

**ST.MARY'S UNIVERSTY**

**BUSINESS FACULTY**

**DEPARTMENT OF MARKATING**

**MANAGMENT**

**THE IMPACT OF ADVERTISING ON SALES VOLUME  
IN THE CASE OF BEREHANENA SELAM PRINTING  
ENTERPRISE (BSPE)**

BY:

YONATAN MAMO

June, 2014

SMU

ADISS ABABA

**THE IMPACT OF ADVERTISING ON SALES VOLUME  
IN THE CASE OF BEREHANENA SELAM PRINTING  
ENTERPRISE (BSPE)**

**A SENIOR ESSAY SUBMITTED TO THE  
DEPARTMENT OF MARKETING MANAGEMENT**

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

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## **Abbreviation**

BSPE-----Berehanena Selam Printing Enterprise

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BSPE-----Berehanena Selam Printing Enterprise

# **Chapter One**

## **INTRODUCTION**

### **1.1 Background of the Study**

Marketing facilitate the exchange process and the development of relationship by carefully examining the needs and wants of customers; marketing avails products of a company at the right time, moves goods to the appropriate place and tries to determine the market size, marketing approaches the ,market with distinct marketing mix namely product, price, promotion and place. Within the marketing mix, advertising is the main topic of this research from promotion that is one of the marketing mixes within promotion mix is advertising. (George E. Belch & Michael A. Belch, 2008; 8)

From the context in marketing millennium edition Philip Kotler defined, Advertising is any paid form of nonperson presentation and promotion of ideas, goods, or services by an identified sponsor.<sup>15</sup> Advertisers include not only business firms but also museums, charitable organizations, and government agencies that direct messages to target publics. Advertising are a cost-effective way to disseminate messages, whether to build brand preference for Intel computer chips or to educate people about the dangers of drugs.

In this regard, the role of advertising is to communicate with individuals, groups or organizations to directly or indirectly facilitate exchange by information and persuading one or more audiences accept an organization's products. Companies must communicate with their customers. But, this communication should not be left to chance but must be done in a planned manner.

Another role of advertising is, it allows to be repeated, and can improve public image. It also allows for repeating the message, the

buyer receive and compare the messages of various competitors. The other is it is used to build a long-term image of a product.

Also it's maintained that advertising improves profitability in a less tangible way creating good will for the firm as a whole and by improving the morale of its employees; everyone likes the work for a well known firm. (Michael J. Baker, 1990; 303)

To communicate in effective manner to customers, the advertising manager of a company and other advertising agencies must in cooperative way. That is they should plan how to attract a new customers by means of different advertising media. There are different media in advertising. These are newspaper, magazines, internet, direct mail, radio, broad cast, television, outdoor/billboard.

In this research, advertising is the main topic in the Berhanena Selam Printing Enterprise. That is the impact of advertising on sales volume in the enterprise. BSPE is the first pioneer printing enterprise in Ethiopia. It was established in 1921 G.C & it has rich experience in printing activity. It's located at the center of Arat kilo. It's government owned enterprise & Their objective is to carry on business of printings, engraving, publishing and printing reproducing and to engage in any activities related to the business of printing, publishing, to do binding works, and to carry on scientific, industrial and technical research and serve to enhance its purposes etc. the enterprise has played a vital role in developing the national economy by saving the foreign exchange, which allocated for most printing that should have been done abroad. It's the only printing enterprise specializing in security printings. to fulfill its customer needs, it has installed modern computers, scanning printing and binding machine widened its printing service.( brochures )

According to personal request to the employees, BSPE organized with qualified & experienced professionals. The enterprise got 964 employees on the present time. To develop the employee's knowledge, the enterprise gives inside training & outside development training at different centers.

The enterprise has advertising different advertising mix, especially in print advertisement. Such as news paper, magazine, broacher, calendar. Sometimes, the enterprise advertising on television to attract a new customers and to win the competition of advertising for increasing sales revenue. In this research an attempt was made to study the contribution of advertising for sales revenue in the case of BSPE.

## **1.2 Statement of the Problem**

Any business organization, there are different challenges or problems. Among this challenge, advertising competition is one of them. This advertising competition is very challenges because of this, every organization use different advertising technique. That is in terms of the right time to advertise, use of the best media of advertising the way of message transmission. These advertising techniques help the organization to make how to attract new customers & make a loyal customer on the existent market in order to sell the organization's goods and services. The solution of problem problems today's dynamic and competitive business environment is; the advertising department requires a careful work activities. From the context of this research paper, the advertising department have to work effective advertising problem must be well defined so as to play major role with respect to attract a new customers & loyal the existent customer in long period of time to get a long term sales revenue. (Norman Hart, 1995; 41)

In this regard, Advertising gives for one country a big impact in increasing sales revenue. Also for one company, the company transmits a message on his own way. It may be by a radio, television, newspaper or magazine.

BSPE has plays a great role in the country by printing news paper and provide different kinds of printing services for the nations. Those advertising made by on the enterprise in different budget .these budget settled for transmitting a message .BSPE has a department for responsible the advertising practices. The researcher student prepares this research because of interested on promotion and advertising. Especially for advertising gives a big impact and contribution for sales revenue.

Standing from the enterprise, advertising is not work properly, this is because of the enterprise believes that has a good well and known in the entire people mind. If the enterprise works on advertising they are not know how it's a mission or the target, secondly when it promote they are not evaluate the effectiveness of the advertising. Advertising has different tools (the way to transmit a message).it doesn't consider in what way transmit a message this includes the effectiveness is on TV, radio, news paper or magazine and how much budget need to work the advertising. Also the company totally doesn't know which the best is.

According to Philip Kotler (2000:281), in developing an advertising program, successful firms start by identifying the target market and buyer motives. Then they can make five critical decisions, known as the five Ms: Mission, Money, Message, Media, and Measurement.

### **1.3 Basic Research Questions**

- ❖ What is the effect of advertising on sales volume?
- ❖ How to design an effective advertising program for increase a sales volume?
- ❖ What is the best selected media of advertising to transmit a message to the target market?
- ❖ How to decide an advertising budget?
- ❖ How to evaluate the advertising effectiveness?

### **1.4 Objective of the Study**

#### **1.4.1 General Objective**

The General objective of the study is to assess the impact of advertising on sales volume in BSPE.

#### **1.4.2 Specific Objective**

The specific objective of the study was:

- ❖ To analyze the effect of advertising on sales volume.
- ❖ To analyze the design of an effective advertising program for increase a sales volume.
- ❖ To assess the best selection of advertising media to the target market.
- ❖ To assess the decision of advertising budget to transmission of a message.
- ❖ To evaluate of the advertising effectiveness.

### **1.5 Significance of the Study**

The main goal any business enterprise is to make profit & to fulfill the customer needs by producing goods and service to the market. In order to market the goods and services, advertising is important to

create exchange of goods and services to the market. So that this research paper give advertising technique how to advertise, when to advertise to the target customer in order to create better exchange of goods and services to market by creation awareness about goods and services of the company.

