

Jimma University
Faculty of Business
Department of Management

**“The impact of advertising and promotion of MOHA on
its sales, consumer taste and preference”**

**A research paper submitted in partial fulfillment of the
course research in management**

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I

ABSTRACT

In this research paper, the researcher has identified the core relationship between sales promotion and advertisement impact on advertised products. Many organizations follow different techniques of sales promotion and advertisement strategy for their products to create awareness on the minds of customer. Sales promotion and advertising activity is costly, often its effects are uncertain, and some times it takes a while before it has any impact on customers buying behavior. It is for this reason that many companies think it appropriate to reduce expenditure on advertising and redirect spending toward sales promotion, direct -mailing marketing, sponsorship of events and other forms of marketing communications. Companies find it particularly seductive to pull funds out of advertising during economic downturns.

The company also incure costs for rewarding lucky customers different types of rewards like car, TV sets, monetary notes and the like as a sales promotion activity which will be promised during advertisements. As a result those costs which will be incurred due to this activity should also be covered from the sale that would be resulted from the new strategy. Here the researcher try to the major impacts could be brought with the engagement of recent sales promotion activity. The company sales promotion and advertising strategy should on the basis of informative, persuasive and reminding.

Finally, the researcher has employed sampling technique for data collection. Study area or cities have been selected randomly. The researcher takes around 300-sample size population from customers, distributors and the management body of MOHA companies. Comments and recommendations have been made from the results of sample population.

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INTRODUCTION

In this research paper, the researcher is concerned with sales promotion and advertising activities of MOHA soft drinks company. In this paper the researches is trying to look the techniques and systems of MOHA company in the process of introducing and making known of its products in the competitive market. It employs its own sales promotion and advertising campaign to be the one preferable in the market place. This campaign helps the company to be able to access potential markets and winning of new customers and retaining those of loyal customers.

The promotion of a product is perhaps the element of the marketing mix which is most subject to variation according to the type of production on offer. For some products, promotion may only play a minimal role in the marketing effort; for others, the marketing strategy may be almost solely based on this mix element (Kotler).

The products of MOHA company are best suitable and produced at their best of designed quality, taste and winning of customer's satisfaction. As a result the company was expending a lot of investments on the designing and formulation of its products, in order to be the one which is preferable in the market place. For those products the company also designed a very successful sales promotion and advertising campaign to be able to introduce and make known its products on the face of competitors market.

Sales promotion refers to the use of any incentive by manufacturer service provided to induce the trade (whole salers and retailers) and/or consumers to buy a brand and to encourage the sales force to aggressively sell it. The incentive is additional to the basic benefits provided by the brand and temporarily changes its perceived price or value.

Practically the organization did not do any thing to approach its potential customers especially in the town of Jimma. Research and development program need to be done to know exactly the feeling of customers about the products feature design and quality. Depending on the above comments, the organization can able to rearrange, redesign and reprocessing of its products.

The italicized figures require comment first, by definitions sales promotions involve incentives i.e. bonuses or rewards for purchasing one brand rather than another. Second, these incentives (Rewarding lucky guys in MOHA for example car, TV sets, Monetary notes etc...) are additions to not substitutes for the basic benefits a purchaser typically acquires when buying a particular product or service.¹

Here the company was rewarding lucky guys what they were gotten the chance from the game. Most of the rewarded person gave their words that they did not consider the prize but they only consume the products of MOHA due to its taste. On the other hand advertising is one of the major tasks in making activities.

Final product on the way of entering the market place need to be introduced to consumers about their feature, taste, quality and the like. As a result of this advertising one and inevitable, inorder to create the real image and awareness on the minds of customers.

Organizations try to formulate an advertising design which best suits for bringing potential customer's attention to the advertised product. Even if consumers have different tastes, their chance of preference could be highly influenced due to advertising. Advertising can make customers change their preference and habit of buying. Inorder to with those of potential customers, organization have their own best advertising strategy. Advertisement could have been designed also to meet the interest of special groups. It has its own time arrangement. In the market, we will have stiff competition. To attain our loyal customers and bringing the new ones, the company is presenting quality products and better tastes. So those features need to be known by customers through advertisement activities.

