

Jimma University
Faculty of Business
Department of Management

**EVALUATING THE NATURE OF CURRENT ADVERTISEMENTS
BASED ON THE 5M'S OF ADVERTISEMENT.**

A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE
COURSE RESEARCH IN MANAGEMENT

Submitted to: - Management Department

*Jimma University
Library Periodical*

Submitted by: -Minase Abebe

JIMMA UNIVERSITY

May, 2002

E TV.

ABSTRACT

This research will try to evaluate the nature of current advertisements based on the 5m's of advertisement. / ie mission, money, message, media and measurement /. Advertising is crucial and is becoming a decisive tool to the introduction of a new product, the protection of market share and also to compete with similar firms. Even though, it is costly and often it's effects are uncertain, nowadays companies invest a lot of money in order to advertise their products and services. Most of the time the advertisement programs are handled by the marketing department.

The main objectives of this research is to evaluate current advertisements. To clarify the attitude of the viewer towards these advertisement and to suggest what should be done to make the advertisements attractive and effective from the viewer point of view. And to pinpoint the problem associated with the current advertisement and again to provide a solution to make the advertisements attractive and effective in relation with the 5m's and other related points from the remaining two perspectives. All the necessary data for the accomplishment of this paper will be collected through questioners and interview. .

Jimma University
Library Periodical

Acknowledgment

In the first place I would like to thank and appreciate my advisor Mr. Rojers P. Joseph for his generous and unreserved assistance, comment and constructive criticism. This paper would have been impossible without his support.

Lastly I would like to thank Ato Amare Dagnew Ato Yoseph Shiferawe and friend who lent their helping hand towards the successful accomplishment of this research.

TABLE OF CONTENT

<u>Item</u>	<u>Page</u>
<i>Abstract</i>	<i>I</i>
<i>Acknowledgment</i>	<i>II</i>
<i>Table of content</i>	<i>III</i>
<i>List of tables</i>	<i>IV</i>

Chapter one

I. The study and it's approach

<i>1.1 Introduction</i>	<i>3</i>
<i>1.2 Statement of the study and the problem</i>	<i>4</i>
<i>1.3 Objective of the study</i>	<i>6</i>
<i>1.4 Scope and limitation</i>	<i>6</i>

Chapter two

II. Literature review	8
------------------------------	----------

Chapter three

III. The research design and methods of obtaining data	11
---	-----------

Chapter four

IV. result and discussion	13
----------------------------------	-----------

Chapter five

V. Summary of findings, conclusion and recommendations

<i>5.1 Summary of finding</i>	<i>24</i>
<i>5.1 Conclusion</i>	<i>26</i>
<i>5.2 Recommendation</i>	<i>29</i>

<i>Bibliography</i>	<i>32</i>
---------------------	-----------

<i>Appendix</i>	<i>33</i>
-----------------	-----------

List of tables

<u>Item</u>	<u>Page</u>
<i>Table 1.1 Characteristics of respondents</i>	13
<i>Table 1.2 Inspiration and benefit</i>	14
<i>Table 1.3 Exaggeration and misleading nature of the advertisements</i>	15
<i>Table 1.4 Uniqueness and reasons that make the advertisements ineffective</i>	16
<i>Table 2.1 Satisfaction by the advertisement programs</i>	17
<i>Table 2.2 Budget for the advertisements</i>	18
<i>Table 2.3 Match between the message and benefit and participation Of the companies in developing creative strategy</i>	19
<i>Table 2.4 Measurement and improvement</i>	20
<i>Table 3.1 Considerations in making the advertisement programs and Money paid for the companies</i>	21
<i>Table 3.2 Contribution to the growth of the sector and factors that Affect the improvement of the programs</i>	22
<i>Table 3.3 Personal view of the agencies towards the current advertisements</i>	23

CHAPTER ONE

I. THE STUDY AND IT'S APPROACH

1.1 INTRODUCTION

Marketing management entails the development of appropriate products and services for target market at the right price and the procedures for making them readily available. However, managers must also develop programs for presenting information about the organization and its products to target market. Marketing information can be communicated through personal sources or through impersonal sources -primarily advertising and sales promotion of the various promotion activities, advertising is clearly the most visible. That is why companies perceive and use advertisement as one of the most common tool to direct persuasive communications to target buyer and public (Kotler ,1997). Even though, it is costly and often its effects are uncertain, nowadays companies invest a lot of money in order to advertise their products and services. (Kotler ,1997)

In our country the advertisement sector have limited years of experience. It doesn't count more than a decade since it started to function as widely as it is now specially on TV. Despite the limited years of Experience and the limitedness in their number these agencies should be encouraged for their effort in the last few years.

To begin this research effort the researcher consider a report on Fm Addis 97.1 and a panel discussion on ETV as a source. Both the sources revolve around the characteristics and quality of current advertisements /specially on TV/ and the measure that should be taken to overcome the problems associated with their nature. From the problems that are stated in the panel discussion.

- Almost all the advertisements have the same features and presentation style.
- The advertising message for substitute products is similar
- Lack of experience /limited years of experience of these agencies /
- The limitedness in the number of agencies.
- Less creativity and low marketing knowledge of the advertising agencies.
- The budget allotted for advertising by the companies that advertise their product and services.

- Media selection, timing, clutter and slot.
- so these and other factors will hinder the advertisements from being attractive, effective and from achieving the AIDAS formula. By taking the above facts into consideration the researcher believes that there are much more things which have to be improved in order to overcome the problems

Due to the major groups which are involved in the total advertising process the researcher will try to evaluate the current advertisement from three different perspectives

- The viewer /Audience
- Companies and organizations that advertise their products and services and
- From the advertising agencies .

Then by using a convenience sampling method data will be collected from the first group in order to evaluate the characteristics and quality of current advertisements in terms of the AIDAS formula I.e whether they fulfill the AIDAS formula and to identify the cause of the problem. And for the remaining two groups data will be collected in order to evaluate the current advertisements based on the 5m's. And to identify the cause of the problem that hinder the current advertisements from being attractive and effective.

