages, whether to build a brand preference or to educate people. Even in today's challenging media environment, good ads can pay off. In developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as "the five MS": Mission: What are our advertising objectives? Money: How much can we spend and how do we allocate our spending across media types? Message: What message should we send? Media: What media should we use? Measurement: How should we evaluate the results (Kotler and Keller, 2012)?

Tellis, (2004) gives a very logical explanation behind why firms advertise. Primarily firms advertise to persuade customers about the merits of their products or services, whenever supply exceeds demand, knowledge about the product is low, confidence in the supplier or product is low or when demand exceeds supply. He further explains why some advertising schemes may sometimes prove ineffective. He classifies customers into four distinct states of attentiveness to ads- search, active processing, passive processing and avoidance. Usually most customers are in

the state of avoidance. Customers‟ lack of interest and active state of avoidance are usually the contributive factors to why most advertising tends to be ineffective. Advertising has proven in some ways to be ineffective, the perception the lay public have or professionals hope for is an undisputable fact, there are various reasons why advertising may prove ineffective –the lack of field tests and tracking, conflicts with ad agency, competitive pressure, incentive system, budgeting system and pricing system.

Advertising strategy involves four major activities: the media strategy, which is the selection of media categories and specific vehicles to deliver the advertising message, the objective setting, budgeting and the message to communicate to its clients or consumers. The strategy implementation emphasizes on decisions concerning the choice of media over other media, and the times used to air the commercial finally assessing the effectiveness of the advertising strategy implemented will involve evaluating the results and determining whether the objectives have been accomplished (Shimp and Lindgren, 1996).

2.1.2. Nature and Functions of Advertising

There are many forms of advertising make it hard to generalize about its unique qualities. However, several qualities can be noted:

- Advertising can reach masses of geographically dispersed buyers at a low cost per exposure.
- Because of advertising's public nature, consumers tend to view advertised Products as standard and legitimate - buyers know that purchasing the product will be understood and accepted publicly.
- Advertising enables the seller to repeat a message many times, and it lets the buyer receive and compare the messages of various competitors.
- Large-scale advertising by a seller says something positive about the seller's size, popularity and success.
- Advertising is also very expensive, allowing the company to dramatize its products through the artful use of print, sound and color.

- On the one hand, advertising can be used to build up a long-term image for a product (such as Coca-Cola ads). On the other hand, advertising can trigger quick sales (as when a department store advertises a weekend sale).
- Advertising can reach masses of geographically spread-out buyers at a low cost per exposure.
- Reaches large, geographically dispersed audiences, often with high frequency. No feedback from audience. Consumers perceive advertised goods as more legitimate.
- Builds brand image; may stimulate short-term sales. Impersonal; one-way communication, dramatizes company/brand.

Advertising is an important element of Promotion Mix and it is a process which gives information to the masses about products/services. It is a paid publicity sponsored by the advertiser. It is a persuasion which is controlled and influences the target audience. Its nature includes:

(I). Element of marketing Mix: It is also an important element of marketing mix which includes the 4 P's Price, Product, Promotion and Physical distribution. A proper Promotion Mix is necessary for the advertisement to be effective.

(II). Promotion Mix: the element of promotional mix includes Advertising, Direct marketing, Sales Promotion, Personal Selling and Publicity (Khan, 2006).

Advertising Functions: No product can be sold without some form of advertising.

- ✓ Advertising is relatively more important in consumer markets because there are a larger number of buyers, purchases tend to be routine, and emotions play a more important role in the purchase-decision process.
- ✓ Advertising can build product awareness and knowledge.
- ✓ Develop sales leads and reassure buyers.
- ✓ Builds image for the organization.
- ✓ Promotes marketing system.
- ✓ Generate awareness about offerings.
- ✓ Induce trial of a new product & service.
- ✓ Motivate & impress trade channels.

- ✓ Change perception & create reassurance.
- ✓ Acquire enhanced volumes of sales of products and services.
- ✓ Advertising creates demand.
- ✓ Brings awareness in the messages.
- ✓ Motivate & impress trade channels.
- ✓ Makes customer aware of the price and attributes of the product leading to greater sales.
- ✓ Consumer demand can be assessed by marketing researchers and advertising research.
- ✓ It helps in expanding the market and helps the middleman to easily sell the product.
- ✓ It brings customers and sellers together.
- ✓ Advertisement is economical when targeted at the masses (Khan, 2006).

Advertiser is the most important person as he is the customer and spends money on it. He gives employment to a lot of people and supports the advertising agencies. The advertiser also has a great social responsibility to create a sound social and economic system (Khan, 2006).

2.1.3. Scope and Objectives of Advertising

"The scope of Advertising is increasing everyday". Advertising has a very wide scope in marketing and in the social system. The scope of advertising is described on the basis of activities included under advertising and their forms and systems, objectives and functions. These include the:

Message: -These are carriers of advertisement which inspires customers to purchase a product. Message writing or copy writing is an art and a lot of effort and money is put into it. The color, design, structure of the message is given great importance.

Media: -It informs not one person but a group of persons who may be the prospects of purchase. The mass communication media includes radio, television, newspapers, magazine etc. Print media and audio and audio-visual media is extensively used.

Merchandise: - It is the buying and selling of the product-advertisement covers the attributes of the product to be sold. The outstanding qualities of the product should be assessed and exposed with emphasis. New and existing products are advertised to popularize them. A firm is considered as an important source of advertising (Khan, 2006).

A Communication to be classified as advertising, three essential scopes must be met:

1. The communication must be paid for.
2. The communication must be delivered to an audience via mass media.
3. The communication must be attempting persuasion (Semenik, 2009).

The advertising objectives are:

- To increase sale.
- To create awareness and interest.
- Establishing and sustaining the product.
- To help middleman.
- To persuade, to remain and inform the masses.

The advertising activities included are mass communication, carrying message, image building. It also persuades and reminds. The activities should be performed regularly and economically (Khan, 2006).

2.1.4. Types of advertising

According to Ferrell and Hartline, (2011) Advertising promotes all types of products, including goods, services, ideas, issues, people, and anything else that marketers want to communicate to potential customers. Because the total expenditures for advertising may be great, larger firms with greater market shares tend to advertise the most. Whether used in consumer or business markets, there are two basic types of advertising: institutional and product advertising.

I. Institutional Advertising

Institutional advertising promotes a firm's image, ideas, and culture, with the goal of creating or maintaining an overall corporate image. Aimed at various stakeholders, including shareholders, consumer advocacy groups, government regulators, or the public at large, institutional advertising can create a positive view of the organization.

II. Product Advertising

Product advertising promotes the image, features, uses, benefits, and attributes of products. Product advertising comes in many different forms. For example: Pioneer advertising stimulates demand for a product category rather than any one specific brand. The goal is to increase

customer interest and awareness in the product category in order to increase the size of the entire market an outcome that benefits all firms in the market.

2.1.5. The Role of Advertising

Most firms, both large and small, use advertising in some form or the other. Advertisement seldom produces direct sales. It is backed by other promotion mix elements like personal selling and sales promotion. Advertising produces a psychological effect and it can change the mental disposition of the audience, so that they purchase the advertised product. Advertising is basically a form of communication and the basic responsibility of advertising is to deliver the information to the target audience (Khan,2006).

According to Khan, (2006), the Role of advertisement can be understood as follows:

- It stimulates demand. This stimulation is because of the availability of the product, discounts offered if any and the expectation of the fulfillment of latent and aroused needs.
- It supports other promotion mix elements. It does pre-selling and helps the sales promotion and personal selling activities.
- It counters competitive moves. By combining with other promotion elements it acts as a competitive weapon. It differentiates the company's offer from other products and builds a brand personality and image of its own.
- It develops brand preference. When the products deliver the desired quality, service and value it creates a satisfied customer.
- It cuts cost by increasing sales, more units are produced and the cost of production comes down (economies of scale).
- It builds brand images. Images are built in the minds of the consumer. There are positive images and are for different segments. A brand is a promise of a certain level of consistency, quality, service and other benefits like warranty etc.
- Innovation. It encourages innovation and new product development and reduces the risk of the product becoming obsolete.
- It communicates and imparts information to the consumers so that they are well informed and can make a good choice. Advertisement is a very fast and effective method of information and communication. It can reach a great number of audiences in short time.