Advertising is concerned with communicating messages to selected sections of the public inorder to inform and influence them in a manner which the advertising features. Advertising is always clearly identifiable with the advertises. It is also a commercial transaction between the advertiser and the management of the chosen media.⁽²⁾

2.Geoff Lancastes and paul Reynolds,Marketing (Butter worth and Heinemann,1995).

Actually on the process of making an advertisement, there could have been some difficulties. May be the advertisement cannot consider those groups who need to know about the products feature. It could also be a problem will come from selecting the exact and right advertising media, time and agency. At what best way that the advertisement can be able to address the expected message, though customers could have a better purchase preference.

In this research paper, the researcher has come across with, to the extent possible, understanding the potential market and customers attitude towards MOHA products. The satisfaction of customers sometimes becomes vague. It will not be expressed in quantitative ways, so integrated marketing research methods have come with potential solutions and better knowledge that is necessary for the sustenance of the organization in the market.

In this paper attempt also made to find out the different variables, relationships that have a direct impact on the sale of products, customers, buying behaviour, customer's income and the availability of products makes customers easily posses the product as they want and like from near by stores.

To sum up the points, the researches has tried to make his emphasis and gave his time for every constraints and variables that could have a direct relationship with the activity of sales promotion and advertising. With the existence of so many difficulties, the researches come up with some findings about how sales promotion and advertisement can help organization with the introduction of products and what could be the customers attitude towards the advancement strategy. It also finds out the different traits that the organization was working with like size of the market, competitive structure of the market.

OBJECTVE OF THE STUDY

General

With the accomplishment of this research paper, there are some findings that are necessary for understanding the over all results, that can be obtained from the introduction of the new advertising and sales promotion techniques. General objective of the study will try to look at:

- * The benefit which comes after the engagement of the new sales promotion and advertising techniques.
- * Identifying their market expansion and market penetration with the impact which will come after the strategy.
- * Identify the scope of market share and market size which the company is currently covered.
- * Enables to make market researches and developments for product differentiation and specification.

Specifically, the strategy will help us for understanding the customers taste, preferences, inclination towards MOHA products. It also provides basic information to which the organization will try to improve its difficulties as well as analyzes the competitive factory products and their sales promotion and advertising policy.

Therefore, underlying the above facts, the objective of this research paper is to examine the impact of sales promotion and advertisement of MOHA on its sale Customer taste and preferences.

SIGNIFICANCE OF THE STUDY

At present time MOHA Soft Drinks Company is using new sales promotion and advertising techniques in order to facilitate customers to prefer from other competitive products. To accomplish the pre-determined goals through the new techniques, there might be difficulties. With the existence of these problems, the pre-determined goal would not be achievable. As a result this study paper could have a look on those considerations, that might have a direct impact with the new method of facilitating consumer to buy the product of MOHA. It is timely study in order to observe how much the company accomplishes its targeted sales, winning of customers preferences and the like. It also pinpoints out the different variables, which are basic for marketing activities. For example market segmentation in taste, income and geographic. It enables also to identify potential customer group. In addition, it enables the organization to merely consider the sales promotion and advertising campaign of competitive firms. It also enables to notice that to what extent customers are inclined towards the products of MOHA.

SCOPE OF THE STUDY

The researcher is desired to look especially the mere attributes towards the accomplishment of sales promotion and advertising strategy of MOHA in its, sales increment and consumer tastes and preferences. The researcher tries to confined him self on the evaluation of different variables and their impact on the saleable product of MOHA. Through the way consumer preference, tastes and behaviour towards the product and the extent to which the sales promotion and advertising campaign will be seen, achieved. Inorder to accomplish the pre-determined goal of the company the above considerations are vital.

LITRATURE REVIEW

MOHA soft drinks company is one of the most profit oriented organizations of the country. Inorder to achieve its objective, it tries to look in many directions and different potential alternatives. For the best of its profitability now this time is in action of making new sales promotion and advertising strategy.