## **1.6 Scope of the Study**

The study initiated here is that, it requires a deep study on other promotional mix such as personal selling, publicity and sales promotion in the enterprise. The research study is only advertising activities in the enterprise. The study focus on the place of Mexico area and conducted from 2005-2006 E.C.

## **1.7 Research Design & Methodology**

### **1.7.1 Research Design**

To accomplish the above objective and to seek the answer to the research question descriptive research method is used. the type of research question, design, and data analysis that applied in the study.

### **1.7.2 Population & Sampling Technique**

The population of the study comprised 200 for the customers & employee including BSPE advertising and marketing research department also employees of the enterprise marketing department. It is difficult to cover the whole customer in this study. Due to this , the student researcher non probability sampling approach, specifically convenient sampling technique. Non probability sampling approach is used there is no assurance that ever number of the population has some chance of being include in a sample or the student researcher may not have access to their entire groups for their research study, the student researcher uses convenience sampling technique because



of the unit of the sample is available in a certain specific time & place. It is difficult to assess the sample size of customer of BSPE in Mexico area from 2005-2006 E.C. Thus the student researcher was depending on recommendation set by Malhotra (2007:200) in setting 200 samples number reliable. Malhotr, N.K (2007).

### **1.7.3 Types of Data Collected**

In order to come up with appropriate answer to the researcher question, the student researcher was collected both primary and secondary data.

### **1.7.4 Source of Data Collection**

On this paper, primary data was collected from questionnaire distributed to customers. The other primary data was collected from interview distributed to advertising department and marketing research department of BSPE.

### **1.7.5 Methods of Data Analysis**

The data was analyzed based on primary data by using quantitative approach includes table and percentage. The other data analysis was based on qualitative approach by using source of information from interview.

## **1.8 Organization of the Study**

These research papers have four chapters. The first contain briefly outlined the research proposal. The second chapter deal about literature review. The third chapter contains data analysis and interpretation. The last chapter contains conclusion recommendation.

## **1.9 Limitation of the Study**

While conducting the research study there were some factors that hindered the study carried out as it was expected from which questionnaires were not fully returned for analysis, promotion manager didn't give sufficient answer for the study. Even though the above problems were faced, student researcher finally managed to collect the necessary data successfully even if it wasn't easy.

# **CHAPTER TWO**

## **REVIEW OF RELATED LITERATURE**

### **2.1 Definitions of Advertising**

Advertising is any paid form of non personal presentation and promotion of ideas goods and services by identified sponsor (Kumar and Mittal, 2002; 1).

According to Arens and Bovee (1989; 17) advertising is the non personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media. When it analyzed its components, advertising is directed to groups to people and is therefore non personal. That means advertising is paid form of non person communication about an organization or its products that is transmitted to a target audience through a mass/broadcast medium. It is a tool of the enterprise to create awareness about the organization good & service to the target customer. This means that advertising must be made based on demographic characteristics of audience. These may be age sex income culture etc.

More over Mishra (2004, 60) states that, Advertising is an essential element in the promotion mix. Personal selling, sales promotion, publicity and advertising are the four elements in the promotion mix. Advertising has been consider as the most effective method of promotion, for it creates demand, stimulates sales and reach customers quickly and effectively.

Advertising is used in order to stimulate a response from the target audience. The response may be perceptual in nature; for example the consumer develops specific views or opinions about the product or

brand or these feelings are altered by the advertising. The response could be behavioral for instant the consumer buys the product or increase the amount that he or she buys (Philip Kotler 2005; 762). From this context advertising can create awareness about the organization good or service. So the main aim of every organization is to make profit from the sold of goods& service sot that in order to increase the amount of sales of goods &service the organizations have to advertise its good or service to target audience.

From the above theories, before we advertise, we have to analyze the consumer behavior to the market otherwise the advertising will not be effective for the organization's goods and services. this is because of Advertising reaches us through various media, these are radio, television, news paper, Magazines, bill board, internet, advertising makes use of other means such as direct mail, shopping carts, blimps, and video cossets.

### **The Role of Advertising for Sale Volume**

In any organization there must be effective marketing communication in order to sell the organizations goods and service. In any business environment, there are different competitions in order to sell their goods and service. So that, in order to win that competition, that is to attract customer, there must be effective advertising program (i.e. efficiency of advertising to the customer).the role of advertising for sales revenues are the following.

- Advertising can create awareness about the organizations goods and service.
- Advertising can change the mind of customer.
- Advertising can create a good name of company.

- Advertising can develop a need for product or services.
- It can promote events.

From the above advertising purpose, the organization can get good sales revenues by compete the competitors.

## **2.2 Designing Effective Advertising Program**

According to Philip Kotler (2005:765) for advertising program, advertising manager should set the following steps. These steps are;

1. Identifying the target market
2. Setting advertising objective
3. Deciding on the advertising budget
4. Deciding on the advertising message
5. Deciding on advertising media
6. Evaluating advertising effectiveness

### **2.2.1 Identifying the Target Market**

Identifying the target market is segmenting the market into different groups. The goal of segmentation analysis is to divide a market composed of consumers with diverse characteristics and behaviors into homogenous segments that contain person who will all respond similarly to firm marketing efforts. Segmentation studies are designed to discover the needs and wants of specific groups of consumer. So that specialized goods and service can be developed and promoted to satisfy each groups needs. The processes of market segmentation can also be seen as a three stage process. Market segmentation is the first in a three-phase marketing strategy. After segmenting the market in to homogenous clusters, the market then must select one or more segments to target .the third steps is positioning the product so that it

perceived by each target market as satisfying that markets needs better than other competitive offerings. (Ellsworth, 1995; 82)

According to Norman Hart (1995; 36) we can also break down the process of market segmentation in to five tasks. The first task (stage) is making analysis of consumer/Product relationships. Elements of the two consumer behavior factors (background characters and behavioral process) can be used to segment consumer markets. Some eight major categories of consumer characteristics also provide the most popular bases for market segmentation. They include geographic factors, demographic factors, psychological characteristics, socio-cultural variables; use related characteristics, use-situation factors, benefits sought, and hybrid segmentation forms. To be an effective target, target, a market segment should also be (1) identifiable (2) sufficient (in terms of size), (3) stable or growing, and (4) reachable (accessible) in terms of media and cost. These are criteria for effective segmentation<sup>9</sup> targeting market segments. The third task is developing product positioning. The two broad types of positioning strategies are: (1) positioning by consumer characteristics and behaviors, and (2) positioning by competitor. Selecting segmentation strategy is the fourth task in the five stage segmentation process. Business organizations that use market segmentation ca pursue an undifferentiated marketing strategy, a concentrated marketing strategy or differentiated marketing strategy in certain instances they might use a counter segmentation strategy. The final task (stages) is designing the marketing mix strategy (developing product price, promotion and placement strategies). Selecting the target market and designing the marketing mix go hand in hand, and thus many

marketing mix decisions should have already been carefully considered.