- It is an instrument of persuasion.
- It has an informative role.
- It provides knowledge about product specification, about product features and product quality and the functions that a product can perform.
- It is an important marketing tool.
- It informs about the price of a product.
- It gives information about the alternatives available to the purchaser.
- It gives information about the new offers and the discounts available to the purchaser.
- It helps in achieving the sales and the communication objectives.

2.1.6. Developing and Managing an Advertising program

In advertising program there are four important decision areas in advertising:

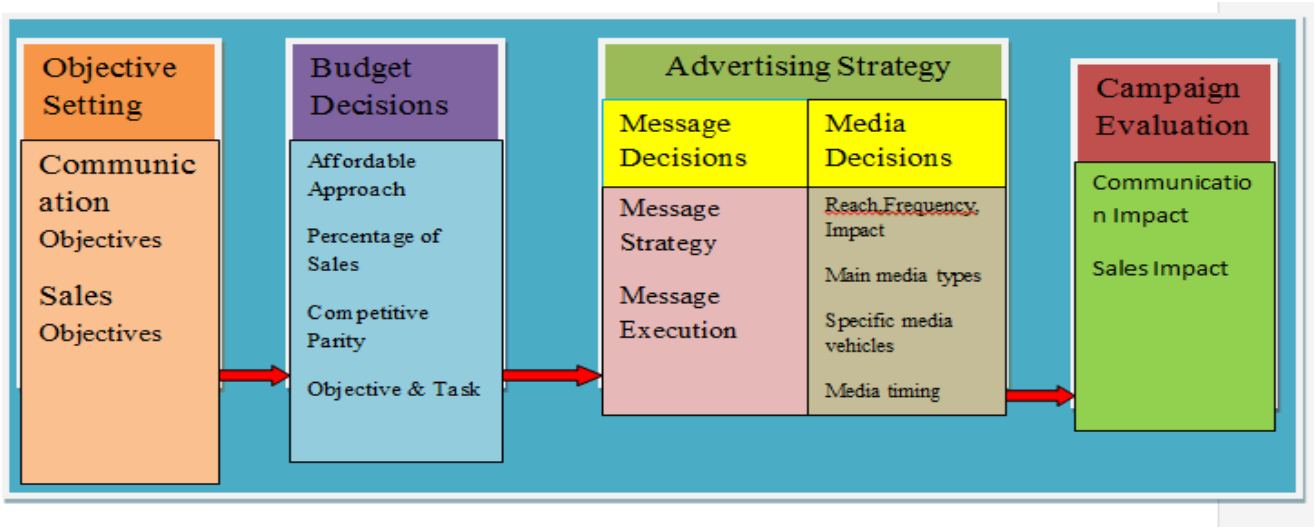

Figure: 2.1: Main Important Decision areas in Advertising Program (Kotler, Armstrong, Wong, Saunders, 1999).

2.1.6.1. Setting the Advertising Objectives

The first step in developing an advertising programme is to set advertising objectives. These objectives should be based on decisions about the target market, positioning and marketing mix, which define the job that advertising must achieve in the total marketing programme. The advertising objectives must flow from prior decisions on target market, brand positioning, and the marketing program. An advertising objective (or goal) is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time.

According to Kotler and Keller, (2012) Advertising objectives can be classified by primary purpose whether the aim is to inform, persuade, remind and reinforcement.

A. Informative Advertising-aims to create or inform consumers about brand awareness and knowledge of new products or new features of existing products or used to build primary demand.

To Inform:

- Telling the market about a new product.
- Suggesting new uses for a product.
- Informing the market of a price change.
- Explaining how the product works.
- Describing available services.
- Correcting false impressions.
- Reducing buyers' fears.
- Building a company image.

B. Persuasive advertising- aims to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit comparison of the attributes of two or more brands.

To Persuade

- Building brand preference.
- Persuading buyers to receive a sales call.
- Encouraging switching to your brand.
- Persuading buyers to purchase now.
- Changing buyer perceptions of product attributes.

C. Reminder advertising- aims to stimulate repeat purchase of products and services. Advertising used to keep consumers thinking about a product.

To Remind

- Reminding buyers that the product may lay needed in the near future.
- Reminding buyers where to buy the product.
- Keeping the product in buyers' minds during off seasons.
- Maintaining top-of-mind product awareness.

D. Reinforcement advertising- aims to convince current purchasers that they made the right choice. Automobile ads often depict satisfied customers enjoying special features of their new car.

2.1.6.2. Determining the Advertising Budget

After determining its advertising objectives, the company next sets its advertising budget for each product. How does a company know it's spending the right amount? (How much to spend?). Setting the advertising budget is no easy task. Therefore, the question is how a company decides on its promotion budget (Kotler, Armstrong, Wong, Saunders, 1999).

According to Ferrell and Hartline, (2011), The advertising budget, or the total amount of money a firm allocates to advertising activities for a specific time period, is difficult to determine because the effects of advertising are difficult to measure. There are many factors that can determine a firm's decision about the appropriate level to fund advertising activities, including the geographic size of the market, the distribution or *density of customers, the types of products advertised, sales volume relative to the competition, and the firm's own historical advertising budget. By using the following four commonly used methods, set the advertising budgets for each products:

I. **Percentage of Sales Approach**: - Setting the advertising budget at a certain percentage of current or forecast sales or as a percentage of the sales price. This approach is the most widely used method for determining the advertising budget. The approach is simple, straightforward, and based on what the firm traditionally spends on advertising.

II. Objectives and Task Approach: -Developing the advertising budget by; defining specific objectives, determining the tasks that must be performed to achieve these objectives, and estimating the costs of performing these tasks. This approach requires that the firm lay out its goals for the advertising campaign and then list the tasks required to accomplish specific advertising objectives. The firm calculates and sums the costs of each task to determine the total budget.

III. Competitive Matching Approach: - Setting the promotion budget to match competitors' outlays. This approach involves firms attempting to match major competitor's advertising

expenditures in absolute dollars. Many firms review competitive advertising and compare competitor's expenditures across various media in relation to their own spending levels. This competitive tracking can occur at the national and regional levels and at least can provide a benchmark for comparing advertising resources to market share movements.

IV. Arbitrary Approach: -Setting the promotion budget at the level management thinks the company can afford. Intuition and personal experience set the advertising budget under this approach. The arbitrary approach can lead to mistakes in budgeting because it is not necessarily scientific, objective, or logical. Determining the appropriate advertising budget is an important part of any marketing strategy. Setting the budget too high will obviously result in over spending, waste, and lower profits. However, setting the budget too low may be even worse. Then, the sum of these costs is the proposed advertising budget.

Five specific factors that should be considered when setting the advertising budget:

i. **Stage in the product life cycle**- New products typically merits large advertising budgets to build awareness and to gain consumer trial. Established brands usually are supported with lower advertising budgets, measured as a ratio to sales.
ii. **Market share and consumer base**- High-market-share brands usually require less advertising expenditure as a percentage of sales to maintain share. To build share by increasing market size requires larger expenditures.
iii. **Competition and clutter**- In a market with a large number of competitors and high advertising spending, a brand must advertise more heavily to be heard. Even simple clutter from advertisements not directly competitive to the brand creates a need for heavier advertising.
iv. **Advertising frequency**- The number of repetitions needed to put the brand's message across to consumers has an obvious impact on the advertising budget.
v. **Product substitutability**- Brands in less-differentiated or commodity-like product classes (beer, soft drinks, banks, and airlines) require heavy advertising to establish a unique image (Kotler and Keller, 2012).

2.1.6.3. Developing the Advertising Strategy

In designing and evaluating an ads campaign, marketers employ both art and science to develop the message strategy or positioning of an ads what the ad attempts to convey about the brand and its creative strategy how the ads expresses the brand claims. In the past, companies viewed media planning as secondary to the message-creation process. Many companies also developed messages and media independently. The creative department first created the advertisements, and then the media department selected the best media for carrying these advertisements to the desired target audiences. Separation of the functions often caused friction between 'creative's' and media planners. Advertising strategy covers two major elements: creating the advertising messages and selecting the advertising media (Kotler, Armstrong, Wong, Saunders, 2005).