 Sales promotion is a key ingredient in marketing campaigns we define it as follows:

- Sales promotion consists of a diverse collection of incentive tools, mostly short-term-designed to stimulate quicker and/or greater purchase of particular products /services by consumers or the trade.¹

Where advertising offers reason to buy, sales promotion offers an incentive to buy sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers); trade promotion (price off, advertising and display allowances); and business and sales force promotion (trade shows and conventions) sales promotion tools are used by most organizations including manufacturers, distributors, retailers, trade associations and non-profit organization.²

A brand's sales volume is almost always increased during the period of a coupon offering or cents off deal consumers are highly responsive to deals, especially when they are advertised. However increase in sales volume do not necessarily lead to increased profits. In deed, many sales promotion deals spar sales but not profits. Whether or not sales promotion is profitable depends on consumers' deal responsiveness within a particular product category. For example if consumers are relatively incentive to deals, sales promotion are necessarily unprofitable. This is because per unit profit margin is reduced during sales promotion and the additional sales volume is insufficient to off set the reduction in profit margin.³

 ¹ Philip kotler, marketing management (Prentec- Hall of india prv, Ltd, 1999), 661

 ²Philip kotler, marketing management (Prentec- Hall of india prv, Ltd, 1999), 662

 ³Terence A shimp, Advertising and promotion (The dryden press, 1997), 452.

When we come to the advertising strategy, the company is using new advertising technique.

Advertising is any paid form of non personal presentation and promotion of ideas, goods or services by an identified sponcer advertisers include not only business firms but also museums, charitable organizations and government agencies that advertise to various target publics. Ads are a cost effective way to disseminate messages, whether to build brand preference for MOHA or to educate anation's people to avoid hard drugs.⁴

Organizations handle their advertising in different ways. In small companies, advertising is handled by some one in the sales or marketing department, who works with an advertising agency. A large company often set up its own advertising department, whose manager reports to the vice-president of marketing. The advertising department's job is to develop the total budget, help develop advertising strategy; approve ads and campaigns and handle direct-mail advertising agency. Most companies use an outside advertising agency to help them create advertising campaigns and to select and purchase media as like MOHA company.⁵

It's easy, in one sense to define effective advertising is effective if it accomplishes the advertisers objective. This perspective defines effectiveness from the out put side or interms of what it accomplishes. It is much more difficult to define effective advertising from and in put perspective or interms of the composition of the advertisement.⁶

An advertising objective is a specific statement about planned advertising execution interms of what a particular advertisement is intended to accomplish. That goal is based on the current, or anticipated, competitive situation in the product category and the problem that the brand must comfort on the opportunities that are available for it to seek.

^{4,5} Philip kotler, marketing management (Prentec– Hall of india prv, Ltd, 1999), 637

⁶Terence A shimp, Advertising and promotion (The dryden press, 1997),250.

Who is green Advertiser

Who is green consumer?

It was established that all marketing communication efforts should be directed towards specific target market. Is there a group of consumer who are especially responsive to environmental claims, and if so, what are their characteristics? The development of effective, targeted communication requires answer to those questions. In particular these consumers are interested in new products, are information seekers who talk with others about products are careful shoppers who are some what price sensitive and are skeptical about advertising in general. Its apparent from these characteristics that green consumers are careful, thoughtful shoppers who must be treated with respect "treated fairly, they may be receptive; treated poorly, they may not only switch brands, but also take others with them."⁷

Consumer Buying Habit Study.

This Study was conducted by (POPAI) the point-of-purchase advertising institute. This institute tries to identify the behaviour consumer habit into one of four categories by comparing shopper's planned purchases obtained during entry interview and actual purchases during exit interviews.

1. Specially planned:- The category represents purchase of a brand that consumer had indicated an intention to buy.
2. Generally planned:- This classification applies to purchase for which the shopper indicated an intent ~~intend~~ to buy a particular product but no specific brand in mind.
3. Substitute purchases:- purchases where the shopper doesn't buy the product or brand he or she indicated the entry interview constitute a substitute purchases.
4. Un planned purchase:- Under this heading are purchase for which the consumer had as prior purchase intent.⁸

^{7,8}Terence A shimp, Advertising and promotion (The dryden press,1997),232,49 and 533.