### **2.2.2 Setting Advertising Objectives**

Advertising objectives is a specific communication task to be accomplished with a specific target audience a specific period of time (Kotler, 2005 763). Advertising objective can be classified by primary purpose. Whether the aim is to inform, persuade or remained. These aims are described in the following.

#### **Informative Advertising**

- ✚ It telling the market about a new product. That is creating awareness about the product in order to attract new customer.
- ✚ It tell about building company image.
- ✚ It suggesting new uses for a product
- ✚ It reducing customer fears.
- ✚ It informing the marketing of a price change.
- ✚ It correcting false impressions.
- ✚ It explaining how the product works. That is usage of product telling about the usage of product.
- ✚ It tells about describing available services

#### **Persuasive Advertising**

- ✚ it tells about building brand preference
- ✚ It encouraging it tells about customer perception of product attributes
- ✚ It changing it tells about customer perception of product attributes
- ✚ It tells about persuading customers to receive a sales now
- ✚ It tells about persuading customers to receive a sales call

## **Reminder Advertising**

- ✚ it reminding customers that the product maybe needed in the near future.
- ✚ It is reminding customers where to buy the product
- ✚ It helps the product in customer's minds during off seasons.
- ✚ It helps maintaining top-of-mind product awareness.

Generally according to the objective of advertising, it facilitates the sales revenue of the company and creating good image in the minds of customers by informing, persuading and reminding.

### **2.2.3 Setting Advertising Budget**

Advertising budget serves as an effective management tool, focusing attention on how, when and where to best spending money. It equally helps control expenditure (Norman Heart, 1995; 145).

Without advertising budget, we will not make any advertising activity because of this, budget fulfill any advertising activities that is it fulfill the goal of advertising and It helps to be effective advertising competitor on the market.

According to Kotler 2005; 764), there are some specific factors that should be considered when setting advertising budget. These are;

### **Stage in the Product Life-Cycle**

A brand advertising budget depends on its stage in the product live-cycle. That is new product typically needs large advertising-budget in



order to create awareness and persuade consumers to try the product. On the other hand, Mature brands usually requires/our budgets as percentage of sales.

### **Market Share**

Market share also impact the amount of advertising required. because building the market or taking share from competition need large advertising spending than does simply maintaining current share, low –share brand usually need more advertising spending as a percentage of sales.

### **Competition and Clutter**

In a market with many competitors and high advertising clutter, a brand must be advertised more heavily to be noticed above the noise in the market must high advertising activities including the techniques such as how to advertise, when to advertise etc.

### **Advertising Frequency**

When many repetitions are needed to present the brands image to consumers, the advertising budget must be larger. That is in order to advertise in many times there must be large budget from the enterprise.

### **Product Differentiation**

Undifferentiated brand-those that closely resemble other brands in their product class may require heavy advertising to set them a part. When the product differs greatly from those of competitors, advertising can be used to point out the differences to consumers,

that is when, the product is difficult to differ from other products there must be high budget spending in order to create a brand image in the mind of customer there are four common methods used to set the total budget for advertising these are (1) the affordable method, (2) the percentage of sales method,(3) the competitive-party method, and the 4 one is the objective and task method.

### **Affordable Method**

A common 'rule-of-thumb' used by many companies is the affordable method. The companies start with total revenues, deduct operating expenses and capital out lays, and then devote total revenues, deduct operating expenses and capital out lays, and then devote some portion of the remaining funds to advertising. Unfortunately, this method of setting budgets completely ignores the effect of promotion on sales. It tends to place advertising last among spending priorities, even in situations where advertising is critical to the firm's success. It leads to an uncertain annual promotion budget, which makes long-range planning difficult, although the affordable method can result in over spending on advertising, it more often results in under spending.

### **Percentage of Sales Method**

In this method, marketers set their promotion budget at a certain percentage of current or forecast sales or they budget a percentage of the unit sales piece. The advantage of percentage of sales method is it is simple to use and helps managers think about the relationship between promotion spending, selling price and profit per unit, in this method, it creates competitive stability because of this competing firms tend to spend about the same percentage of their sales on

promotion. The budget is based on availability of funds rather than on opportunities.

### **Competitive Parity Method**

This method is based on competitors, out lays. That is companies are set their promotion budgets to match business competitors, Companies are watch competitors, advertising or get industry promotion spending estimates from publications or trade associations, and then they set their budgets based on the industry average, Companies differ greatly in terms of market opportunities and profit margins, and each has its own special promotion needs. In the last, there is no evidence that budgets based on competitive parity prevent promotion competitive party prevents promotion competition (Kotler, 2005:740).

### **Objective and Task Method**

In this method companies are set their promotion budget based on what the company wants to undertake with promotion. The method entails (1) defining specific promotion objectives (2) determining the tasks needed to achieve these objectives, and (3) estimating the costs of performing these tasks. The total of these costs is the proposed promotion budget. in this task method, companies forces to spell out it assumption about the relationship between the costs and promotion out comes .companies have to set sales and profit target and then work back to what work must accomplish to success the desired goals. The main advantage of this method is that it gets companies to define their communication objectives, how each objective will be successful using selected promotion tools and the financial implication of alternative programs within the company.

#### **2.2.4 Deciding on Advertising Message**

When a company advertises to its products and services to its audiences, there must be a good message within the advertising. That is it must be attract a new customer because of this, in today's dynamic completion there are different advertising technique in order to win the completion from the market. the company have to transmit a good message to its audience.

Good advertising messages are especially important in today's costly and cluttered advertising environment (Kotler, 2005:767).so that the company has to advertise a good message content of advertising to the environment.

#### **Message Strategy**

Message strategy statements tend to plain, straight forward out lines of benefit and positioning points that the advertiser wants to stress. The advertiser must strength a compelling creative concept that is the message strategy to life in a distinctive and memorably way. At this level, the simple message ideas become great advertising campaigns. Advertising appeals should have three characteristics (Kotler, 2005:768). The first phase is, they should be meaningful, that is it should be interesting to target customers. Second, it must be believable, and appeals should also distinctive in terms of telling consumers ho the product is different from or better than competing brands.

#### **Message Execution**

The advertiser now has to turn the 'bid idea' into an actual advertising execution that will capture the target market's attention and their interest. The impact of the message depends not only on what is said, but also on how it is said. The creative people must find the best style, tone words and format for executing the message. According to (Kotler, 2005:769), any message can be presented in different execution styles, such as the following:

Slice of life: this style shows one or more people using the product in a normal setting.

Life style: this style shows how a product fits in with a particular life style.

Fantasy: this style creates a fantasy surround the product or its use.

Mood or image: this style builds a mood or image around the product. Such as beauty, love serenity.

Musical: the advertising is built around a song or some well-known music, so that emotional responses to the music are associated with the product.

Personality symbol: This style creates a character that represents expertise in making the product.

Technical expertise: this style shows the enterprises expertise's expertise in making the product.

Scientific evidence: this style shows survey or scientific evidence that the brand is better or better liked than one or more other brands.

Testimonial evidence: this style shows a highly believable or likable source end or sings the product.