1. Creating the advertising messages

Advertisers are always seeking "the big idea "that connects with consumers rationally and emotionally, sharply distinguishes the brand from competitors, and is broad and flexible enough to translate to different media, markets, and time periods. A large advertising budget does not guarantee a successful advertising campaign. Two advertisers can spend the same amount on advertising, yet have very different results. The advertising messages can be more important to advertising success than the amount of money spent. No matter how big the budget, advertising can succeed only if commercials gain attention and communicate well**.** Fresh insights are important for avoiding using the same appeals and position as others.

The changing message environment, good advertising messages are especially important in today's costly and cluttered advertising environment. The average consumer has numerous television and radio stations and thousands of magazines to choose from. To these, add the countless catalogues, direct-mail ads and continuous barrage of other media. If all this advertising clutter bothers some consumers, it also causes big problems for advertisers it is very costly. Advertisers could pay tens to hundreds of thousands of pounds for a 30-second slot during a popular prime-time TV programme. Thus, just to gain and hold attention, today's advertising messages must be better planned, more imaginative, more innovative, more entertaining and more rewarding to consumers. Creative strategy, therefore, will play an increasingly important role in advertising success.

A. Message strategy

Message strategy is the essence of the power and distinctiveness of advertising as a promotional tool. It consists of the objectives to be pursued and methods used in an advertisement or advertising campaign. It defines the goals of the advertiser and how those goals will be achieved (Semenik, 2009).

The first step in creating effective advertising messages is to decide what general message will be communicated to consumers to plan the message strategy. Generally, the purpose of advertising is to get target consumers to think about or react to the product or company in a certain way. People will respond only if motivated to do so. Thus, developing an effective message strategy usually begins with identifying target customer benefits that can be used as advertising appeals. Ideally, advertising message strategy follows directly from the company's broader positioning strategy.

There are several creative message strategies that firms adopt:

- The message focuses on the brand's positioning.
- The message taps one or other of the motivations that drive human consumption.
- The idea could be spawned by addressing the ways in which product sales can be increased: current users must be encouraged to use more, or new users encouraged to start buying the product.
- The message homes in on the differences between the advertised product and competitors' offering: for example, Burger King's message to consumers is that its burger is 'Broiled, not fried'.
- The idea for the message could have developed from an in-depth knowledge of the consumer's own experience with the product, particularly the buying process, die process and effect of consumption, and the benefits sought. The advertiser must come very close to the consumer and follow his or her experience with the product, usually through lengthy, labor-intensive qualitative research, including point-of purchase observations and analysis (Kotler, Armstrong, Wong, Saunders, 1999).

Message strategy statements tend to be plain, straightforward outlines of benefits and positioning points that the advertiser wants to stress. How should advertising planners evaluate advertising messages?

A successful Advertising message should have the following three characteristics:

i. **Meaningful:** - target customers should find the message of an advertisement relevant and meaningful. Marketers must pay due attention to the message (what is said, who has said it and how it is said) delivered to make it more meaningful to the customer.
ii. **Believable:** - the message should convince the customers about the features of the product.
iii. **Distinctive:** - an advertisement message needs to be unique so that it captures the customers' attention (Baral and Bihari, 2009).

B. Message Execution

The impact of the message depends not only on what is said, but also on how it is said. The advertiser has to turn the 'big idea' into an actual ad execution that will capture the target market's attention and their interests. The creative people must find the best style, tone, words and format for executing the message.

Any message can be presented in different execution styles, such as the following:

i. **Slice of life**: - This style shows one or more people using the product in a normal setting (e.g. the classic Persil laundry detergent commercials which show the role of the mother who knows she can rely on Persil to keep her family's washing clean, white and bright).
ii. **Lifestyle:** - This style shows how a product fits in with a particular lifestyle. For example, the UK 'After Eight' mints advertisement (elegant dinner party in a period house) appeals to aspirations more than anything else.
iii. **Fantasy:** - This style creates a fantasy around the product or its use. For instance, many ads are built around dream themes. Gap introduced a perfume named Dream. Ads show a woman sleeping blissfully and suggest that the scent is 'the stuff that clouds are made of'.
iv. **Mood or image:** - This style builds a mood or image around the product, such as beauty, love or serenity. No claim is made about the product except through suggestion. Timotei

shampoo employs the mood for nature and simplicity – a strategy that has worked successfully in many countries across the globe.

v. **Musical:** - The ad is built around a song or some well-known music, so that emotional responses to the music are associated with the product. For example, one of the most famous ads in history was a Coca-Cola ad built around the song 'I'd like to teach the world to sing'.

vi. **Personality symbol:** - This style creates a character that represents the product. The character might be animated (e.g. Shreik for Hewlett-Packard office systems) or real (e.g. Gary Lineker for Walkers' Crisps; David Beckham for Marks & Spencer's DB07 boys' clothing range).

vii. **Technical expertise**: - This style shows the company's expertise in making the product. Thus DaimlerChrysler promotes its investment in intelligent technologies to build tomorrow's energy-efficient automobiles, and Volkswagen-Audi cars imply superiority with the advertising slogan 'VorsprungdurchTechnik'.

viii. **Scientific evidence**: - This style presents survey or scientific evidence that the brand is better or better liked than one or more other brands. For years, Crest toothpaste has used scientific evidence to convince buyers that Crest is better than other brands at fighting cavities.

ix. **Testimonial evidence or endorsement**: - This style features a highly believable or likeable source endorsing the product. It could be ordinary people saying how much they like a given product or a celebrity presenting the product.

The advertiser must also choose a tone for the ads. Positive appeals that evoke happiness, feelings of achievement, fun and so forth tend to be more effective than negative tones. Research has shown that negative appeals that evoke fear discourage viewers from looking at the advertisement, and so would be counterproductive. The advertiser must also use memorable and attention-getting words in threads (Kotler, Armstrong, Wong, Saunders, 2005).

2. Selecting the Advertising Media

According to Kotler, Armstrong, Wong, Saunders, (1999), the advertiser must next decide upon the media to carry the message.

The main steps in media selection are:

i. Deciding on reach, frequency and impact

To select media, the advertiser must decide what reach and frequency are needed to achieve advertising objectives.

Reach is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time.

Frequency is a measure of how many times the average person in the target market is exposed to the message.

Media impact the qualitative value of a message exposure through a given medium. The same message in a national newspaper may be more believable than in a local weekly.

In general, the more reach, frequency and impact the advertiser seeks, the higher the advertising budget will have to be.

ii. Choosing among chief media types

The media planner has to know the reach, frequency and impact of each of the major media types. The major media types are newspapers, television, direct mail, radio, magazines, outdoor and the Internet.

How do advertisers select appropriate media from the range of media available? Media planners consider many factors when making their media choices. The media habits of target consumers will affect media choice and advertisers look for media that reach target consumers effectively.

iii. Selecting specific media vehicles

The media planner must now choose the best media vehicles – that is, specific media within each general media type. In most cases, there are an incredible number of choices. For radio and television, and in any one country, there are numerous stations and channels to choose from, together with hundreds, even thousands, of programme vehicles the particular programmes or shows where the commercial should be broadcast.

iv. Deciding on media timing

The advertiser must also decide how to schedule the advertising over the course of a year. Suppose sales of a product peak in December and drop in March. The firm can vary its advertising to follow the seasonal pattern, to oppose the seasonal pattern, or to be the same all year. Most firms do some seasonal advertising. Some do only seasonal advertising: for example, many department stores advertise usually their seasonal sales in specific periods.

Finally, the advertiser has to choose the pattern of among the ads.

- **Continuity:** - means scheduling ads evenly with in a given period. Generally, advertisers use continuous advertising in expanding market situations, with frequently purchased items, and in tightly defined buyer categories.
- **Concentration:** - calls for spending all the advertising dollars in a single period. This makes sense for products with one selling season or related holiday.
- **Fighting:** - calls for advertising during a period, followed by a period with no advertising, followed by a second period of advertising activity. It is useful when funding is limited, the purchase cycle is relatively infrequent, or items are seasonal.
- **Pulsing:** - means scheduling ads unevenly over a given time period. It draws on the strength of continuous advertising and flights to create a compromise scheduling strategy. Those who favor pulsing believe the audience will learn the message more thoroughly, and at a lower cost to the firm.