METHODOLOGY

The study was made at the town of Jimma.. Jimma is found to the South west of Addis Ababa. The researcher try to confined himself to areas where customers are expected to use those places for the purpose of purchasing the products of MOHA and other soft drinks. The researcher was made contacts with distributors, Hotels, cafeterias in the town for the appropriate data collection. Customers used to visit those places for having MOHA products.

Cross sectional survey study were determine prevalence and patterns of customers of MOHA products in Jimma Town. For its conviencece, the researcher try to almost access every cites from higher Hotels to the lowest cafeterias. Through that its believed that the appropriate and basic information will be obtained. Those the above cites will be chosen randomly.

As far as the sample information is concerned the sample population were taken from those cites. Study population were sample of customers drawn from the source population using sampling formula

In order to have proportional selection of customers, the researcher will use this formula.

$$n_i = \frac{N_i}{N} n, \text{ Where } n_i = \text{sample size of the given cus}$$

N

n= Sample size

N= total population size

N_i= is the given customers in each randomly selected hotel's cafeterias and
the like

From 15 cit places, the researcher drawn 6 places randomly and from those six places, about 50 sample population was drawn out. Those sample population would be believed that they were given the mere outlook towards the presented questions.

Regarding questioner, the researcher has prepare customer oriented questionnaire, i.e. structured questionnaire. These questionnaire were distributed to customers to get appropriate information about the customers taste, preference and the like. Where as some portion of this questionnaire was prepared in Amharic for better understanding. The management bodies of the company were asked with unstructured interview to know exactly about the total changes come out of after the advertisement and sales promotion activity is carried out.

The questionnaire were mostly an open-ended. Both sexes were questioned. Those loyal and non-loyal customers and all other things were perceived through the research. After all, incase some ambiguities are happened, the researcher probably consult the management bodies about different issues for farther analysis and explanation.

Limitation of the study

The researcher has employed sampling technique for gathering the necessary information. Inorder to carry out the this activity mere responses of the sample population has a profound effect on making the final recommendation sand conclusions. But there are some limitations of sampling techniques, Those are:

- Some times sample populations do not express The exact feeling towards some questions.
- There might be carelessness in responding.
- Returning of questionnaire to the researcher is sometimes a severe problem.
- Sample populations have not seriously take the questions presented in the questionnaire, as a result their answer would not be relevant to what they were asked.

-]- The sample population attitude toward the questionnaire deviate what the researcher aims to achieve or obtain realistic response.
- The number of sample , population which can be taken into consideration ,is sometimes has a difficulty in making final conclusion.
- In accessibility to adequate information.
- Time constraints in finalizing and proper accomplishment of the study.

Results and Discussion

As it was proposed by the researcher – structured questionnaire are distributed to selected sample population and the following results are obtained and followed with its discussion and analysis. In those questionnaires variables, and constraints that have a direct impact on the customers preference, taste and attitude towards the products of MOHA are trying to be included. Though those questionnaire the sample population have given their response.

When we try to see on the first component of the questionnaire that, To what product potential customers are inclined in their preference towards soft drinks. The researcher has got the following results.

Table 1.0:- The frequency distribution of potential customers in their preference towards soft drink companies.

| Types of products | No of population replied | Results in percentage |
|-------------------|--------------------------|-----------------------|
| MOHA | 157 | 52.2% |
| Coca-Cola | 109 | 36.4% |
| Sheweps | 34 | 11.4% |
| Total | 300 | 100% |

Marketing communicators direct their affects toward influencing consumers brand related beliefs, attitudes, and choices. Ultimately, the objective is to encourage consumers to purchase the market's brand rather than its competitors.⁽¹⁾

Depending on different features of each company's product the sample population has given their preferences. As a result MOHA soft drinks company has got an upper hand customer winning capability. The company is successful in creating branding image. The company is making customer influenced by a whole range of factor associated with the complete product offered to the market place. One of this is the products brand name, in spite of its intangibility, a well developed brand can be a

¹Terence A shimp, Advertising and promotion (The dryden press, 1997),117

powerful influence on both customers and competitors alike and will be a key contributor to the way a product, company or whatever, is positioned in the market place.