Finally the outcome of this research is expected to identify where the root cause of the problem lies and to highlight what should be done by the advertising agencies and companies that advertise their products and services in the selected media to avoid the problems and to make the advertisements attractive and effective.

1.2 Statement of the study and the problem

Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers and to general public. For most companies, the question is not whether to communicate but rather what to say, to whom and how often. (kotler, 1997) The marketing communication mix (also called the promotion mix) consists of five major modes of communication. Advertising, sales promotion, public relations and publicity, personal selling and direct marketing. (kotler, 1997)

Advertising is one of the most common tool companies use to direct persuasive communications to target buyers and publics. (stoner, 1997) To persuade the customer or the

public is one possible objective of advertising. So great emphasis should be given to this sector, because it have direct relationship with the society. Currently most of the advertisements which are transmitted on ETV are less attractive, less effective and have diminished quality in terms of AIDAS formula and the basic advertisement characteristics.

With that in mind the writer of this paper tries to evaluate the nature of current advertisements, the problems involved and then to argue whether the current advertisements fulfill the AIDAS formula and satisfy the characteristics of good or effective advertisement.

Based on the above basic ideas and objectives the writer focuses to examine the characteristics of current advertisements in regard to the following aspects:

1. The 5m's of advertisement
2. The AIDAS formula
3. The considerations that should be satisfied by good or effective advertisement

At a minimum, good or effective advertising satisfies the following considerations

1. It must extend from sound marketing strategy.
2. Effective advertising is persuasive.
3. Effective advertising must take the consumer's view.
4. Advertising must find a unique way to breakthrough the clutter.
5. Good advertising should not promise more than it can deliver.
6. Good advertising prevents the creative idea from overwhelming the strategy.

1.3 Objective of the study

Even though it is costly and often its effect is uncertain, advertising is crucial to the successful introduction of new brands and the protection of market shares gained by mature products (Daft, 1997). Advertising is one of the most common tools companies use to direct persuasive communication to target buyers and the public. (Kotler, 1997)

There are four major groups which are involved in the total advertising process

1. Companies and other organizations that advertise their products
2. Advertising agencies
3. Advertisement media
4. The viewers of the media

Since the media for this research is already selected to be ETV, with in the other three perspective. The main objectives of the research are as follows

1. To evaluate the nature current advertisements, to examine their influencing effect, to clarify what the viewer expects from the advertisement programs on TV.
2. To give a pointer for further investigation based on what should be done
 - To make the advertisements effective and attractive
 - To avoid or minimize the problems that hinder the growth of the industry

By evaluating the quality of the current advertisements based on the 5m's of advertisement and the AIDAS formula. So by considering the above points. The outcome of this paper will help in identifying where the problems of the current advertisements originate i.e. lack of experience of the advertising agencies message and media selection and on the allocated budget). And also in evaluating the nature of the advertisements in general.

1.4 scope and limitation

While undertaking this research the writer has come across certain constraints by some factors. Among those constraints the most significant are the following:

1. 200, 20 and 10 questionnaires were distributed respectively to the parties which are involved in the advertising process. I.e. the viewer of the media, companies that advertise their products and services and the advertising agencies. However, some organizations and people

were not willing to fill out the questioners and to be interviewed. Because of this the research is limited to 87%,85%and 80% respectively of what was distributed. Moreover, some the respondents specifically the companies that advertise and the advertising agencies fail to give the required and correct information which ultimately affect the study.

2. Lastly, the research was constrained by financial and time factors, that is why the researcher uses convenience sampling method for the first group i.e. the viewers of the media.

CHAPTER TWO

II Literature Review

Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor (Kotler, 1997). In developing on advertising program, firms go to considerable effort and expense to design, create and evaluate advertisements that will accomplish their promotional goals. In developing an effective advertising program, the marketing managers must always identify the target market and buyer motives. Then they can proceed to make the following decisions in developing an advertising program.

- Identify the target evidence of the advertisements.
- State the objective to be accomplished.
- Determine how much money to spend to achieve the advertising objective
- Outline the media plan in which the advertisements will be run to reach the target market.
- Create the actual advertisement
- Through sales and research, evaluate the effectiveness of the advertisement.

For advertising to be successful it must contain a number of ingredients including the following.

- It must reach the right audience
- It must be attractive and appealing to the reader or viewer.
- It must cost little in relation to the extra sales made.

The first step in developing on advertising program is to set the advertising objectives and these objective must flow from prior decisions on the target audience /market. Since essentially advertising is a means of spreading information, the ultimate purpose underlying all advertising is increased awareness (Kotler, 1997). Some typical advertising objectives are

1. To provide information
2. To create interest
3. To persuade
4. To generate immediate sales
5. To establish of favorable image. But the choice of the advertisement should

After determining advertising objectives, the next step will be establishing advertising budget. The company should invest the required amount to achieve specific media vehicle, deciding on the media timing and deciding on geographical media allocation.

Media selection is important in order to make the audience aware by finding the most cost effective combination of reach, frequency and impact. And also by considering target area media habit, product, message and cost the objective. (sales goal). But how does the company know if it is spending the right amount? While setting the advertisement budget the following factors should be considered (Kotler, 1997)

➤ Stage in the product life cycle.

Usually established brands are supported with lower advertising budgets as a ratio of sales.

➤ Market share and consumer base

High market share brands usually require less advertising expenditure as a percentage of sales to maintain their share.

➤ Competition

In a market with a large number of competition there should be higher budget.

Product substitutability.

Thirdly message strategy addresses the problem of what to say about the product and how to say it. Advertisers go through four steps to develop a creature strategy: message generation message evaluation and selection, message execution and message social responsibility review. Since the value of message determine the effectiveness of the advertisement, emphasis should be given to this step.