2.1.6.4. Evaluating the Advertising Effectiveness

According to Ferrell and Hartline, (2011), evaluating the effectiveness of advertising is one of the most challenging tasks facing marketers. Many of the effects and outcomes of advertising take a long time to develop, especially regarding important outcomes such as enhanced brand image, corporate reputation, and positive product attitudes. Advertising effectiveness can be evaluated before, during, or after the campaign. A pretest attempts to evaluate the potential effectiveness of one or more elements of the advertising program. To pretest advertisements, firms often use a panel of actual or potential buyers who judge one or more aspects of an advertisement. Pretests are founded on the belief that customers are more likely to know what type of advertising will influence them. The evaluation of advertising effectiveness after a

campaign is a posttest. The nature of the firm's advertising objectives will determine what kind of posttest is most appropriate.

During an ad campaign, the company typically measures effectiveness by looking at actual customer behavior patterns, such as purchases, responses to toll-free telephone numbers, rate of coupon redemption, page visits to the firm's website, or even personal communications. The firm may record the number of inquiries or communication contacts, and judge advertising effectiveness based on industry norms or the firm's own internal benchmarks. Firms may even peruse blogs for evidence of the effectiveness of their promotional campaigns. For example, if a campaign's objective is to increase brand awareness or create a more favorable attitude toward the firm, then the posttest will measure changes in these variables. Customer surveys, panels, or experiments may be used to evaluate a campaign based on communication objectives. Firms will also use performance outcomes such as sales or market share changes to determine campaign effectiveness.

According to Kotler, Armstrong, Saunders, Wong, (1999) the advertising programmes should regularly evaluate both the communication impact and the sales effectiveness of advertising. Measuring the communication effects of ad or copy testing tells whether the ads are communicating well.

Copy testing is measuring the communication effect of an advertisement before or after it is printed or broadcast. Before the ad is placed, the advertiser can show it to consumers, ask how they like it, and measure recall or attitude changes resulting from it. After the ad is run, the advertiser can measure how the ad affected consumer recall or product awareness, knowledge and preference.

The sales effects of advertising are often harder to measure than the communication effects. Sales are affected by many factors besides advertising such as product features, price and availability.

Despite the difficulty of accounting for sales, advertising effects must be monitored. A company's share of advertising expenditures produces a share of voice (proportion of company advertising of that product to all advertising of that product) that earns a share of consumers' minds and hearts and, ultimately, a share of market.

2.1.7. Constraints of Advertising Campaign

According to Kotler, Armstrong, Wong, Saunders, (1999), there are many problems in communicating a firm's product offerings to its various target markets around the world. Some of these include:

- Direct Mail: Even if direct mail is available, it may not work due to high illiteracy rates in some countries.
- The Internet: Though advertising via the internet is fast increasing, the WWW is not widely available in many countries where computers are considered expensive.
- Cultural Diversity: Ad campaigns and product brand names being communicated may mean different things to different cultures.
- Media Limitations: in some underdeveloped countries, there is a shortage of advertising media such as radio stations, print media (newspapers, magazines), and television stations, cable TV, and satellite TV.
- Production and Cost Limitations: In some markets costs are prohibitive to advertise on conventional advertising media; other countries may have low quality paper to print advertising.
- Coverage: In large, less developed countries advertising media such as television may not be geographically dispersed.
- Lack of Market Data: This makes it difficult to reach specific target markets

2.2. Models of Advertising Effectiveness

Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the amount of investments needed for advertising (Corvi, 2010).

In literature and practice the evaluation of advertising effectiveness has used two basic models:

- the dichotomous model;
- The three-dimensional model.

The dichotomous model is applied mainly in product and brand advertising, tending to isolate and evaluate separately the following:

1. Sales Effect

The sales effect refers to the assessment of the capability of advertising to affect the sales volume and/or the market share, regardless of the possible influence of other variables. For Batra et al. (1995), the effectiveness of advertising should be considered for its effect on sales in the short term. This advertising performance measurement is based on the marginal theory (Chamberlin, 1948). The advertising is therefore regarded as an independent variable that can be combined with other marketing variables to have a certain effect on the dependent variable, i.e. sales. The aim is to seek the best combination of the determinants of the sales increase.

Uddin, et. al., (2017) identified impact of advertisement and promotional cost on revenue and profit examined with reference to five sample firms. They found that marketing cost is correlated with revenue and operating profit and the coefficients of correlation are 0.9899, 0.9448 respectively. Correlation of advertisement & promotional cost with revenue and operating profit is reflected by coefficients, which are 0.8632, 0.7692 respectively. It is also found that, the dependence of sales revenues and operating profit of pharmaceutical industry on marketing cost are represented by equations, b = 6.4596, b = 1.3802 respectively. And dependence of sales revenues and operating profit of pharmaceutical industry on advertisement & promotional cost is shown by the equation, b = 11.7421, b = 2.2988. It concludes pharmaceutical companies can generate more revenue and operating profit from advertisement & promotional cost compared to the marketing cost. However, recommended that for public interest these enterprises need to avoid unnecessary costs and attempt to cost reduction approach significantly.

Abah and Olohiliye, (2015) aimed to analyses the effect of advertising on sales volume of Benue Brewery Limited (BBL). From the analysis, majority (46.90%) of respondents got to know about BBL products through the broadcast media, majority (86.34%) of respondents stated that the advising media used reach their target audience, majority (89.13%) of the respondents stated that the messages influence their buying behavior, majority (81.68%) stated that they clearly understood the messages, majority (81.68%) of respondents stated that the advertising messages attracted them to BBL products, majority (81.68%) of the respondents enjoy the messages and majority (89.13%) of the respondents stated that the messages influence their buying behavior. The study concludes that the media of advertising used by BBL were suitable, the messages were

effective and there was a significant relationship between advertising and sales volume of BBL products. The study recommends that BBL should pay more attention to the broadcast media and word of mouth advertising, to improve on its budget so as to maintain increase in sales volume, should prepare adequately for increase in demand whenever adverts are being made and should carryout periodic review of its advertising messages to ensure that they suitable for the target market at all times.

Oyeh, (2015) examines empirically the effect of advertisement expenditure on the banking firms' performance in Ghana. Taking data from five commercial banks listed on the Ghana Stock Exchange from 2007 to 2013, sampled out of a possible nine commercial banks listed on the Ghana stock exchange due to the availability of data for the given period, it is shown after data analysis from the five sampled banks that the impact of advertisement expenditure on sales is positive and significant while it has adverse significant effect on return on equity. The study posits that, advertisement intensity has negative and significant effect on profitability. Hence, the study reasons that advertisement expenditure does not cause return on equity to increase as a measure of performance. There is therefore no value added to the shareholder's wealth as managers spend on advertisement to promote the banks. It is therefore recommended that firms with low margins might need dissimilar planned marketing mixes than high-margin firms.

Sagal, (2015) aimed to establish the extent to which advertisement affects sales volume of selected telecommunication companies in Mogadishu, Somalia; specifically, the study intended to establish whether there is a relationship in the extent of which advertisement and the level of sales volume in selected telecommunication companies in Mogadishu, Somalia. The study used a survey design; specifically, descriptive correlations and descriptive comparative; data were collected from 133 respondents using self-administered questionnaires as the key data collection instruments. The study findings revealed that there was a high level of which advertisement, there was also high level of sales volume, the extent of advertisement and the level sales volume significantly differed among telecommunication companies in Mogadishu city is significantly correlated with sales volume from the above findings.

Syed, et. al. (2013) revealed advertising influence on sales, profit and market value or returns. Using a sample of the listed firms in consumer goods sector in Pakistan their study provides

some initial evidence of a positive and statistically significant influence of advertising on sales, profit, and market value of the sample firms.