When the advertiser advertises, the goods and service, he/she has accomplished effective advertising tasks. That means the advertiser

has to undertake advertising activities in attractive way by means of style, tone, words and format.

### **Reinforcement of Message**

An advertising message must arouse attention in the first place and become meaningful to the target audience. the advertising technique must be strengthened in order to transfer a good message to the target customer (Manendra Mohan,2001:134).this the advertising message must be in style, tone, words.

### **Repetition of Message**

The need for repetition of message has been emphasized by advertising practitioners all along and basic principle that frequency of exposure to advertising message helps in registration and inducting the prospect towards the stage of action. The basic need of message repetition is creating a good image about the company's goods and services in the mind of customer and creating memorable action in the mind of the target audience.

### **Message Evaluation**

In the message strategy, there are three appeal used advertising message these are they should be meaningful they should be believable and they should be distinctive. All these are must be evaluated by advertiser.

### **2.2.5 Deciding on the Media Planning**

Media are an instruments, they are used for transmit advertising message to the target customer. The advertiser must decide upon the

media carry the message. According to (kotler, 2005:772), the main steps in selection are (1) deciding on reach, frequency and impact: (2) choosing among chief media types:(3) selecting specific media vehicle and deciding on media timing.

### **Deciding on Reach, Frequency and Impact**

To select media for advertising, the advertiser must decide what reach and frequency are needed to accomplish advertising objectives. The factors to select media for advertising are competition of Medias for advertising.

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

**Frequency;** refers to a measure of how many times the average persons in the target market is exposed to the message.

**Media Impact;** it refers to the qualitative value a message exposure through a given medium.

### **Choosing Among Chief Media Types**

For effective advertising activity, the media planner has to know the reach, frequency and impact of each of the major media types. 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 (Kotler, 2005; 772). The major media types are;

-  Newspaper
-  Television
-  Direct mail
-  Radio
-  Magazines

✚ Outdoor/billboard advertising

✚ Internet

The advantage of broadcast advertising is; it is a powerful medium with sensual impact. TV allows for target selection based on some dimensions. Based on some dimensions, Based on geography, it is where the single reaches. As to time of day, different target audiences watch TV at different times.

The disadvantage of broadcast TV is to advertise on TV, the company must produce a spot and pay to use one produced by someone else and the cost of TV advertising is high so that the advertiser may discourage to advertise.

**Direct Mail;** many firms generate sales by mailing sales brochures and catalogs directly to customers. To deliver sales documents rigidly to large numbers of potential customers, many marketing departments maintain customer mailing lists that are used for mass mailings.

The advantage of direct mail is, it allows the company to target their message to a very specific audience. Direct mail messages can be personalized to add reader appeal using computer merge programs. The company's can also evaluate their effectiveness.

The disadvantage of direct mail is that many people don't like uninvited offers and many are skeptical of their validity. Many advertisers do not like to bother with updating mail. Without dated lists, however, mail goes to undeliverable address and wastes the company's money. Mail may also contain out of date message and names wrong-some groups are concerned about environmental impact



of resources used for advertising mailing. This is relatively expensive medium.

**Newspaper;** A newspaper is a print advertising media which is printed in daily weekly. The frequency of publication of news paper is that daily news papers usually found in cities and larger towns. Dailies have morning edition evening editors, of all day edition's morning deliver amore compete record of the previous day's event, including detailed reports on local and national news, and on business, financial, and sports events (Wells, William; 227-228;2000).

The advantages of newspapers are the audience is locally or nationally or regionally concentrated. Consumers often look for advertisement in newspapers, so their mood may already be more receptive to the message.

The disadvantage of news paper is that, newspaper limits specific audience targeting.

**Television;** Television is the method of broadcasting still and moving pictures and sound over a distance by means of electrical waves moving through the air. So that television is enable to a company to advertise the company's products in both picture and sound.

According to (John Williams Hurst and Adrin Mackay, 1999; 145) TV advertising is a very effective medium through which to communicate because of this TV has both pictures and sound of message. So that it is effective to transmit the advertising message to the target audience, and it is difficult for the viewer to respond directly because there is inevitably going to be a time lapse before any action can be taken. The TV advertisements have to get the message across precisely without becoming or persistent because of too much repetition.

**Radio;** Radio is the method of sending or receiving sounds through the air through electrical waves. It is a personal medium and it can be heard in the work, home, in the car, recreational area etc.

The advantage of radio is radio messages are mobile. Radio allows for target selection based on some dimensions. In terms of time of day, the audience will change b/n morning drive, midday and over night programming. Depending on availability, it's often possible to get advertising on a station on short notice. This allows advertisers to react to sudden developments, such as a retailer selling fans reacting to a heat wave or a competitor's special offer. The message can with as much frequency as the company chooses or the station's format allows. That is the company can run an advertising once a day for a year or twice an hour for a day.

Radio advertising has a voice. It can be friendly, serious or whatever suits the message. The voice can be conversational, a quality that makes it very easy to listen to and understand.

The disadvantage of radio is radio has no visual-don't use it to talk about a product that a listener may not already understand. There is no hard copy. The company's advertising airs and then it has gone. If a listener missed an important piece of information, like phone number, there is no way to know when it will be on a gain.

Radio advertising dollars come from advertiser using a medium for two major strategies. First, those revenues that comes from advertisers using radio as their primary medium of advertising. Second are revenues that come from advertisers who use radio as a supplemental medium to other advertising vehicles (J. Thomas Russel W. Ronald Lane, 1993; 226).

Finally due to lack of audience in radio, radio station has to achieve high frequency.

**Magazine;** A magazine is a sort of book with a paper cover and usually large sized pages which contains writing, photographs and advertisements which is printed and sold every week or month.

The advantage of magazine is, great color and photo reproduction are possible in magazines that are printed on slick or high-grade paper (high quality paper) that is it attracts printed on slick or high-grade paper (high quality paper) that is it attracts the audience. Selecting a target audience can be easy since magazines are designed for specific audience in a specific field.

The disadvantage of magazine is the cost of magazine is higher to the consumer and to the advertiser because of this most magazines are printed on slick paper that makes for excellent reproduction. The timing for reader exposure to the company's advertisement is less predictable. Most magazines carry more features than hard or breaking news. Reading can be delayed, and some advertisements could go out of date before that are seen.

General magazines seem a dread fully general title to use. Indeed, it could be broken down in to dozens of categories such as women's magazines, enthusiast and hobby press and soon. They are, of course usually smaller in size than news papers and printed on better-quality paper. They have generally a much longer life than news papers anything form a few days up to many months or, in the case of something like national geographic even years (Tom Annan, 1993;115)

In choosing magazine for advertising the advertising planner has to consider its readership.

**Outdoor/Billboard advertising;** outdoor advertising consists of short promotional messages on billboards, posters and sign. Sing and billboard advertising allows the marketers to focus on a particular are, it is fairly in expensive that is it's less costly.

The advantage of outdoor/billboard advertising is, big messages attract attention using this medium the message must be short and to the point. The advertisement reaches lots to people, many of whom see it repeatedly as they travel regular routes.