After message generation the alternative message should be evaluated interms of desirability, Exclusiveness and believability or provability. The message's impact depends not only what is said but also on how it is said message execution can be decisive for products that are highly similar. Creative must also find a style, tone, words and format for executing the message and all these elements must deliver a cohesive image and message. And finally advertisers and their agencies must make sure that their "creative" advertising doesn't overstep social and legal norms.

The next task is to choose advertising media to carry it. The steps here are deciding on desired reach, frequency and impact. Choosing among major media types, selecting the media planners make their choice among these media categories.

Good planning and control of advertising depends critically on measures of advertising effectiveness. The effectiveness of the advertisement is measured through sales and research.

Among the researches.

- Communication – effect research. Which seek to determine whether an advertisement is communicating effectively. it can be done before an advertisement is put into media. And it helps to assess advertising communication effect.
- Sales effect research.

It reveals what sales are generated by an advertisement. It is generally harder to measure the sales effect because sales are influenced by many factors besides advertising.

To help to accomplish the objectives of advertising it is appropriate to use the AIDAS concept. AIDAS is derived from the first letter in each of the major tasks of advertising

- To attract Attraction
- To draw Interest
- To create Desire
- To elicit Action and finally
- Measuring satisfaction

The AIDAS formula is appropriate for all promotional efforts and helps in accomplishing the objective of advertising (Kotler, 1997).

If the target market /audience is identified properly and if the 5m's are appropriately taken into account and followed, it is obvious that the advertisement will be attractive and effective because the 5m's are the core points to evaluate a given advertisement. In general, the impact of the advertisement can be evaluated by using the AIDAS formula.

CHAPTER THREE

III Methodology

The study was made to evaluate the nature of current advertisements based on the 5m's, in Addis Ababa. As stated in the objective part this paper perceives the current advertisement from three perspectives:- from the audience /viewer point of view, from the companies that advertise their products and services and from the advertising agencies point of view. So there will be three different questionnaires administered for each group. And interview will be conducted as needed.

The nature of the study is of descriptive of survey type where documentary information, questionnaires and interview were employed as tools of the data collection. The sampling technique used for the first group(the viewer) is convenience sampling while random selection is used for the remaining 2 groups.

Since the starting point of this research is panel discussion on ETV, which revolves around the characteristics of current advertisements and the measures that should be taken to overcome the problems, For the first group /the audience /the question were developed in a way to get information about the characteristics of the advertisements, their attitude towards the advertisements, the provability of there message and finally what should be done to avoid the problem in order to make the advertisements attractive .

The second questionnaire is developed for companies that advertise their products and services in a way to acquire sufficient information about how they identify their target audience, their objectives, the budget allotted for the advertisement and how they measure the effectiveness of the advertisements.

The third questionnaire is for the advertising agencies. It contain questions about the message generation and evaluation process. The money paid for these companies (whether It is enough or not) and about their effort to make their work attractive and effective.

For the first group. Since it is completely based on the panel discussion. Convenience sample of 200 people who have the access to TV will be questioned just to support the idea of the panel discussion. When it comes to the second group data were collected from companies that advertise their products and services so often and from established firms in order to analyze the effectiveness of the advertisements. In case of the third group since this group is expected to provide expert information and greater emphasis were given and an interview was also

conducted and the data was collected from all potential agencies, since they are limited in number. 200, 20 and 10 questionnaires with both open and close ended item were distributed to the three parties which are involved in the advertising process i.e. The viewer of the media, companies that advertise their products and services and to advertising agencies. Out of this 87%, 85% and 80% respectively of what was distributed were responded to.

All the data were collected by data collectors Except for the third group . The data collectors were given orientation and clarification about the objective of the research and the questionnaire. For the third group the researcher himself have collected the data. In order to get appropriate answer the respondents were also told about the benefit of the study. .

The data processing and analysis techniques were qualitative which include calculation of data and percentage analysis for comparison and also the central tendency will be calculated in order to know the most common characteristics of the each group. And also an attempt was made to get information through interview and the result is included as a support to the study analysis

CHAPTER FOUR

IV. Results and discussion of the data

This part deals with the major finding of the study. All the necessary data and information that are gathered are analyzed and hence the basic issues are given the appropriate treatment.

However, before going to the basic parts of the study, it would be appropriate to know the number of respondents watching ETV advertisements regularly

Table 1.1
Respondents characteristics

No	Item	Response	Respondent	
			No	%
1	Watching TV Commercial Regularly	Yes	116	66.7%
		No	58	33.3%
Total			174	100
2	Reason for not Watching the Advertisements Regularly	- Do not watch TV Advertisements at all	3	3.5
		- Not interested in Advertisements	6	10.5
		- Do not find time to watch programs regular	13	22.8
		- It is a waste of time to Watch regularly	13	22.8
		- The advertisements are Not attractive at all	16	26.3
		- Others	7	12.3
		Total		58

From the responses given in table 1.1, 33.3% do not watch advertisements on TV regularly due to some reasons which are listed in item 2 of the above table. The term others (12.3 %) in the above table includes reasons like the advertisements are on air repeatedly for a longer period of time and ETV screens advertisements continuously for a longer time (clutter) and this make the advertisements boring and unattractive to watch. Among the reasons the advertisements are not attractive at all ranks first.

Table 1.2
Inspiration and benefit

No	Item	Responses	No	Respondent %
1	Have you ever been inspired by any advertisement	Yes	117	67.24
		No	57	32.76
Total			174	100
2	Have you purchased a product or service after watching the advertisement	Yes	112	64.37
		No	62	35.63
Total			174	100
3	Did the product or service offer you the benefit you expected	yes	41	36.2
		No	71	63.8
Total			112	100

As could be observed from table 1.2, 67.24% of the respondents have been inspired by any advertisement to have the product or to avail the service and according to item 2 on the same table 64.37% of the respondents have ^{also} purchased a product or availed the service after watching the advertisement program of the product or the service. Finally, item 3 indicate that out of the 112 respondents who have purchased or availed a service, 63.8% believes that the products or the service have offered them a benefit below the advertisement have stated.