2. Communication Effect.

The effect of communication refers to the ability to reach, with appropriate messages, a more significant share of public. Such effect is examined in literature with different approaches:
Ahmed, Mehmood, Irum, and Sultana, (2012) examines the impact of promotional tools (print media, TV advertisement, LCD's and Billboards) on sales growth in rural areas of Pakistan. Quantitative research approach was used and questionnaire was distributed to collect the data. The findings of this research paper will answer of the question; will promotional activities increased sales of the product? Generally, Sales promotion directly affects the loyalty strength of the customers. If the favorite brand of the customer advertised more, the more the loyalty of the customer towards the brand, but if the rival brand advertises more, it decreases the loyalty of the customers. In this study TV advertisement has a positive and significant effect on sales Growth. Print media also shows positive impact on sales but the impact was insignificant. Billboard and LCD shows negative impact but this impact is also insignificant. Due to the non-availability of other mediums of communication in the rural areas, only the public owned TV has positive impact on sales growth.

Aduloju et al., (2009) examined the impact of advertisement on sales. They conducted their research on insurance product in Nigeria, for this purpose they used a sample size of 100 and found that the advertisement improves the image of the product which increases the sales volume. Stremersch and Lemmens, (2009) argued about the role of a regulatory regime which help to understand the sales growth of the product. They found a positive effect of regulatory regime on sales. Yancey et al., (2009) studied that advertising promotions in magazines, billboards, television, and radio have some impact of U.S. food and beverage preferences and purchase decisions.

The major criticisms to the dichotomous model concern the partial evaluation and the inability to provide reliable breakdowns of the effects achieved by advertising and by other company politics (marketing and communication). For these reasons, sometimes, the three-dimensional models (i.e. AIDA model and model Dagmar) are preferred. These models are used both in planning

advertising campaigns and evaluating their effectiveness. They propose a hierarchy of communication effects, cognitive affective and behavioral (Brasini et al. 1993; Marbach and Fabi 2000). Elias St. Elmo Lewis introduced the hierarchy of effects i.e. AIDA model for the first time. In one of his publications on advertising, Lewis identified at least three principles that should be present in an advertisement:

1. The mission of an advertisement should be to attract a reader. Only then, he will look on the advertisement & will start to read.
2. The Advertisement must be interest him only then he will continue to read it.
3. Finally, the advertisement must convince him so that when read it, he will believe it. So,

I. AIDA MODEL

AIDA is a classical marketing model that allows you to understand the cognitive process and then it helps in purchasing decision of the customer. AIDA hierarchical model is as illustrated below:

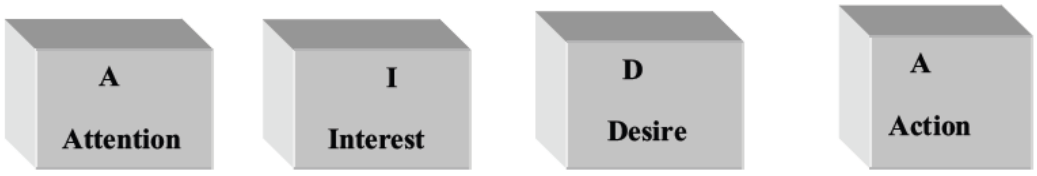

Figure 2.2: AIDA Model (Kaur and Aujla, 2015)

It is an acronym that stands for:

- Attention – Commands attention in the mind of consumers.
- Interest – Creating an interest in the buyer for further information about your product or service.
- Desire – Stirring up a desire to buy a product or service.
- Action – Moving the visitor into an interaction with your company.

This model is considered one of the strongest advertising theories, but it is also criticized by different sections of the advertising community. They claim that customer does not always

behave in a linear way. They mean that customer does not pass through all the four phases and to become successful, the advertiser has to look further into the behavioral phases. Another criticizes on model that it represents only high involvement of purchase but many times purchases are spontaneous.

II. DAGMAR MODEL

DAGMAR Model (Defining Advertising Goals for Measured Advertising Results) was proposed by Russell H. Coney in 1961. He suggested that achievement of a hierarchy of communication objectives leads to actual purchase. He suggested that Marketing goals and Advertising Goals were different. Marketing goals can be measured through sales and advertising goals measured by customer's movement through hierarchy.

The various stages in this model are:

1. Awareness: in this stage customer is aware about the product.
2. Comprehensive: here the customer is aware about the product, its uses, brand name & logo of product.
3. Conviction: This refers to emotional decision about the preference of brand.
4. Action: in this stage, purchase is made by the customer.

DAGMAR model assumes a high involvement "Learn-Feel- Do" hierarchy. With the help of DAGMAR model, one can measure the effectiveness of the advertisement in the terms of ability to move customer along the hierarchy. Many planners use DAGMAR model as their base as this approach had a huge influence on advertiser to set objectives in the advertising planning process. But this approach is also criticized. Critiques say that customers do not pass through the stages on a linear way. They also criticize on point that DAGMAR focuses too much on strategies but creative advertisers are looking for unique idea to make their campaign successful. They feel DAGMAR approach is too concerned with quantitative measurements on the campaign

2.3. Empirical Reviews

Mustikaningrum, (2017) aimed to know the most dominant factors in determining consumption behavior of eco-friendly product which is based on AIDA Model (Attention, Interest, Desire, Action) in Central Java. The sample of the research are housewives (married & aged 20 – 65

years) in 2 (two) cities of Central Java include: Demak and Ungaran. The samples amount to 150 respondents which are taken 75 respondents of each city. Data analysis used in this research is factor analysis. From the result of factor analysis, it can be concluded that the most dominant factors determining consumption behavior of eco-friendly product in Ungaran are a) having positive attitude to eco-friendly products & packaging, b) using plastic bags & Styrofoam as efficiently as possible, c) recommending the eco-friendly products and packaging, in addition, factors in Demak are a) starting to like eco-friendly products & packaging, b) recommending the eco-friendly products and packaging.

Hadiyati, (2016) aimed to find out and analyze the influence of marketing mix to the AIDA model. The respondents of this research are consumer who buy online product, and the number of the sample are 97 customers; the sample is chosen by using accidental sampling. The researcher applies path analysis as data analysis method, and the result of this research shows that marketing mix influences AIDA model. Marketing mix and AIDA model influence directly and indirectly to the consumers in purchasing online product.

Khazaee, (2015) evaluated the effectiveness of advertising, Aida hierarchical model was used which consists of four stages of the attraction of attention, making interest, desire and action. In addition to the four above, the influence of advertising in creating awareness, understanding, confidence, satisfaction and customer loyalty is also evaluated. The required data were collected for this study through a questionnaire that has been approved by experts as a case study and an independent branch of Bank Melli in Iran were analyzed via analysis of covariance using the software SPSS, Lisrel. The results showed that advertisement affects knowledge and interest of consumers with AD education on confidence and customer satisfaction with diploma or high school education and the customer's recognition with PhD education with the greatest impact, and it affects the desire, action, and loyalty of customers at every level of education.

Gharib, et. al., (2012) studied the effectiveness of advertising using the AIDA model in the private insurance companies in the metropolitan city of Tehran. Using descriptive research study design and considering the population size is unlimited, the sample size was determined using the formula of infinite population the sample size of 387 individuals were estimated. For collected data this research is used questionnaire. Using the SPSS and Lisrel software the collected data were analyzed using descriptive and inferential statistics. The results indicate that

test hypotheses dimension AIDA model have positive and significant relationship with advertising effectiveness in private insurance companies in Tehran. Kaur and Aujla, (2015) studied the role of advertisements based on its different models (AIDA, DAGMAR etc.) in coherence to the human thought process. They reviewed advertisement models from the beginning to the digital phase in detail. Also entails the challenges & ways to meet them. AIDA model was taken as a base model of their study as it is not only used earlier in print advertisement but is still applicable to digital advertisements. The study also reveals the inconsistencies in the hierarchy models of advertising effects and shows the need to rebuild the advertisement model to meet the digital era.

2.4. Conceptual Frameworks

In this study, in order to assess advertisement effectiveness in ET, Aida model of scientific models to evaluate the most effective advertising is used. This model was introduced by Elmo Lewis in 1898. This model for planning advertising messages, in a manner that suggests four general purposes is to attract attention, create interest, and stimulate desire and pushing people to buy (Birch, 2010).