The disadvantage of outdoor/billboard is it is hard to reach a specific audience. It is also hard to measure its effectiveness.

The number of people who pass, and are exposed to a given showing of billboards in a local market, expressed as a percent of the total of all people in the market (Jack Z. Sissors, Lincoln Bumba, 1993;62)

**Internet;** Internet advertising is an advertising activity through the internet. There are two primary ways to advertise on the internet. The first option is to register the company's website with major search engines so internet visitors can find the company. The other option is to place an "advertisement banner" for the company's site on another website that has a lot traffic (viewers). Advertisement banners allow viewers to link to the company's site when they click on the banner.

The advantages of internet advertising are it is really cost-effective. The costs can also be independent of the size of the audience. That is a web presence will cost the same regardless of how many viewers the companies site has. Advertisers can target specific types of viewers by positioning an advertisement banner on related websites. Messages can be timely because editing the content is often easy and instantaneous. Advertisement on the internet can be interactive. The

company can request viewer feedback, take orders or answer question instantly. The internet is constantly available. Internet advertisers can potentially reach a global audience. A side from language barriers, any one at any location in the world can access information about company's products or services.

The disadvantage of internet advertisement: Internet advertising should not be approached in vacuum. Although the popularity of the internet is rising remarkably, it is difficult to gauge the impact of advertising on the internet.

Marketing can be accomplished detaining visibility. A website is company's virtual corporate head quarters, where company can market and sell products and services. Marketing company's page a good place to visit is the best internet advertisement (Jill Ellsworth and matte H. Ellsworth, 1995:156-157).

To conclude that , media planners have to choose among these media types by considering many variables. The most important are the following.

**Target Consumer Media Habits:-** In this way, radio, television, internet are the most effective media for youth and teenagers so that the company should use this advertising media because of this youth and teenagers are mostly follow thes3e types of media.

**Product:** in product relation, products must be advertised on through different advertising media. That is the products must be advertise in term of color that is the products must be different colorful style in order to attract customers.

**Message:** Different types of message may require different media. This means that, a message announcing a big sale tomorrow will require

radio or news papers, a message with a lot of technical data might require magazines or direct mailings or an online advertisement and website

**Cost:** cost is also an important consideration in advertising media choice where as television is very expensive newspaper or radio advertising costs much less but also reaches fewer consumers, so that the company should consider the cost of advertising. That means the company should find the less cost of adverting medium and attractive advertising medium. News papers are less costly and it can provide in attractive way to attract target customers.

### **Selecting Specific Media Vehicles**

In selecting specific media vehicles, the media planner must choose the best media. That is specific media with each general media type. When we see radio and television, and any one country, there are many stations and channels to choose from, together with hundreds, even thousands, of program vehicles-the particular programmers where the commercial should be broadcast. Prime-time programmers are the favorites, but costs escalate with the popularity of the programmer.

When we see, the case of magazines, the media planner must look up circulation figures and the costs of different advertising size, color options, advertisement positions and frequencies for specific magazines. There is a vast selection of special interest publications that enable advisers to reach special groups of audience. That is, business magazines to reach business executives. The planner selects the media that will do the best job in terms of selectivity reaching the target consumer group the media planner must evaluate each magazine of factors such as credibility, status, reproduction quality,

and editorial focus and advertising submission deadlines. The media planner has to decide which vehicles give the best reach, frequency and impact of the money.

The media planner must balance media cost measures from any media impact factors, first, the media planner should balance costs against the media vehicle's audience quality. That is advertising, business magazines would have a high-exposure value in the second level, the media planner must consider audience attention. This means that, typically more attention to advertising than do readers of business magazines. The third one is, the planner should assess the vehicles editorial quality.

### **Deciding On Media Timing**

The advertiser must decide how to schedule the advertising within a year. Any company can vary its advertising to follow the seasonal pattern. To oppose the seasonal patterns, or to be the same all year. The company can do some seasonal advertising and also the company can do only seasonal advertising. That is many department stores advertise usually their seasonal sales in specific periods in the year, such as Christmas, Easter. Finally, the advertiser has to choose the pattern of the advertising. Continuity means scheduling advertisements evenly within a given period. Pulsing means scheduling advertisements unevenly a given time period.

The media planners can evaluate vast combinations of television programmers and prices by means of new computer software applications called media optimizers. Vast combinations of television programs help advertisers to make better decisions about which mix of networks, and programs.

### **2.2.6 Evaluating Advertising Effectiveness**

According to Tom Branan (1993;53) Evaluating advertising is searching the weakness and strength of a company's advertising activities. The advertising programmed should evaluate both the communication effects of an advertisement or copy testing tells whether the advertisement is communicating well. Copy testing can be done before or after an advertisement is printed or broadcast. Before the advertisement is placed, the advertiser can show it to consumers, ask how they like it, and measure recall or attitude changes resulting from it. Advertiser can measure how the advertisement affected consumer recall or product awareness, knowledge and preference. The change in brand awareness is determined by the number of customers who were previously unaware of the brand and the number who notices the advertisement and are now aware of the brand, or by the difference in the number of customers who are aware that the brand exists before and after the campaign. If there has been little increase or even a decline in brand awareness, the advertiser has to determine whether the reason is poor impact achieved by the communications campaign or that customers forget because of this, poor recall or inadequate advertising investment. One way to measure the sales effect of advertising is to company past sales with past advertising expenses. Another way is through experiments. That is to test the effects of different advertising spending levels, the company could vary the amount is spends on advertising in different market areas and measures the differences in the resulting sales levels. It could spend the normal amount in one market area, half the normal amount in other areas is similar, and if all other marketing efforts in the area are the same, then differences in sales in the three areas could be related to advertising level. More complex experiments could be designed to



include other variables such as difference in the advertisements or Medias used.

Generally, the media planner has to evaluate advertising activity from the past advertising activity. That is he/she has to know how advertising activity is under taken, and also he/she has to know that is the right time to advertising activity it may be the weakness or strength of advertising campaign.

## **CHAPTER THREE**

### **Data Analysis and Interpretation**

This part of the paper consist analysis and interpretation of data obtained from customer who is conducted in questionnaire and interview questions are analyzed and interpreted which is conducted in interview questions to the advertising and marketing research manager and also employees. The first part focuses on general background of the organization and the second part focuses on analysis and interpretation of the finding of the research.

The questionnaire was distributed to 200 customers which 190 questionnaire were field and returned, while interview was conducted from the enterprise marketing and promotion department.