From the above response one can understand and reach to the following conclusions. In the first place the advertisements inspire the user through exaggerated message about the product and the advertisement programs promise a benefit more than what the product or the service can deliver and secondly the advertisements are exaggerated and misleading.

About exaggeration and misleading, the current advertisements are believed to have misleading effect and the advertisements of substitute products do not state the desirable and exclusive aspect of the products and this will be explained in depth in the following table.

Table 1.3

Exaggeration and misleading nature of the programs and statement of the desirable aspect of the product

No	Item	Responses	Respondents	
			No	%
1	Do you think the advertisements are exaggerated	Yes	142	81.61
		No	32	18.39
Total			174	100
2	Do you think the advertisements are misleading	Yes	96	55.17
		No	78	44.83
Total			174	100
3	Do all advertisements state the desirable aspect of the product	Yes	49	28.16
		No	125	71.83
Total			174	100

The above table shows that 81.61% of the respondents believe that the current advertisement have exaggerated nature and 55.17% of the sample believes that some advertisements are misleading instead of giving or providing correct information. And item 3 on the same table indicate that 71.83% of the sample agrees that most of the advertisements do not state the desirable aspect of the product especially for substitute products.

Findings on item 1 and 2 of table 1.3 can be used as on evidence and proof for the results and conclusion made for table 1.2 that the advertisements promise more than the products can deliver.

Jimma University
Library Periodical

Table 1.4
Uniqueness and reasons that make the advertisements boring

No	Item	Responses	No	Respondents %
1	Have you felt bored of Watching advertisement	Yes	152	87.36
		No	22	12.64
Total			174	100
2	Have you ever perceived a unique advertisement regarding presentation	Yes	90	51.72
		No	84	48.28
Total			174	100

In the above table, item 1 shows the number of respondents who have felt bored of watching advertisements. 87.36% the respondents have felt bored of watching advertisement programs due to some reasons. Some of the reasons are

- The advertisements are not attractive at all
- Most advertisements have similar message
- The number of advertisements transmitted at a time (clutter)
- Message of the advertisement are exaggerated
- Most advertisements have similar presentation style

When we relate this with the reasons that are given on table 1.1, most of the reasons that hinder the viewer from watching regularly are related with the reasons that make the respondents bored of watching the advertisements.

According to item 2 of the same table, 51.72% of the sample have perceived a unique way of presentation once or more than once but in reality similarity in presentation is one of the problem that make the advertisements unattractive and boring currently advertisements with unique feature are rarely transmitted on ETV.

Among the sample who watch advertisements many believes that they are attracted because some of them are funny and sometimes they are fond of the celebrities in the

advertisement and from the possible solutions that are expected to solve the problems associated with current advertisement exact statement of the benefit of the product or service, statement of desirable and exclusive aspect of substitute products and new style of presentation are among them. And new style of presentation is frequently stated than the other reasons.

When we analyze the whole finding in terms of the AIDAS formula, only few advertisements are capable of satisfying their viewer this is because most advertisements promise more than the product can deliver. In the first place only few advertisements have the power to attract attention and influence the viewer to have the product or to avail the service even though they are capable of influencing only few advertisement satisfy the client as expected or as they have promised.

Results of the second group

This group represents companies or organizations that advertise their products and services on ETV and this part will try to analyze the results based on the 5m's of advertisements.

Table 2.1

Satisfaction on the advertisement programs and the extent to which their objectives are met

No	Item	Responses	Respondent	
			No	%
1	Is your company satisfied by the work of the advertising agencies	Yes	10	58.8
		No	7	41.2
Total			17	100
2	Do the past advertisements met their objectives	Yes	15	88.2
		No	2	11.3
Total			17	100
3	The extent to which the advertisements have met their objectives	Great	7	46.7
		Moderate	5	33.3
		Low	3	20
Total			15	100

Item 1 of the above table shows that 58.8% of the sample companies are satisfied by the work of the advertising agencies and by their advertisement programs. item number 2 on the same table indicate that 88.2% of the sample believes that their advertisements have met their objectives and the extent to which the advertisements have met their objectives are stated in item 3.

When we relate this finding with that of group 1 findings, we can understand that most of the companies that advertise their products and services have low marketing knowledge . As per the finding 58.8 % are satisfied but currently the viewers are complaining about the advertisements. When it comes to item 2 and 3 of table 2.1 since they use only sales effect measurement to measure the effectiveness of the advertisements, they may think that the advertisements have met their objectives.

When it comes to budget (money) 70.6% of the sample do not have separate budget for advertisements and 88.24% of these group believes that the money paid for the advertising agencies is reasonable and the result will be presented in the following table

Table 2.2
Budget for advertisement

No	Item	Response	No	Respondent %
	Do your company have a Separate budget for advertisements	Yes	5	29.4
		No	12	70.6
	Total		17	100
	Do you think you are paying reasonable amount to the advertising agencies	Yes	15	88.24
		No	2	11.76
	Total		17	100
	Do your company change the advertisement program based on the life of the product	Yes	3	17.65
		No	14	82.35
	Total		17	100

All the companies consider product substitutability, competition or market share on shaping their advertisement programs depending on the type of business they are operating and 70.6% of the sample plan the fund for the advertisement when the time comes item 3 of table 2.2 shows that only 17.63 % of the sample change their advertisement program depending on the life of the product. This may be because of low marketing knowledge and

most companies do not have separate budget. In turn this will make the advertisements less effective but, most of the time companies transmit one or two advertisements repeatedly for a longer period of time.

Table 2.3

Match between the message and the benefit and participation in developing creative strategy

No	Item	Responses	Respondent	
			No	%
1	Do you think your clients are satisfied by the product as they expect	Yes	14	82.35
		No	3	17.65
Total			17	100
2	Do your company participate in developing creative strategy	yes	8	47.06
		No	9	52.94
Total			17	100

According to item 1 of the above table, 82.35% of the sample believes that is a perfect match between the message and the benefit that the product or the service can offer and item 2 indicate that 47.06% of the sample companies participates in developing creative strategy but the main issue is that to what extent the companies participate in the process.