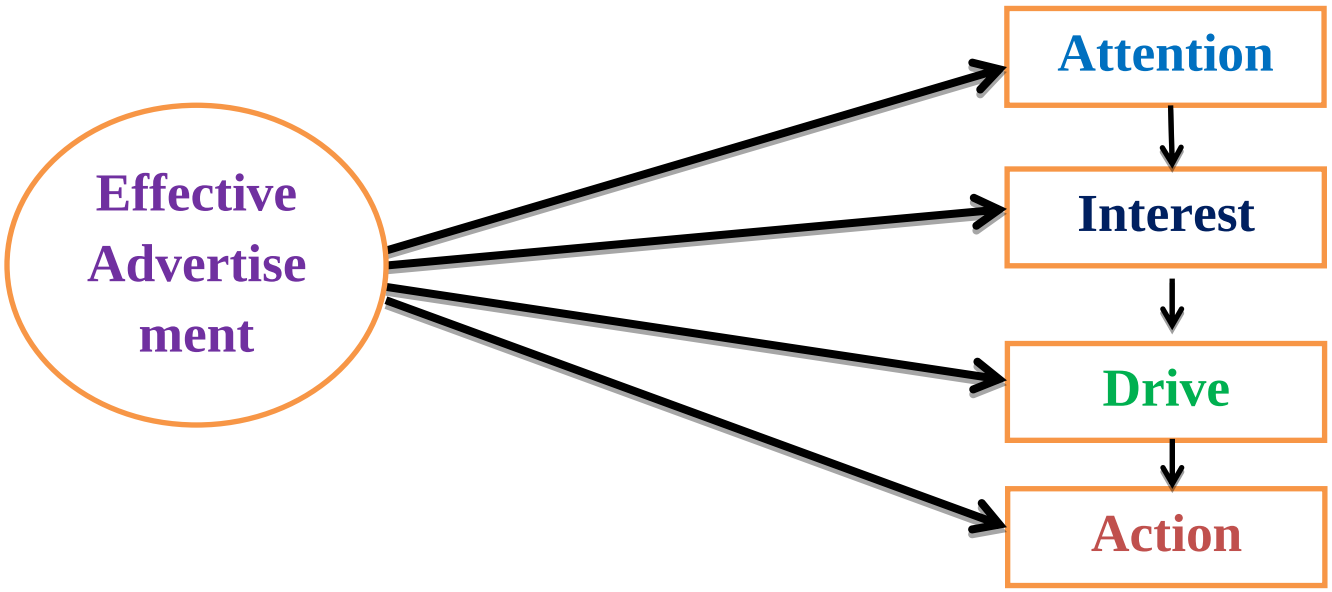

Figure 2.3: Conceptual Framework of the study (Lewis, 1898)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Research Design and Approach

Depending on the research problem and the research questions this study has employed both descriptive and explanatory research design. The objective of the descriptive is to "portray an accurate profile of a person, event or situation" (Robinson, 1993), according to Zikmund, (2000) descriptive research is, when a research problem is known but the researcher not fully aware of the situation. When a particular phenomenon of the nature is under study, it is understandable that research is needed to describe it, to explain its properties and inner relationships (Huynski and Buchanan, 1991).

Since the aim of the study is to investigate the advertisement effectiveness of ET's, explanatory research design was followed. This type of research aims at for instance, explaining social relations or events, advancing knowledge about the structure, process and nature of social events, linking factors and elements of issues into general statements and building, testing or revising a theory (Jhon, et al., 2007).

This research approach is quantitative, Quantitative approach involves studies that make use of statistical analyses to obtain their findings. Key features include formal and systematic measurement and the use of statistics (Geoffrey, et. al., 2005). The quantitative method is in the form of a questionnaire with closed-ended questions.

3.2. Source and Methods of data collection

For proper achievement of the objectives of the study; the researcher used both primary and secondary data sources. The primary data includes the data that was gathered through close ended questionnaires and unpublished internal reports. The secondary data were gathered from journal documents and the Website of the case company. The primary data are collected from customers through questionnaire and the questionnaires was structured in close ended type and responses to the questions were measured on a five liker rating scale where. strongly agree (SA)=5, Agree (A)=4, Neutral (N)=3, Disagrees (D)=2 Strongly Disagrees (SD)=1.

The questionnaires were distributed physically in person to the participants. Questionnaires are a device consisting of series of question dealing, with someone psychological, social education etc. Questionnaires save time, money and efforts of researcher and give freedom to respondent feel free, and confidentiality, note this fact the researcher got reliable information and the questioner could be standard to all respondent (Pro. Yalew Endawoke 2017). And the case company website to get secondary data published and unpublished document those are procedures, monthly and annual reports of ET.

3.3. Population and Sample Size Determination

The target populations of this research were comprises of the customers of Ethio-Telecom in Addis Ababa. In this study, the number of customers of ET is unknown. The sample size of the population in this study was therefore determined using the following formula:

$$n = \frac{p(1-p)z^2}{ME^2}$$ (Ayandike, 2009)

Where,

n = sample size

p = standard deviation

z = z-score of confidence level

ME = margin of error

At 95% confidence level, 0.5 standard deviation and a margin of error (confidence interval) of +/- 5%.

n = 0.5(1 – 0.5)1.962/0.05

=3.8416 X 0.25/0.0025

= 0.9604/0.0025

= 384.16 ≈ 384 respondents

Therefore, the number of respondents needed is 384. The level of confidence indicates the confidence the researcher has on the sample that the subjects drawn have the characteristics of the population under study. This means that the researcher is 95% confident that the respondents have all the essential characteristics of the population.

3.4. Sampling Technique

To achieve this objective, the study adopted the stratified random sampling technique to select respondents from ET's customers found in Addis Ababa. This is a procedure where by the study population is divided into strata and sample is randomly drawn according to percentage or proportion of subjects in each stratum. The population was divided into four settlements to ensure representatives of the various settlements in Addis Ababa. Thereafter, the various settlements were randomly sampled. The settlements are north district, south district, east district and west districts of Ethio-telecom in Addis Ababa.

The strata (settlements) were presumed to be of roughly equal sizes and there is no additional information regarding the variability or distinctions of responses in the strata. Therefore, the strata were allocated equal proportion of respondents using the following formula:

$$n_h = \frac{n}{L} \text{ (Parker and Peterson, 2012)}$$

Where,

nh = sample allocated to strata h

n = sample size

L = no of identified strata

Considering that all the strata were allocated equal proportion of sample,

nh = 384/4 = 96

Therefore, in each stratum 96 respondents were allocated.

3.5. Data Analysis Method

Using SPSS 25 and Stata 14.0 a structural equation-modeling (S.E.M.) tool, was used to perform the analyses. S.E.M. enables researchers to examine the structural component (path model) and measurement component (factor model) simultaneously in one model (Gefen, Straub, & Boudreau, 2000). It the analysis results are presented in two stages: the measurement model, which includes an assessment of the reliability and validity of the measures; and the structural model, which tests (1) the amount of variance explained, (2) the significance of the relationships, and (3) the model's predictive relevance.

3.6. Validation and Reliability of Research Instrument

Factor analyses were used to validate the measurement of these constructs separately. Factors were extracted using covariance matrices and the method of principal factor methods. Varimax rotations were used to help interpret the initial factor patterns. The factor loadings were providing evidence of the factorial validity of the scales.

3.7. Ethical considerations

In this study all participants and data collected remain confidential and identities of respondents remain anonymous. Moreover, the privacy of all respondents was respected in the reporting of this research. No details of individuals involved in this research.

In the stage of collecting data, each participant was provided with an information sheet at the beginning of the research questions explaining the purpose of the research prior to each questionnaire.

CHAPTER FOUR

DATA ANALAYSIS AND INTERPRETATION

4.1. Introduction

This chapter presents the analysis and discussions for research findings obtained from the questionnaires. A total of 384 Usable questionnaires out of 400 were returned, which demonstrates a response rate of 96 percent. The final analysis was performed based on 384 questionnaires. Each questionnaire item was scored on a five-point Likert scale (1 =strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; and 5 = strongly agree). Principal Factor analysis was performed to assess the validity of the construct and structural equation modeling analysis was employed to analyze the data. SPSS version25 and Stata 14.0was used as the analysis tool.