#### **3.1 General Background of the Organization**

As the information obtained from the enterprise, Berhanena selam printing enterprise was established in 1921 G.C and it has rich experience in printing activity. The name Berhanena selam from a weekly printed news paper called Berhanena selam newspaper. The institution becomes government property after the nationalization. During this time, Berhanena selam printing enterprise had a capital of 6,987,892 birr with a total yearly production 8,956,809 out puts and 940 employees with free market economy. The enterprise starts to compete with state and private enterprise. Prior to the name Berhanena selam printing enterprise, it had names. Teferi Mekonnen printing enterprise, Lebeteseida Yetesete, Luel Mekonnen printing enterprise, Berhanena selam kadamawit haileselassie printing enterprise. Currently, the enterprise has played a vital role in developing the national economy by saving the foreign exchange, which was allocated for most printings that should have been done

abroad, Berhanena selam printing enterprise specializing insecurity printings. To fulfill its customer's needs, it has installed modern computers, scanning, printing and binding machine widened its printing services Berhanena selam printing enterprise organized with qualified and experienced professionals. To develop the employee knowledge, the enterprise gives inside training and outside development training at different centers. The enterprise gives different services. These services are commercial printings including newspapers, books, magazines, receipts, diaries, calendars, posters, post cards, letter head and envelope, scanning services etc and the enterprise security printings such as passports, lottery tickets, etc. The other service is that proclamations and Negarit Gazettas, decrees and regulations. These are sales service.

### **3.2 Advertising Program of Berhanena selam printing Enterprise**

In this chapter, we address the major decision that has been made by the advertising program of Berhanena selam printing enterprise. The decisions are indentifying the target market, setting the advertising objectives, deciding on advertising budget, deciding on advertising message, deciding on advertising media, evaluating advertising effectiveness.

#### **3.2.1 Identify the Target Market**

Identifying the customer is very important to any company. That is if a company identify its customers it can do all activates in the target market. In the case of advertising, target customers must be indentified for the purpose of creating good exchange activity in the

market. When identifying the target market, the company can identify, the advertising activity will have a good direction.

Berhanena Selam printing enterprise gives services such as commercial printings this printings are newspapers, books magazines, receipts, diaries, calendars, posters and postcards, letter heads and envelopes and scanning services etc.

The other services are security printing and sales service. Among this services, from security printings, lottery tickets, cheques, driving licenses, revenue stamps, bank saving and others and bus tickets etc and the sales services are proclamations and Negarit Gazettas, decrees and regulations.

An individual person who is interested in purchase Berhanenas Selam products will make purchase decision (refers table 2). That means buying Berhanena selam's products are not luxury goods such as cars, television etc. The reasons is that advertising activity is directed to each individual person who has got the ability to buy the Berhanena selam's products, that is the company's advertising activity is addressed to the general population.

This study is conducted customer behavior according to Berhanena selam's products.

**Table No 1: Characteristic of the Respondents**

No	Item	Description	Respondent	
			Number	Percentage
1	Sex	Male	103	54.2%
		Female	87	45.8%
		Total	190	100%
2	Age	18-25	111	58.4%
		25-45	42	22.1%
		45-50	28	14.7%
		50-60	6	3.1%
		>60	3	1.7%
		Total	190	100%
3	Education Level	Below certificate	12	6.3%
		Certificate	29	15.2%
		Diploma	85	44.8%
		Degree	60	31.6%
		Masters	4	2.1%
		Total	190	100%

As it can be observed from the table, out of the total 190 respondents, 103 (54.2%) were males, while the remaining 87 (45.8%) were females.

Regarding the respondents age 111 (58.4%) were between 18-25, 42(22.1%) was between 25-45, 28 (14.7%) were between 45-50, 6 (2.1%) were between 50-60 the rest 3(1.7%) was above age of 60.

### **3.2.2 Setting the Advertising Objectives of Berhanena Selam Printing Enterprise**

Spending money on advertising without first establishing objectives results in wastage of money, time and effort. It also could do more harm for the business than good by sending the wrong message. In any business environment, there are different competitions. Among these are advertising completion is one of them. In order to win the completion, there are different strategies to win the advertising competition. Based on the advertising objectives, the advertising manager should choose from different decision. The decisions are deciding on the advertising budget, deciding on the advertising message, deciding on the media, and evaluating the advertising effectiveness. The choice of decision should match with enterprise's advertising objectives that is, as the information.

Gathered from the advertising manager through interview, the objective of the enterprise in advertising is to increase a long term sales revenues.

### **3.2.3 Deciding on Advertising Budget of Berhanena Selam Printing Enterprise**

In order to achieve the organization's goals and objectives of advertising activities, budget must be allocated. That is without budget allocation, there is no achievement of advertising activates and a particular advertising mix must be developed from four budget

setting. The budget settings are affordable method, percentage sales method, the competitive party method, and the objective task method.

From the enterprise information through interview to the advertising department manager, the enterprise use objective/task method in order to accomplishing goals. The objective/task method is difficult to determine in advance amount of money needed to reach a specific goal. The enterprise have to set sales and profit target and work back to what work must accomplish to success the desired goals and objectives.

#### **3.2.4 Deciding on the Advertising Message of Berhanena Selam Printing Enterprise**

According the information of the enterprise, the message is transmitted mostly on print advertising. So the advertising manager has to transmit by different advertising media. Before transmitting advertising message, the advertising manager has to study the customer behavior. That is what consumer like and dislike in relation to enterprise's goods and services.

The advertising messages can create awareness about the enterprises good and service because the message is the main components of advertising. Therefore, advertising message influence to buy the enterprise's goods and services.

**Table No 2: The Customer Response in Relation to the Type of  
Buying Products**

Item	Response	Respondent	
		Number	Percentage
Do you buy Berhanena Selam's products such as Books, magazines, Postcards and calendars Frequently?	Yes	97	51%
	NO	93	49%
	Total	190	100%

From the table 2, it shows that 97 (51%) are bought Berhanena Selam's Products frequently. That is the advertising message is influenced to the buyer so that the advertising message is good. But it must be strengthen. When we see, "NO" a respondent, 93 (49%), the customer do not buy the products frequently so that the advertising manager has to design a good advertising message in order to influence the "No" respondents to purchase the enterprise's good and services frequently.



**Table No: 3 Customer Responses about the Transmission Advertising Message**

No	Items	Response	Respondent	
			Number	Percentage
1	What is your attitude about the transmission of message for Berhanena salam's printing Enterprise?	Excellent	13	7%
		Good	24	12.6%
		Fair	87	45.7%
		Poor	66	34.7%
		Total	190	100%
2	Do you know a producing Berhanena salam's diaries?	Yes	116	61%
		No	74	39%
		Total	190	100%
3	Do you know a product of Berhanena Selam's receipt?	Yes	163	86%
		No	27	14%
		Total	190	100%
4	Do you know a product of Berhanen Selam's Calendar?	Yes	158	83%
		No	32	17%
		Total	190	100%

5	Do you know a product of Berhanena Selam's megazine?	Yes	171	90%
		No	19	10%
		Total	190	100%
6	Do you know a product of Berhanena Selam's post card?	Yes	14	7.3%
		No	176	92.7%
		Total	190	100%
7	Do you know a product of Berhanena Selam's poster?	Yes	122	64.2%
		No	68	35.8%
		Total	190	100%

From table number 3, we can observe that, the customer respond that 13(7%) excellent, 24 (12.6%) good, 87 (45.7%) fair, and 66 (34.7%) poor and also the tables shows that the customers awareness about Berhanena Selam's product from the transmission of advertising message, from this, the customer responded that 116 (61%) said yes, 74(39%) said no we they know the product diaries or not know the product diaries.