When we relate this with table 1.3 (81.61% of the sample believes that the advertisements are exaggerated) when we relate the above finding with that of table 1.3 of the previous part, the result seems contradicting. Because according to table 1.3, 81.61% of the sample believes that many advertisements are exaggerated while item 1 of table 2.3 deny the fact that the advertisements have exaggerated message. In contrast 17.63% of these companies believes that their advertisements have exaggerated nature yet they transmit it may be because of their desire to win the competition or due to their less filling of social responsibility.

Table 2.4
Measurement and improvement

No	Item	Responses	Respondent	
			No	%
1	Do you measure only by Sales effect	Yes	17	100
		No	-	0
Total			17	100
2	Do you think improvement is needed for advertisements	Yes	17	100
		No	-	0
Total			17	100

The above table shows the measurement of the effect of the advertisements and the response of the sample towards the improvement needed in the advertisement programs.

According to item 1, all the companies measure the effect of their advertisement only by their effect on sales. And again all the companies believe that improvement is needed in the advertisement programs. (It might be their own or other company's advertisement.)

Generally the companies give their comment on the current advertisements that presentation style and message needs improvement in order to make the advertisements attractive and effective. When it comes to the cause of the problems the researcher divides the problem to that of the advertising agencies and the companies that advertise their products and services.

Results of the third group (Advertising agencies).

The result of this group is expected to assess the efforts of the advertising agencies and their problems. And by relating the result with the result of the other two groups it will help to evaluate the current advertisements in terms of the 5 m's

Table 3.1

Considerations in making the advertisement programs and money paid for the agencies

No	Item	Responses	Respondents	
			No	%
1	➤ Consideration of target market Market positioning & marketing Mix strategy in shaping the advertisement program	Yes	8	100
		No	-	0
	Total		8	100
2	➤ Consideration of stage of life cycle in preparing the advertisement programs and deciding on the budget	Yes	8	100
		No	-	0
	Total		8	100
3	➤ Reasonability of the money paid	Yes	-	0
		No	8	100
	Total		8	100
4	➤ Confidence that they will do better if they are paid more	Yes	8	100
		No	-	0
	Total		8	100

Table 3.1 → Considerations in making the advertisement programs and money paid for the agencies.

➤ As can be seen in the above table, the responses for item number one and two indicate the major activities or considerations that are taken in to account while shaping the advertisement programs. It is indicated that all the agencies (100%) consider target market, positioning, market mix strategy and stage of product life cycle in shaping the advertisement programs. And Item 3 and 4 of the table shows that the money paid for the agencies is not reasonable and all the companies are confident that they will perform better in the future if they are paid more.

The following table contains 4 questions and responses that indicate whether these agencies have done their best in the advertisement programs they have made, they

contribute their share to the development of the industry, they have enough experience in the sector and the reasons that affect the growth of the sector.

Table 3.2

Contribution to the growth of the sector and factors that affect the improvement

No	Item	Responses	Respondent	
			No	%
1	Have you done your best in the advertisement programs you have made	Yes	7	87.5
		No	1	12.5
	Total		8	100
2	Do you think that your contribution to the development of the sector is significant.	Yes	3	37.5
		No	5	62.5
	Total		8	100
3	Do you have enough experience in the sector	Yes	-	0
		No	8	100
	Total		8	100
4	Do you think limitedness in the number and less competition in the sector affect the growth of the sector	Yes	8	100
		No	-	0
	Total		8	100

As shown in Table 3.2, 87.5% of the respondents said that they have done their best in the programs they have made and the remaining 12.5% is not confident about it because the amount of money will limit their performance. According to item 2, 62.5% of these companies said that they do not think they have contributed their share to the development of the sector due to some reasons.

- The amount of money will limit their performance
- They have less experience
- Lack of adequate /modern equipment and latest technology.

Item 3 and 4 of the tables shows that 100% of the sample believes that they do not have enough experience in the sector and that the limitedness in their number & less competition in the sector affects the improvement of the industry. Moreover all of these agencies encourage the companies that advertise their products and service to participate in developing the programs and they also consider social responsibility.

Table 3.3
Personal view of the agencies towards current advertisements

No	Item	Responses	Respondents	
			No	Rank
1	View of the agencies	A. The advertisements are cluttered	3	4
		B. similar style of presentation	5	3
		C. The advertisements are less developed & most of the celebrities are not Professionals	2	5
		D. The advertisements are unattractive, boring and they have low influencing effect	6	2
		E. Benefits are exaggerated & most of the time nothing is said about desirability and exclusiveness	7	1

In the above table, the response given indicate that the current advertisements are exaggerated because it ranks first and the response that ranks second and third are the programs are not attractive and they have low influencing effect and similar style of presentation respectively.

CHAPTER FIVE

V. Summary of findings, Conclusion and Recommendation

This part deals with the summary of findings, conclusion and recommendation of the study.

5.1 Summary

The purpose of this study is to evaluate the nature of current advertisements based on the 5 m's of advertisement, to investigate and analyze the problems associated with the advertisements and to suggest what should be done to make the advertisements attractive and effective. To conduct the study, all the necessary information were collected using questionnaires and interview. 200, 20 and 10 questionnaires with both open and close ended items were distributed to the three parties which are involved in the advertisement process i.e. The viewer /audience, companies that advertise their products and to the advertising agencies. Out of this 87%, 85% and 80% respectively of what was distributed were responded to. All the respondents were selected using convenience and Random sampling. In addition survey of related literature was used to secure additional information.

The following are the summary of findings presented in the previous part.