4.2. Descriptive Statistics

Table 4.1: Respondents Profile

		Frequency	Percent	Valid Percent
GENDER	Male	250	65.1	65.1
	Female	134	34.9	34.9
	Total	**384**	**100.0**	**100.0**
AGE	18-25	48	12.5	12.5
	26-33 years	118	30.73	30.73
	34-41 years	130	33.85	33.85
	42-50 years	88	22.92	22.92
	Total	**384**	**100**	**100**
EDUCATION LEVEL	University degree	214	55.7	55.7
	College	158	41.1	41.1
	Primary	12	3.1	3.1
	Total	**384**	**100.0**	**100.0**

Source: own survey 2018, SPSS output

4.2.1. Respondents Profile

The table 4.1 given below describes the general findings regarding the respondents age, sex, and level of education. From the respondents 250 (65.1%) were males and 134 (34.9%) were females. Here the shares of males are higher than females. The majority of the ages of

respondents are fall in the age of 34-41 (130, 33.5%) and 26-33 (118, 30.73%) and the rest falls in the age of 42-50 (88, 22.92%) and 18-25 (48, 12.5 %) respondents. Here, the majority of the respondents are in the age of 26-50 (336, 87.5 %) years, but unfortunately there were no respondents who are aged above 50 years.

In terms of the level of educational background, most respondents have university degree (214, 55.7%), (158, 41.1%) and (12, 3.1 %) respectively followed by college diploma and primary level. The academic qualification and age of respondents is expected to enhance the quality of the data as they are likely to understand the questioner and forward their view fairly and accurately.

4.3. Exploratory Factor Analysis

Table4.2: Reliability Test

```
. alpha aten intn desi acti, item

Test scale = mean(unstandardized items)
```

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem covariance	alpha
aten	384	+	0.9129	0.8380	.2776803	0.7271
intn	384	+	0.8091	0.6248	.3187214	0.8238
desi	384	+	0.6722	0.4464	.4159391	0.8899
acti	384	+	0.9129	0.8380	.2776803	0.7271
Test scale					.3225053	0.8398

Source: own survey 2018, stata output

The reliability of the questionnaire which is estimated by the Cronbach's Alpha Coefficient and it was equal to 0.839 which is in an acceptable range.

Table 4.3: Factor Loadings

```
.  factor aten intn desi acti, blank (.45)
(obs=384)
(collinear variables specified)

Factor analysis/correlation                      Number of obs    =        384
    Method: principal factors                    Retained factors =          2
    Rotation: (unrotated)                        Number of params =          6

    Beware: solution is a Heywood case
            (i.e., invalid or boundary values of uniqueness)
```

Factor	Eigenvalue	Difference	Proportion	Cumulative
Factor1	2.59830	2.50391	0.9978	0.9978
Factor2	0.09439	0.09439	0.0362	1.0341
Factor3	0.00000	0.08873	0.0000	1.0341
Factor4	-0.08873	.	-0.0341	1.0000

LR test: independent vs. saturated: chi2(6) =   . Prob>chi2 =   .

Factor loadings (pattern matrix) and unique variances

Variable	Factor1	Factor2	Uniqueness
aten	0.9947		-0.0004
intn	0.6438		0.5522
desi	0.4526		0.7558
acti	0.9947		-0.0004

(blanks represent abs(loading)<.45)

Source: own survey 2018, Stata output

The results of the exploratory factor analysis indicate that all four of these items load nicely onto a single latent factor. The factor loadings of lower specified value – in this case, 0.45 – should not be displayed so as to make the factor loading output easier to interpret.

4.4. Component Factor Analysis

Table 4.4: Confirmatory Factor Analysis

```
.  sem (EFADV -> aten intn desi acti), stand

Endogenous variables

Measurement:  aten intn desi acti

Exogenous variables

Latent:       EFADV

Fitting target model:

Iteration 0:   log likelihood = -1594.0724
Iteration 1:   log likelihood = -1594.0619
Iteration 2:   log likelihood = -1594.0619

Structural equation model                       Number of obs     =        384
Estimation method  = ml
Log likelihood     = -1594.0619

 ( 1)  [aten]EFADV = 1
```

Standardized	Coef.	OIM Std. Err.	z	P>|z|	[95% Conf.	Interval]
Measurement						
aten <-						
EFADV	.80701	.0370281	21.79	0.000	.7344364	.8795837
_cons	5.386736	.2009642	26.80	0.000	4.992853	5.780619
intn <-						
EFADV	.8499361	.0369863	22.98	0.000	.7774442	.9224279
_cons	4.394452	.1665802	26.38	0.000	4.067961	4.720943
desi <-						
EFADV	.5367437	.0422289	12.71	0.000	.4539765	.6195108
_cons	5.343901	.1994696	26.79	0.000	4.952948	5.734854
acti <-						
EFADV	-.0667777	.0558081	-1.20	0.231	-.1761595	.0426041
_cons	4.611752	.1740609	26.50	0.000	4.270599	4.952905
var(e.aten)	.3487348	.0597641			.2492422	.4879429
var(e.intn)	.2776087	.062872			.1780965	.4327237
var(e.desi)	.7119062	.0453322			.6283775	.8065382
var(e.acti)	.9955407	.0074535			.9810389	1.010257
var(EFADV)	1	.			.	.

```
LR test of model vs. saturated: chi2(2)   =      1.14, Prob > chi2 = 0.5654
```

Source: own survey 2018, Stata output

This output gives us standardized factor loading values for each of the four observed variables as well as their standard error, significance, and confidence intervals. For example, the standardized factor loading for attention onto the latent construct EFADV (effective advertisement) was 0.807 with a standard error of 0.037. It was significant at $p < .001$ and had a 95% confidence interval that ranged from 0.73 to 0.87. All this looks good.

Table 4.5: Over all Goodness of Fit Statistics

```
.  estat gof, stats(all)
```

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(2)	1.141	model vs. saturated
p > chi2	0.565	
chi2_bs(6)	349.775	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.000	Root mean squared error of approximation
90% CI, lower bound	0.000	
upper bound	0.086	
pclose	0.789	Probability RMSEA <= 0.05
Information criteria		
AIC	3212.124	Akaike's information criterion
BIC	3259.532	Bayesian information criterion
Baseline comparison		
CFI	1.000	Comparative fit index
TLI	1.007	Tucker-Lewis index
Size of residuals		
SRMR	0.012	Standardized root mean squared residual
CD	0.830	Coefficient of determination

.

Source: own survey 2018, Stata output

The above table provides us with the results of all goodness of fit statistics for the proposed model that are developed before. For instance, the researcher can see that the $\chi 2$ is <2 (1.14) RMSEA < .06 to .08 with confidence interval (0.000) that the CFI $\geq$ .95 for acceptance and the value is

(1.00) and that the TLI 0.96 and the value is (1.007) The CD value of 0.830 meet the General rule for acceptable fit if data are continuous. There for the researcher can say the model fits well.

4.5. Correlation Matrix

Table 4.6: Correlation Matrix

Correlations					
		Aten	Intn	desi	acti
Aten	Pearson Correlation	1			
Intn	Pearson Correlation	.681**	1		
Desi	Pearson Correlation	.435**	.456**	1	
Acti	Pearson Correlation	-.073	-.064	.042	1
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: own survey 2018, Stata output

As can be seen in the below table, the linear correlation matrix, attention (aten), interest (intn), stimulate desire (desi) and action (acti) is connected to the purchase. Each of the units must be obtained coefficients of 0.9 (approximately gives 1) to be acceptable, the coefficients obtained in the above chart, most of the 0.9 the model is acceptable.

4.6. Estimated Path Model

Path analysis on the data in this study was conducted using STATA 14.0.

All good fit indices, the good fit of the data confirms the model. Because being a good range of fitted model parameters is in this model, the GFI and AGFI indices greater than 0.9 or RMR index are smaller than 0.1 the researcher considers the model, fits good.

Figure 4.4: Structural Equation Modeling
Source: own survey 2018, Stata output

The possible analysis obtained in the above chart, the following results can be obtained from the linear correlation matrix chart and confirmatory factor analysis.