The other customer responses are 163(86%) said yes, 27(14%) said no. This shows that wither the customer know or not know the product receipts. And also the customer responded that 158(83%) said yes, and 32(17%) said no. This is similar shows that wither the customer know or not know the product calendar.

Another customer responses are 171(90%) said yes and 19(10%) said no. From this, we Can observe that whether the customer know or not know the product magazines.

The other customer responses from table 3, 122 (64.2%) said yes and 68 (35.8%) said no. From this, we can observe that wither a customer know or not know the product poster.

Generally, from table number 3, the customer response 87 (45.7%) said fair. This shows that the advertising message is fair and the other customer response related to about the transmission of advertising message is 24 (12.6%) good. From these, we can understand that the advertising message is both fair and good compared to other responses. But the company has to improve fair and good advertising message is to excellent advertising message because of this the percentage of customer response is “Excellent” is minimum that is 13 (7%) and also the company works good that is as we observe from the table the response of customer that is “Poor” is minimum, so that the company has to maintain its advertising effectiveness.

When we observe, the customer response wither they know or not know the product, 14 (7.3%) postcards and 122 (64.2%) posters are known by small number of buyer compared to other products, so that, if the company has a potential, the company has to transmit a good message to company’s target customer.

### **3.2.5 Deciding on Media of Berhanena Selam Printing Enterprise**

The factors to select different advertising media is that, different business organization use different advertising media in order to attract a new customer. This is advertising media completion. So that

the advertising manager has to study the behavior of customer that is what media they like or dislike. Mostly the enterprise use print advertising media as the information gained from the marketing manager. So the enterprise should use other advertising media.

**Table No 4: The Customer Response In Relation To The Types Of Media They Use**

Item	Response	Respondent	
		Number	Percentage
Which Medium is the best to you?	Television	108	57%
	Broacher	3	1.5%
	Radio	58	31.5%
	Calendar	4	2.1%
	News paper	15	7.5%
	Magazine	2	1%
	Total	190	100%

From the table number 4, we can observe that the majority of the customer that is 108 (57%) responded that television is the best for customers. From this, we can observe that, television is important for increasing sales revenues. From the remaining respondent 3(1.5%) observed that broacher, 58 (30.5%) radio, 4(2.1%) Calendar, 15(75%) newspaper, 2 (1%) Magazine medium

This shows that even if the importance is not substantial like television advertising, the advertising manager has to use supplement advertising activities.

**Table No 5: The Customer Response about the Media of Advertising**

No	Item	Response	Respondent	
			Number	Percentage
1	Do you think that the advertising of Berhanena salam's media is good?	Yes	47	24.7%
		No	143	75.3%
		Total	190	100%
2	Do you think that the advertising of Berhanena salam's media has repetition?	Yes	54	28.4%
		No	136	71.6%
		Total	190	100%
3	If your answer for the above	Broacher	7	3.7%

	question “yes”, which media type has reption?	Calendar	12	6.3%
		News paper	33	17.4%
		Television	0	0%
		Radio	2	1%
		Total	54	28.4%
4	Does the different types of advertising media affect to you purchase Berhanena selam’s product?	Yes	110	57.9%
		No	80	42.1%
		Total	190	100%
5	For the question in the above, if your answer is “yes” ,why “yes” and if your answer is “no” why not	-	-	-
		-	-	-
		-	-	-

The last questions in table, 5 are answered below. As it can observed from table, the customer responded that related to about the good media of advertising, that is the customer responded 47 (24.7%) said yes and 143 (75.3%) said no. From these respondents, we can understand that, the Berhanena selam printing enterprise is good. So that , BSPE has to maintain enterprises good media of advertising. When we observe, the other respondent that is the “no” respondent the company has to improve its advertising efficiency order to attract the “no” respondent of customers.

When we observe about the repetition of advertising from advertising media, the customer respondent that 54 (28.4%) said “yes” and 136(71.5%) said no. From the table number 5, the respondent of “yes” answer is minimum because the company does not work related to the repetition of advertising. So that enterprise has to work in order to create a good repetition of advertising. The enterprise has repetition of advertising but it has less repetition of advertising.

From table number 5, the customer response a minimum “yes” answer. From this, the respondents of customers are 7 (3.7%) broacher of advertising 12 (6.3%) calendar, 33 (17.4%) newspapers, 0 (0%) Television, 2 (1%) radio advertising, from this information, we can observe that, calendar has a good repetition of advertising as compared to others and the non receptions that are Television and radio are low. So that the enterprise has to work a good repetition of advertising on Television and radio and also the company has to develop the repetition of advertising on brochures. The repetition of advertising on newspaper must be improved. That is it should be developed and good advertising repetition to excellent advertising repetition based on customer behavior.

When we observe the customer responses , whether the customers are affected by different advertising media or not. From the customer response 110 (57.9) said yes and 80(42.1) said no. with this information high customers are affected by different advertising media compared to the “no”. Respondent customers and also the respondents 80 (42.1) are not affected by different advertising media, so that the advertising department manager has to design a good advertising media in order to attract the “no” respondent. Generally the reason for “yes” and “no” responses of customers are the following. These are the reason for “yes” answer is the advertising media are

good, fair and motive and the reason for “no” answer is that advertising is not enough. But the majority of the customer’s response that is 110 (57.9) are highly motive, fair, good and attractive so that the enterprise has the motivation, attractiveness of advertising media of the enterprise.

### **3.2.6 Evaluating the Advertising Effectiveness of Berehanena Selam Printing Enterprise**

In any business situation, business activity is important because of this identifying the strength and weakness is leads to be effective business organization, from this point of view, evaluating advertising effectiveness leads to design advertising technique.

From the information of the enterprise that is through interview question to marketing research department, the evaluation of advertising is based on the sales revenues of the enterprise. The marketing research department manager has to evaluate also based on feedback of customer in order to know the weakness and strength of advertising activities in the enterprise.

## **CHAPTER FOUR**

### **Summery, Conclusion and Recommendation**

In this research paper, an attempt has been bid to investigate the contribution of advertising for sales revenue in the case of Berhanena selam printing enterprise. In this paper, the first chapter of the paper



started by background of the study, then pointing out the research problem, basic research questions, the objective and significance of the study; methodology of the study and scope of the study are stated.

The second chapter, review of related literature, which includes the meaning and the role of advertising for sales per venue, steps in developing advertising programs which includes identifying the target market, setting advertising objectives, deciding on the advertising budget, deciding on advertising message, deciding on advertising media and evaluating the advertising effectiveness.

The third chapter deals with analyzing and interpreting advertising activities within Berhanena salam printing enterprise and also the third chapter of out coming (i.e. questionnaire and interview were analyze and interpreted).