To accomplish this goal, marketing communications design appropriate advertising messages, packaging cues, brand names, sales presentations, and other communication activities. Because a fundamental understanding of consumer behavior is essential of fully appreciate the intricacies and some of marketing communications.⁽²⁾

When we come to consumers loyalty (brand) some consumers are strictly stick to their product preference and some of them are not. From the above figures that have made their consumption to their related companies, about 73.7% of them are very loyal to their choice. The rest 26.3% of them are not strictly stick around to their brand choice. Most of the time consumers are expressing. Their loyalty to the company by favoring the product every time and place. They can also exhibit by increasing consumption, severly seeking the companies product in the market place & repeat purchasing. Those customers may change their loyalty at any time and would shift their consumption to another company that may cause loosing of certain market segments.

A market can be segmented by consumer – loyalty patterns, consumers can have varying degrees of loyalty to brands, stores and other entities.⁽³⁾

A direct approach to segmenting markets is the extent to which different customer are loyal to certain brands identifying certain segments with different degree of loyalty may enable a company to determine which of its prospective customers may be brand loyalty prone.

When we are trying to talk about consumer loyalty about 26.3%,of them can be considered as switchers. That means who show no loyalty to any brand. The buying pattern which switch to different products would suggest that a no loyal consumer who is either deal prone (buys the brand on sale) or variety (wants something attractive). But the other 73.7% of them are hard core loyalty who buy one brand all the time. Their buying pattern for one product represent a consumer with undivided loyalty to brand.

²TERENCE A. SHIMP, Advertising and promotion (The Dryden press, 1997), 117.

³Philip kotler, Marketing Management (Prentice Hall of India Prv, Ltd, 1999), 262-63

Even if consumers have come across with diversified product brand's on the market, they have their own criteria to value products some of their responses to products are the results of their inherent psychological make up.

Moreover this, the products design, quality and feature which comprised of integrated quality specifications contribute a lot customers are challenged with how to access the exact product which can satisfy the required level of satisfaction. Based in these and other factors, the researcher has come across with the following results in identifying the products of MOHA soft drinks company.

Table 1.1:- Frequency distribution of sample population in differentiating products.

| Variables | No of people replied | Results in percentage |
|--|----------------------|-----------------------|
| Due to its best taste | 147 | 49% |
| Due to its less Price compared to other products | 34 | 11.3% |
| Due to its prizes | 24 | 8% |
| By chance | 62 | 20.7% |
| Total | 267 | 89% |

*Slow product
Serves
+ 20% heat -*

The rest of sample population did not choose the products of MOHA. That means 11% of the sample do not have any experience of consuming the product. But the other, for example 49% of them are favoring and totally inclined with the products of MOHA due to its best taste. From the soft drinks company, MOHA wins highest preferences from other competitive firms. Inorder to serve and win the maximum satisfaction which consumers would retain from the consumption of products, the company was adding values on pepsi-cola. It was formulated and upgraded to meet desired level of requirements. Although the prizes that was promised by the advertising media has a great impact on enforcing buyers to incline into some industry, about 8% of the total sample population only interest in it. And the other 20.7% are only consuming the product by chance and they have no brand preferences.

Regarding advertising strategy, companies compute to retain and to attract new potential consumers by addressing the quality, feature and performance of their products through advertisement and sales promotion. Advertisement should have to be formulated on the way of informing, persuading, reminding and creating absolute idea on the minds of customers. Due to the large investment expended on the formulation of advertisement, it should have to be also very successful in attracting and bringing the attitude of potential markets.

From the research the following results have gained. About 40% of the sample population choose and very much interested and attracted by the formulation of MOHA soft drinks company. 43% of large customers are favoring the design and display on TV of cola-cola company advertisement. The rest 17% are interested with sheweps advertisements strategy. This means the customer would favour the strategy which best suits their deep desire and interest. Advertising is based on reminding consumers of a brand's values or reinforcing, positioning and other messages already implanted in people's mind. This is often evident in mature markets where products are on the way or very of its final stage to be presented.