A- Attention = 1*efadv, Errorvar. = 0.15, $R^2 = 0.81$

As you can see in the matrix of linear graphs attention, is associated with effective Advertising and Value obtained from the unit attract attention that the sum of 1with the above results can be affect effective advertising.

B- Interest = 0.681*Attention + 1*efadv, Errorvar. = 0.24, $R^2 = 0.85$

As you can see a line graph to create interest in the matrix, is associated with attention and effective Advertising, Amount obtained from the sum unit generate interest is 0.681, with the effective Advertising results are attract attention.

C- Desire = 0.435*Interest + 0.59*efadv, Errorvar. = 0.34, $R^2 = 0.54$

As you can see a line graph of the matrix to stimulate, create interest and related to effective Advertising is the amount of stimulation unit to .435 that sum, a favorite with the above results can be seen in effective advertising.

D- Action = -0.73*desire + -0.11*efadv, Errorvar. = 0.79, $R^2 = -0.067$

As you can see a line graph of the matrix led to the action, by stimulating interest and related Advertising is the amount of stimulation unit to 1 that sum, these results are stimulating action negatively insignificant with Advertising.

4.7. Hypothesis Test

Table 4.7: Summary of Hypothesis Test

Hypothesis	Result
H1: The Effectiveness of advertising has significant relationship with the attention.	Accepted
H2: The Effectiveness of advertising has significant relationship with the interest.	Accepted
H3: The Effectiveness of advertising has significant relationship with the desire.	Accepted
H4: The Effectiveness of advertising has insignificant relationship with the action.	Rejected

Based on the result of Estimated Path Model the research hypothesis tested as follows:

- By examining the result related to the first hypothesis, attract attention has a significant relationship with the effectiveness of advertising; the researcher conclude that ET Advertising has been effective. So the researcher can say that the first hypothesis is accepted.
- By examining the result related to the second hypothesis, attracted significant interest in the relationship with the effectiveness of Advertising; the researcher concludes that ET advertising has been effective. So the researcher can say that the second hypothesis is accepted.
- By examining the result related to the third hypothesis, stimulate desire in the effectiveness of advertising has a significant relationship; the researcher conclude that ET advertising has been effective; so the researcher can say that the third hypothesis is accepted.
- By examining the result related to the fourth hypothesis, pushing action negatively insignificant relationship with effectiveness of Advertising, the researcher concludes that ET Advertising has been ineffective in pushing people to buy. So the researcher can say that the fourth hypothesis is rejected.

CHAPTER FIVE
KEY FINDINGS, CONCLUSION AND RECOMMENDATION

5.1. Key Findings

This study examined the concept of AIDA model for assessment of marketing tool (i.e. advertisement). In response to the suggestions and inspirations of Wood and Burkhalter, (2013), of applying the concepts of AIDA model in telecom service advertisings, results of the study have important implications for marketing research and added to existing knowledge by identifying that AIDA model can be used in telecom marketing. Specifically, the study examined the effects of awareness, interest, desire and action on effectiveness of advertising in Ethio-telecom, the major findings are:

- Reliability testing for all questionnaires/ indicators, for the respondents is reliable.
- Validity test for all questionnaires/ indicators, for the respondents is valid.
- After going through the component factor analysis, it can be concluded that consumption behavior of ET customers is formed from having awareness about ET service from the advertisement, using the advertising as a source of information as possible and stimulate their interest and desire as well.
- Meanwhile, the buying or action behavior stimulates by desire for the time being had indirect effect on the effectiveness of advertising.

5.2. Conclusion

The study reveals that the basic principle of advertising remains applicable for ET products as well. This explains the effectiveness of advertising using the AIDA model in the case of Ethio telecom in Addis Ababa Ethiopia, based on the results of hypothesis testing using structural equation modeling the following conclusion were made:

- The most dominant efforts to increase the awareness of customers of ET products are attention, interest and desire; therefore, important and incentive promotions from ET that produce action in buying the products are necessary.
- Building attention, interest and desire through slogans, sponsorships advertisements to inform and attract an audience is necessary to realizing the advertisement objectives.

- Use of various design, lively colors, and the use of different advertising slogans can be very effective in generating customer interest and desire to act.
- Building action by using experienced marketers with the terms, conditions and benefits to persuade customers to purchase or to take action and also recommending to others by word of mouth.

5.3. Recommendations

The following recommendations with regard to the research questions and objectives are discussed.

- By considering the above it is suggestible for Ethio-telecom to become more creative with their advertising strategies which provide the necessary information and tries to make its customers realize the product or service for the very first time by catching their attention. Also suggested for the companies to look after the effective frequency, duration and timing of advertising.
- After the seller catches the customer attention, something from the product or service must be attractive to the customers' desire. This step is important for the seller before moving to the desire step. In this step, the seller has identified the potential area which wants to buy or have the product.
- When a customer wants to obtain the ET product, ET should try to assist the customers by giving service to deliver the product. In the AIDA model shows that seller must notice each step since it will determine consumers faster in making purchasing decision to buy a product.
- Further research is needed to ascertain whether advertising has been affecting ET's performance, for instance sales.

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APPENDIX

COLLEGE OF BUSINESS AND ECONOMICS

ST. MARY'S UNIVERSITYSCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

Dear Sir/Madam,

I am pleased to inform you that I am a graduate student at St. Mary's University pursuing a Master's Degree in Marketing Management (MM). I would like to extend my genuine gratitude for volunteering to apply your important time to fill this questionnaire. The main objective of the study is ***The Practice of Advertising Strategy and its Effectiveness in the case of Ethio-Telecom,*** for the partial fulfillment of Masters of Art in Marketing Management. Kindly note that the information obtained from this questionnaire will be used for academic purpose only and all the timely responses will be managed with high confidentiality.

Valued respondent, you are kindly requested to respond to all statements in each section by ticking where appropriately and completing the statements guidelines provided in each question.

Contact Name: - Ahmed Mohammed
E-mail Address: - yesahmed.07@gmail.com
Contact Tele: - +251(0)-911 52 80 04

Thank you in advance!!!

Part I: Demographic Information of the respondents

Dear respondent, kindly select the appropriate category and put a tick on the spaces provided.

1. Sex Male ☐ Female ☐
2. Age

18 -24 years ☐ 31 years ☐ 32-38 years ☐ 39-45years ☐

Above 46 years ☐

3. Level of Education

Primary level ☐ Secondary level ☐ University/College level ☐

Part II: Specific Questions

Instructions: Please indicate with a **(√)** to the statement with a rating on the scale of 1 to 5. i.e.: 1= Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A), 5 = Strongly Agree (SA).

No.	**STATEMENTS**	**RATING**				
	AWARENESS/ATTENTION	**1**	**2**	**3**	**4**	**5**
1	I always came to know about Ethio-telecom services via (billboards, websites, radio, television, social media, SMS, Newspaper, etc).					
2	The design style (color, lines and patterns) of ET advertisement makes a deep impression on me.					
3	I consider ET ads as good source of information.					
4	The design style (color, lines and patterns) of ET advertisement would draw my attention to the product.					
5	I can easily recognize the ET brands seen in any type of ads.					
	INTEREST	**1**	**2**	**3**	**4**	**5**
6	I always feel ET ads provide relevant information.					
7	I feel ET ads are always helpful in my buying decision.					
8	ET ads are always helpful to compare the available options.					

9	ET ads help to understand potential return from my expense.					
10	I always feel it communicates the importance of ET service for an individual.					
	DESIRE	**1**	**2**	**3**	**4**	**5**
11	ET ads give me confidence that I can get above average return from my investment.					
12	After seeing the advertisement for this type of product, I want to try using it.					
13	ET ads are always helpful to identify and plan the future needs.					
14	ET ads create an emotional attachment with the brand.					
15	I feel that the ads are helpful in attaining my desire.					
	ACTION	**1**	**2**	**3**	**4**	**5**
16	I believe that my purchases are influenced by ET ads.					
17	ET ads are always supportive to choose the best scheme or service.					
18	Latest ads with innovative offers help me to purchase the scheme for repeated time.					
19	I always share the information about the schemes with others.					

THANK YOU FOR TAKING YOUR TIME TO PARTICIPATE IN THIS SURVEY.