## **4.1 Summery**

- Regarding to the sex the majority of respondents 103(54.2%) were male the rest 87(45.8%) of responded were Female.
- Age wise most of the respondents 111(58.4%) of them were between the age of 18-25.
- Regarding the educational background, majority of respondents were educated and 85 (44.8%) of them were Diploma.
- With regarding the respondents were buy frequently the enterprise products, the Majority of respondents 97(51%) of them were buy frequently.
- In relation to the attitude about transmission of message for the enterprise, most of respondents 87(45.7%) of them were replied fair.
- Majority of respondents know the enterprise newspaper 171(90%) and 14(7.3%) of them were not know the enterprise product of postcard.

- 108(57%) of them were responded that television is the best medium for them.
- Around 143(75.3%) to rate the enterprise advertising media of are not good.
- In relation to the repletion of the enterprise advertising, most of respondents 33(17.4%) of them newspaper were the repletion media type.
- 110(57.9%) of them were responded that the enterprise advertising media was influenced them to purchase the products.

## **4.2 Conclusion**

Depend on the analysis the following major issues were observed

1. The objective of advertising in Berhanena selam printing enterprise is to increase along term sales revenue. To fulfill this objective, spend in money must be necessary but without first establishing objectives results loss of money, time and effort.
2. In setting the advertising budget, the Berhanena selam printing enterprise use objective/ task method.
3. Berhanena selam printing enterprise uses the advertising media through mostly on printing media.
4. Based on the transmission of advertising message, there are the “no” respondents.
5. From the transmission of advertising message, the respondents of “excellent” answer are not much.
6. The customers do not satisfied with radio, television and brochures compare to other advertising media because there is no Vision in this media.
7. Television and radio media have not repletion.

8. The Evaluation of advertising effectiveness in the enterprise is depends on the sales revenue of the enterprise because advertising can increase sales revenue.

### **4.3 Recommendation**

In order to create a successful advertising program, there must a technique advertising that is, how to advertise in terms of message; media etc. from this point and the above conclusion, the following points are recommended.

1. The objective of advertising in Berhanena selam printing enterprise is not enough that means as the information obtained from the enterprise, the objective of advertising is to increase sales revenue. The objective is good but the enterprise should also create a good image in the mind of customers by advertising.
2. In setting advertising budget, budget, different budget setting methods are used but these budgets setting have both advantage and disadvantage. In order to be effective in budget setting, the enterprise should use the budget setting in combination way because the enterprises mostly use objective/task method.
3. As it mentioned, advertising competition is increasing from time to time. As the information gained, the customer responses, the enterprise Use mostly on print advertising. In order to win the advertising competition, the advertising manager should design different advertising media.
4. From the responses of customers, about the transmission of advertising. There are the “no” respondent. That means, there may be problem that related to the transmission of message. So that the enterprise should evaluate the advertising activities and the enterprise should receive feedback from the customers.

5. According to the customer responses, the response of “Excellent” answer about the transmission of advertising message is low. So that the enterprise should work with other advertising agencies.
6. Knowing the consumer behavior is important because the advertising activities are based on consumer that is consumers are choice which product satisfies them, So that the enterprise must know the consumer behavior. In this research paper, consumers do not like radio, television and brochure. Because of lack of vision. So that the enterprise should use vision content advertising media that is television.
7. From the customer responses about the media of advertising, television and radio have no repletion of advertising. So that the enterprise should work. Repetition television and radio advertising in order to attract a new customer and to cover a wide coverage of advertising in the environment.
8. As information gained from the marketing research department, the evaluation of advertising activity is based on the enterprise’s sales revenue. This evaluation is not enough. So that the enterprise should also receive feedback of the enterprise’s customers and other population.

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**Appendix**





**Appendix A**  
**St. Mary's University**  
**Faculty of Business the Department of**  
**Marketing Management**  
**Questionnaires designed to the customers**  
**Berehanena Selam Printing Enterprise**

**Dear respondent**

This questionnaire is prepared by final year marketing management degree program student of st.mar'y university for the fulfillment of senior paper entitled "the impact of advertising on sales volume in the case of berehanena selam printing enterprise"

I would like to bring to your attention that the success of this research heavily depends on your correct response to the questions.

Thank you

Sincerely

Yonatan Mamo

Remark

- There is no need to write your name.
- If the question have alternative answer put  $\surd$  or  $\times$  mark on the space provided.

**Part I -Personal data**

1. Gender

Male

Female

2. Age

18-25

45-50

≥60

25-40

50-60

3. Education level

Below Certificate

Diploma

Others

Diploma

Degree

Masters

**Part II-Questionnaires to the Customers**

1. Which medium is the best to you?

Television

Radio

Magazine

Brochure

Calendar

Newspaper

2. Do you buy Berhenaena selam products frequently?

Yes

No

3. What is your attitude about the transmission of message for

Berhanena selam printing enterprise?

Very good

Fair

Good

Poor

4. Do you know a product of Berehanena salam newspaper?

Yes

No

5. Do you know a product of Berehanena salam calendar?

Yes

No

6. Do you know a product of Berehanena salam magazines?

Yes

No

7. Do you know a product of Berehanena salam post cards?

Yes

No

8. Do you know a product of Berehanena salam poster?

Yes

No

9. Do you think that the advertising of Berehanena salam's media is good?

Yes

No

10. Do you think that the advertising of Berehena ena salam's media has repletion?

Yes

No

11. If your answer for question number 10 is yes which media type has repletion?

Television  Radio  Magazine

Brochure  Calendar  Newspaper

12. Do you think the enterprise advertising addressed for the user effectively?

Yes  No

13. Does the enterprise advertising easily understandable?

Yes  No

14. Does the different type advertising media affect to you purchase Berehanena salam's product?

Yes  No

15. for question number 14 if your answer is yes why it's YES, and if your answer is NO why not

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**Appendix B**  
**St.Mary's University**  
**Faculty of Business the Department Of**  
**Marketing Management**  
**Interview Designed To Berehanena Selam Printing**  
**Enterprise Marketing & Promotion Department**

Dear sir/madam

This interview is prepared by final year marketing management degree program student of st.mar'y university for the fulfillment of senior paper entitled "the impact of advertising on sales volume in the case of Berehanena Selam Printing Enterprise.

I would like to bring to your attention that the success of this research heavily depends on your correct response to the questions.

Thank you

Sincerely

Yonatan Mamo

Interview question to advertising manager

1. What are the advertising media for your advertising mostly?
2. In what way the advertising budget is used?
3. What are the media, for the enterprise use to transmit advertising message?
4. What is the objective of advertising in your organization?

Interview question to marketing research manager

1. In what way the evaluation of advertising effectiveness is used in your organization?

# Appendix C

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## Declaration

I undersigned declare to this senior essay or project is my original work, prepared under the guidance of **Ato Aschalew Tameru**, all source of material for the manuscript have been duly acknowledged.

Name:- \_\_\_\_\_

Signature:- \_\_\_\_\_

Place of submission: - **St.Mary's University**

Date of submission:- \_\_\_\_\_

## Submission Approval Sheet

This paper has been submitted for examination with my approval as the university advisor.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_