Once the context of a campaign is established effective advertising requires the development of a clean message which the advertisers wish to convey. And the sales promotion creates mere interest to value on consume products. The promotion facilitates potential and active consumers by providing incentives coupons, and rewards like the industries acquainted their customers with different alternatives; like car, Tv sets and Monitory rotes. Here MOHA soft drinks company lacks certain components like the attractiveness when broadcasted on TV. So developments should have to be done for its improvements.

Even though there are many relatively cheap forms of advertising, such as small advertisement in local news paper, any 'serious' advertising campaigns usually an expensive undertaking. This is particularly true for major consumer goods and services companies for whom branding is a major contributor to competitive advantage, although advertising is also important for industrial suppliers, government agencies and other non-profit organizations. The potential cost and contribution of advertising, therefore, requires

marketing managers to make careful media choices, to understand what advertising can realistically achieve, and to know who to make advertising effective.⁽⁴⁾

In this regard MOHA soft drinks company tries to take through considerations. It expends a lot of investment on this advertising campaign. Here the Jimma town section do not know exactly how much the company expends. Because those advertising and promotional related activities are undertaken the head office. The company is also competing with the strong competitor in the market which has strong brand images in the minds of the customer like Coca-Cola. To be able to win this branding image, the company pays the necessary and required scarification to be the top of the market.

Like any other form of communication, to be effective advertising must get peoples attention, deep their interest, have a clear message and avoid distortion. In addition, advertisers must start with a good understanding of the effect they wish to achieve. Although the obvious objective is to generate sales, its hand to link advertising directly with purchases, especially where other objectives are involved, such as education or positioning. The main exception to this is direct response advertising, where it is easier to identify sales resulting from companions. Objectives are, therefore, better couched in terms of awareness, brand recall, comparison knowledge and attitude⁵.

Here the company work at its best in order to reach to consumer. It tries to use every opportunity to create awareness on the minds of the buyer. The advertising message was aired through Tv, on the Radio, on road side sign, on the news paper and in the pamphlets. These media can attract a lot of potential consumer groups in order to be attracted by its product. As a result there is a 2% sales increment. But here it is difficult to segregate the amount of sales increment which will come as a result of the advertising campaign. For the reason to make potential markets to be inclined to the products of MOHA, the company was making standard modification and appraisal especially to pepsi-cola. This product was redesigned and formulated to its best taste.

When we came to promotional activities promotion is designed to develop create and stimulate demand.

^{4,5} Mike Meldrum & Malcolm McDonald, key marketing concepts (Macmillan Business, 1995) 163

The importance of promotion is made clear when we consider that its task is to stimulate demand by constant communication which, if effective, will convince buyers that the featured products are 'right' for their particular needs.

Even when the buying decision has been made, promotional communication is necessary to convince the buyer that the correct decision has been made so that positive attitudes are reinforced and repeat purchases are made. Promotion is also a communication process whose basic objectives are to modify behaviour, to inform, to persuade and to remind.⁽⁶⁾

For the fulfillment of promotional performances, the company was advertising its sales promotion activities with Ethiopia Tv, radio and different news papers every day broad casting and edition. That helps the company to be recalled and reminded. It also enables the company to have a specific position in the heart of potential customers. Through that program it exhibits different prize winner personalities to tell customer the reality and promise keeper of the company. It also expands its sales promotional activities to different towns outside Addis Ababa. As a result every day potential customers have a typical performance behaviour and knowledge of the company.

Due to the practice of the new advertising and sales promotion campaign, consumers would be enforced to revisualize and considering again and again of their branding image. Because they are exposed to many different kinds of advertising and sales promotion campaign advertising makes consumers aware of new products, informs them about specific brands, and educates them about particular product features and benefits. Because advertising is an efficient form of communication, capable of reaching mass audiences at a relatively low cost per contact, it facilitates the introduction of new products and increases demand for existing products, largely by increasing consumers top of mind awareness for established brands in mature product categories.⁽⁷⁾

As a result of understanding and having a clear knowledge of any companies product, consumers trying to make their own decision to buy. So the sample population have made their own brand preference and consumption. The following table shown how much of the sample population are affected due to the new strategy.