1. Among the sample who respond to the first questionnaire 66.7% watch the commercials regularly and the remaining do not watch advertisements regularly due to some reasons which are listed in the previous part.
2. The extent to which the advertisements inspire the viewer to have the product or the service, and assessment of the benefit they offer after the viewer have purchased or availed a service.
 - A. 67.24% of the sample have been inspired by any advertisement
 - B. 64.37% of the respondents have purchased or availed a service after watching the advertisements.
 - C. Among these viewers who have purchased or availed the service, 63.77% are not happy with the benefit the product or the service have offered.
 - D. And 81.61% of the sample fills and believes that some advertisements are too exaggerated or unethical
- 3 Advertisement characteristics and content
 - A. 71.68% of the sample states that the advertisements do not state all the desirable aspects of the product.

- B. Because the advertisements are not attractive, most advertisements have similar message, and the number of advertisements are many (clutter) 87.36% of the respondents have felt bored of watching advertisements.
- C. About uniqueness in presentation, 51.72% says that currently there are some advertisements which have these features.

The following points represent the finding from the second group i.e. companies that advertise their products and services.

- 4 Satisfaction by the work of the agencies and the extent to which the advertisements in the past met their objectives.
 - A. 58.82% of this group is satisfied by the work of the advertising agencies.
 - B. And again 88.24% of this group believes that the advertisements have met their objectives. 46.7% to a great extent, 33.3% to a medium extent and 20% to low extent.
- 5 Budget for advertisement, amount of money paid to the advertising agencies and factors considered in deciding budget.
 - A. About the reasonability of money paid to these agencies, 88.24% of the sample believes that the amount is fair in relation to their work and 82.35% is willing to pay additional sum for a better work.
 - B. among this 17 companies, only 29.4% have a separate budget for advertisement programs
 - C. All this companies consider market share, competition and product substitutability while deciding the budget for advertisement.
- 6 Only 17.65% of these companies change their advertisement program according to the stage of life of their product and 17.06% of this companies participate with the advertising agencies in developing creative strategy.
- 7 Measurement and improvement
 - A. All of these companies measure the effect of the advertisement only by their effect on sale.
 - B. And All these companies believe that improvement is needed in presentation style, message and influencing power.
- 8 From their general view about the current advertisement, the companies' point out the following problems believed to be the causes.
 - The limitedness in the number of advertising agencies.
 - Lack of experience by the agencies
 - Lack of up to date technology equipment

Currently the quality of Ethiopian advertisements is diminishing in the eyes of professionals so as a conclusion the following factors are listed from two different angles

I Advertising agencies

- 1 The fact that the government has excluded foreign companies to invest in the advertising industry creates a lack of competition for Ethiopian companies which in turn diminished the quality of advertisements.
- 2 As this paper have tried to mention at the beginning the advertising industry is mainly occupied by public celebrities like artists so most of the agencies have less marketing knowledge and experience .so as a result the advertisements are less developed and less professional.
- 3 Low creating potential of the agencies is another factor for the diminishing Quality of the current advertisements and that is why unique advertisements are rarely screened on ETV.
- 4 The agencies are limited in number
4. Another problem is that lack of up to date studio and studio equipment. Even there are agencies who do not have studio. This is because of the amount of tax to be paid for importing the studio equipment and lack of capital to import the equipment.

II. Companies that advertise their product or service

- 1 Most of the companies that advertise their products or services do not have separate budget for advertisement (only 29.4% of the sample have separate budget) and many companies perceive advertisement cost as an expense
- 2 The companies do not change their advertisement program depending on the stage of life cycle (Except few) . This is because they have little marketing knowledge and they want to save money.
- 3 Very few companies recognize that advertising and marketing are integrated part of their business.
- 4 This companies do not participate with advertising agencies in developing creative strategy and in reflecting the nature on their business.
- 5 The companies measure the effectiveness of advertisements only by their effect on sales while sales is influenced and affected by many other factors.

In addition to the above points, there is no any responsible body to control the advertising agencies (their work and potential) and the quality of advertisements from the country's sole television (the government) side in order to protect the public and to rescue the industry.

When we evaluate the current advertisements in terms of the major tasks of advertising (attract attention, draw interest, create desire, elicit action and satisfaction), the advertisements do not fulfill the criteria of good or effective advertisements to accomplish the objective of advertising. Only few advertisements are capable to attract attention draw interest, create desire and elicit action yet most advertisements have the problem of satisfying their customers because they promise more than they can deliver obviously effective advertising is persuasive and must find unique way to breakthrough the clutter while in case of ETV advertisement the current programs try to persuade by exaggerated and inappropriate reasoning and benefit and rarely have unique way to breakthrough the clutter

(67.24% of the sample have been inspired by any advertisement to purchase the product or to avail the service, 64.37% have purchased or availed a service after watching commercial yet only 36.2% of this people are satisfied by the product or the service in relation with the advertisement message)

- Finally for the proper and healthy growth of the industry, the major groups which are involved in the total advertising process should contribute their share.
 - Companies and other organizations that advertise their products and services have to participate in developing creative strategy, should have separate budget for advertisement, have to be willing to change their advertisements from time to time. And have to implement another measurement other than sales effect measurement.
- The advertising agencies have to present the message in a short (Precise), brief and strong manner so that the advertisements will influence the viewer and they have to present in different styles to attract the viewer. And also they have to try to make the advertisements professional and well developed.
- When it comes to the task of the media ETV should try to reduce the number of advertisements that it screens at a time (clutter).

5.3 Recommendation

This study, as is repeatedly indicated, have some constraints and is of a survey type and as such it can not give all possible solution for all the problems passed. Hence, the following recommendation are given as a pointers for further investigation based on what should be done

- To make the advertisements effective and attractive

- To avoid or minimize the problems that hinder the growth of the advertising industry.
- 1 The advertisement programs must extend from sound marketing strategy. Since the ultimate purpose underlying all advertising is increased awareness, the objective should be to spread exact and proper message to the target audience in order to keep the society's safety.
 - 2 The current advertisements have to develop power to persuade the viewer/consumer/. But not by promising more than they can deliver. Because an effective advertisement should not promise more than it can deliver. So the benefit should be stated in exact and appropriate terms in order to prevent the creative idea from overwhelming the strategy.
 - 3 The advertisements must take the consumer's view (must analyze what benefit the consumer expects from the product) and they must find a unique way to breakthrough the clutter on what to say (message) and how to say it (presentation style). Since the value of message determine the effectiveness of the advertisement, emphasis should be given to the message and the alternative messages should be evaluated in terms of desirability, exclusiveness and believability or provability. (specially for substitute products) and it will be better if the agencies change their presentation style from one advertisement to another advertisement.
 - 4 Both companies that advertise their products and services and the advertising agencies should participate in developing their creative strategy and they have to accept that they are responsible for the well-being of the society and healthy competition and training and education should be given to these companies in order to improve the quality of the advertisements.
 - 5 The government should permit professional foreign companies to invest in the advertising industry and new entrants should be encouraged in order to create competition to the Ethiopian companies which in turn will increase the quality of the advertisements but the companies should be evaluated in terms of their financial capacity and marketing knowledge. And again the government should reduce the tax paid for importing studio equipment. In reality it will not be easy to the Ethiopian advertising agencies to compete with foreign companies ,if the government permits foreign companies to invest in the industry. Yet it is believed to be advantageous and to contribute much to the growth of the industry. In the first place when the competition becomes tough ,the domestic companies will try to improve their skill and performance of their advertisement programs .Secondly if the competition becomes beyond their capacity , they can merge with one another to cope

up the competition. As a result it will make the domestic companies stronger and competent in terms of marketing knowledge, financial capacity and other factors which are necessary for the improvement and growth of the industry.

- 6 In order to make the advertisements attractive and ethical, there have to be some responsible body to control the quality of the advertisements before screening them and ETV should try to reduce the number of advertisements that are transmitted at a time in order not to make them boring because of the clutter finally ETV have to reduce the amount it charges to screen(transmit) the advertisements.
- 7 It is better to change the attitude of the companies that advertise their products and service towards the advertisement expenses that they are not only expenses but also investment and this will help to
 - Change the advertisement programs from time to time based on the life stage of the product
 - Enable the advertising agencies to contribute their part to the growth of the industry (because 62.5% of the agencies complain about the amount of money) and again the advertisements will be more developed and professional because it is expensive to lease the time, the companies will lease an appropriate slot and force the advertising agencies to make advertisement that can be transmitted during that slot.

Reference

1. Michael J. Bakey, (1996). Marketing an introductory text 6th Houndmills: Macmillian press Ltd.
2. Peter R. Dickson, (1997). Marketing Management, -2nd -forth worth: Harcourt Brace College.
3. Joseph P. Guiltiana, Gordon W. Paul, (1994). Marketing management: Strategies and program, -5th ed - New York : Magraw - Hill /Inc.
4. Gilbert A. Churchill, (1995). Marketing research: Methodological foundations, 6th ed- forth worth: Dryden press.
5. Fred C. Allvine, (1987). Marketing Principle and practices, sandiago : Harcourt Brace Jovanovich.
6. Kotler p, (1997). Marketing management, 9th ed.-New Jersey
7. Czinkota, M.R;and Ronkainen, I.A. (1997) International marketing 7th ed. New York: The dryden press.
8. Dafe, R.L.(1997) Management 4th ed. Orlando .Florida: The oryden press.
9. Hodgetts, R.M. and Kurtako, K.D.(1991) Management, 3rd ed. Orlando. Florida: Harcourt Brace Iovanovich Publishers.
10. Plunkett W. Richard and attner, R.F. (1997) Management 5th ed. California: Wandsworth Publishing company.
11. Stoner, J,A,F, Freeman, R.F. and Gilbert DR JR (1997) management 5th ed. Newdelhi: prentice Hall of India.

Appendix I

QUESTIONNAIRE DEVELOPED TO ASSESS THE VIEW AND ATTITUDE OF COMPANIES THAT ADVERTISE THEIR PRODUCTS AND SERVICES TOWARDS THE WORK OF THE ADVERTISING AGENCIES.

1. Type of business

2. Is your company satisfied by the work of the advertising agencies?

Yes _____ No _____

If no specify why?

* 3. What was the general objective of the advertisement programs of your company?

- To inform
- To persuade
- To remind

If any, specify

4. Did all advertisements in the past meet their objectives?

Yes _____ No _____

IF yes, to what extent?

- To a great extent _____
- To a moderate extent _____
- To a low extent _____

If no, What do you think are the reasons?

5. Do you think that the money paid for the advertising agencies is reasonable?

Yes _____ No _____

6. Is your company willing to pay additional money for a better work?

Yes _____ No _____

7. Does your company has a separate budget for the advertisement programs? ✓

Yes _____ No _____

8. If no specify how you plan your funds for the advertising programs?

* 9. Which factors are considered in deciding budget for the advertising programs?

Product substitutability _____

Competition _____

Market share _____

Product life cycle _____

If other , specify

10. Do you believe that the advertisement of your product or service is attractive and appealing to the viewer ?

Yes _____ No _____

11. Do you believe that there is a match between the message and the benefit offered through the product ?

YES _____ NO _____

12. Does your company change the advertisement programs according to the stage as life cycle of the product?

Yes _____ No _____

★ 13. Does your company participate in developing creative strategy with the advertising agencies?

Yes _____ No _____

14. Do you believe that your advertisements reached the right viewer?

Yes _____ No _____

15. Do you measure the effect of your advertisement only by their effect on sale?

Yes _____ No _____

16. Do you think any improvement is needed in the advertisement programs.

Yes _____ No _____

If yes

17. specify the area that needs improvement?

18. what do you think are the cause of the problems.

19. specify the things that should be improve the advertisements?(your company's view)

20. on what bases you do select the advertising agencies that make you advertisement program.

Yes _____ No _____

7. Have you ever found that some advertisements are misleading?

Yes _____ No _____

8. Do you think that the advertisements state all the desirable aspects of the product?

Yes _____ No _____

9. Do you think that there is a match between the message of the advertisements and the benefit of the product?

Yes _____ No _____

10. Have you ever felt bored of watching advertisements?

Yes _____ No _____

If Yes, Why?

- The advertisements are not attractive
- Most advertisements have similar message
- The number of advertisements given at a time are many
- Message of the advertisements are misleading

If other please specify.

11. Have you ever watched advertisements with a unique way of presentation?

Yes _____ No _____

If yes would you be able to mention any/

12. Have ever been attracted by the contents of an advertisement?

Yes _____ No _____

If yes, Why?

- Some of them are funny
- Because you are fond of the celebrities in the advertisements
- Sometimes up to date and necessary information are transmitted.

If other please specify

13. What do you think the cause that hinder the advertisements from being attractive and that make you fill bored? (other than the factors listed)

14. What should be done to avoid the problem?

- Exact statement of the problem
- Statement of all the desirable aspect
- New way of presentation

If other please specify.

Questionnaire developed to asses the efforts of advertising agencies

1.	Time of establishment		
2.	Do you consider target market, market positioning and marketing mix strategy in shaping the advertisement programs.	YES	NO
	Do you consider the life cycle of the product in preparing the Advertisement programs and on deciding the budget?	YES	NO
3.	Is the money paid reasonable for the activities to be performed?	YES	NO
	Did you ever think you could have done better on any advertisement If you were paid more?	YES	NO
4.	DO you think you have your best in the advertisement programs you Have made?	YES	NO If no, What are the factors that limit your performance? _____ _____ _____
5.	Do you think that you have contributed your share to the development Of the sector?	YES	NO If no, specify the reasons _____ _____ _____
6.	Do you think you have enough experience in the sector?	YES	NO
7.	Do you think the limitedness in number of these agencies and less Competition in the sector affect the growth /improvement of these sector	YES	NO
8.	Do you encourage the companies to participate in developing the Advertising program?	YES	NO
9.	Do you consider the social responsibility concept in developing the Advertisement programs?	YES	NO
10.	What is your personal view towards ETV commercials?	_____ _____ _____	
11.	What are the problems that hinder the sector from improvement? (your view)	_____ _____ _____	
12.	What are the problems that hinder the sector from improvement? (your view)	_____ _____ _____	
13.	What is your suggestion to avoid or minimize the problems?	_____ _____ _____	

- Message similarity, reliability & believability.

And finally here are the summary of the finding from the advertising agencies.

- 9 Considerations in shaping the advertisement programs and the effect of money.
 - A. All the agencies consider target market, market positioning, marketing mix strategy and the life cycle of the product which shaping the advertisement programs
 - B. All these companies complain that the money paid for them is not reasonable relatively to the activity performed and they all believe that they will perform better if they are paid more.
- 10 Performance, contribution and experience of advertising agencies.
 - A. Among the agencies 87.5% believes that they have done their best in the programs they made and the rest think that there are factors which limit their performance.
 - B. About their contribution to the development of the industry. Only 37.5% believes that they have contributed their share.
 - C. All the agencies do believe they have ^{enough} experience in the sector.
- 11.A These companies encourage the organizations to participate in developing the programs and also they consider social responsibility concept. About the problems that affect the growth of the industry these agencies states limitedness in number and less competition as main factors that affect the industry.
 - C. About their personal /General/ view towards the current advertisements the agencies states that the advertisements have
 - Similar style of presentation
 - Exaggerated benefit and nothing is said about the desirability and exclusiveness of the product
 - The advertisements and unattractive sometimes boring, less effective and they have low influencing effect.

5.2 Conclusion

The following conclusions are drawn based on the findings and it is from two different perspectives. I.e. from the view of the major groups which are involved in the total advertising process and based on the 5m's of advertisement.

As per the finding 87.36% of the viewer believes that the advertisements are boring and it is because

- The advertisements are not attractive

- Most of the time they have similar message and style
- Mostly the advertisements are exaggerated and misleading
- Clutter/ the number of advertisements screened in a row/

- 1 The problem of attractiveness and influencing directly points towards the efforts of advertising agencies. Due to lack of enough experience and marketing knowledge of the agencies, most of the advertisements generated by these agencies are less developed and less professional. Currently the advertising industry is mainly occupied by public celebrities like artists who have gained fame working in major theatres but who do not have a clue about advertisement and there is low competition among firms. As a result the current advertisements have poor quality and influencing effect. In fact, very few clients recognize the difference between a good and bad advertisements but nowadays thanks to Ethiopian television partner TV Africa there are signs that the public is beginning to react to the ineffective commercials (Informer feb 14)
- 2 When it comes to similar message and style almost all advertisements of substitute products have same message and style even the programs do not mention anything about the desirable and exclusive aspect of each products. In the industry there is imitation of ideas, style and message between the advertising agencies. The agencies are less creative (almost all advertisements of one agency are similar to each other in presentation style and there is no participation of companies that advertise their products or services in developing the advertisement programs as a result on the listed factors the advertisement message becomes ineffective and exaggerated (81.61% of the sample group believes most advertisements are exaggerated)
- 3 Obviously, most of the current advertisements promise more than they can deliver and it is because
 - The advertisements have poor marketing strategy
 - The advertisers do not consider the consumer or viewer while planning
 - Most of the advertisements are not developed by professionals who feel responsible to the society and who have enough experience and marketing knowledge
 - Most of the companies are profit oriented.
 - As a result of the above and other factors the advertisements mislead the consumer.
- 4 Another reason that makes the advertisements boring is the lack of awareness among the staff of the Ethiopian television, sometimes ETV screens 20-30 Commercials in a row after the 8.30 p.m. News bulletin as a result people have started to consider advertisements as a program by itself.



This work is licensed under a
Creative Commons
Attribution – NonCommercial - NoDerivs 3.0 License.

To view a copy of the license please see:
<http://creativecommons.org/licenses/by-nc-nd/3.0/>

This is a download from the BLDS Digital Library on OpenDocs
<http://opendocs.ids.ac.uk/opendocs/>