⁶Gloof Lauaster & paul reynolds, Marketing (Butterworth & Heinemann, 1995),50

⁷ Tererence S.Shimp, Advertising and promotion (The dryden pres, 1997),219

Table 1.2:- Frequency distribution of customers affected due to the advertising and sales promotion activity.

| | No of people replied | Results in percentage |
|-------|----------------------|-----------------------|
| Yes | 182 | 60.7% |
| No | 118 | 39.3% |
| Total | 300 | 100% |

The researcher can understand that about 60.7% of the sample population have been through changes or influenced by the strategy. The strategy also adds value to brands by influencing consumers' perceptions. This much of the sample population is actively understand what was said and advertised. The strategy causes brands to be viewed as more elegant, more stylish, more prestigious and perhaps superior to commutative offering. The potential consumers believe that those feature of the product that was advertised and the sales promotion activity that promises are ward have an impact to change brand preference, buying habit and generally on the overall behaviour of customers. Even if the advertising and sales promotions activity of different industries have an impact, consumers have been on the way of changes. But here about 43.3% of the sample population are totally change their pre-advertising brand preferences. The rest 56.4% of them are remaining on their brand loyalty and continuing consuming their pre-advertising campaign preferences. From the above results that the advertising campaign changes their preferences are switched to the following brand or industry products.

Table 1.3:- Frequency distribution for those affected by the campaign and to which polt they are switched.

| Type of the company | No of people replied | Results in percentage |
|---------------------|----------------------|-----------------------|
| Cocacola | 48 | 37 % |
| MOHA | 68 | 52.35 |
| Sheweps | 14 | 10.7% |
| Total | 130 | 100% |

From this the researcher can understand that the campaign made by competitive firms have a positive responses in the way of persuading potential customers to change their brand preferences. As a result of this MOHA soft drinks company had a 2.2% sales increment in the town of Jimma. And also MOHA could get the upper hand preferences in the way of enforcing customers to be able to procure and easily found the products of MOHA. The above percentage changes are not the results from the whole sample population but from those who were affected by the campaign. That means from the total population about 130 sample population are affected and changes their branding image. From this number the above percentage changes can be seen. From those changes the company was enjoying new market entrants and through this it can able to maximize profit and sale. A brand's sales volume is almost always increased during the period of coupon offering or cents – off deal or promising rewards. Consumers are highly responsive to deals, especially when they are advertised. One way or another the sales promotion activity contribute a profound impact on the buying behaviour of consumers whom was easily affected by the campaign.

Most of the time when companies trying to increase sales and to aware consumer with new product developments could be followed with advertisement and sales promotion. To carryout these activities companies invest a lot of funds for its accomplishments.

Due to this reason may be there are new price changes. It could be raised or minimized. As a result of this for example Coca-Cola and MOHA increased or make some amounts of charges. Due to this how consumers are behaving or expressing their buying behaviour. The following result can be seen due to this reason.

About 44.3% of the sample population are affected by this price differentiation and the rest would not be influenced that means about 55.7%. those influenced persons as a result made their preferences to the following companies. That means the above 44.3% are making their change to the following companies.

Total 1.4:- Frequency distribution of customers attitude with regard to the new price change.

| Types of companies | No of people replied | Results in percentage |
|--------------------|----------------------|-----------------------|
| MOHA | 78 | 58.65 |
| Coca -cola | 38 | 28.57 |
| Shewaps | 17 | 12.78 |
| Total | 133 | 100% |

In this regard those campaniles would seem that they are success full in their advertising and sales promotion activities. But MOHA wins greater consumers change of branding.

The time or moment of consuming of one's product company is one of the essentials for the company to deal with potential markets. An older edge any company brand loyalty may not that much difficult to create awareness and persuades, but new market segments have fluctuated brand preference. It can not be easily handled over their internal requirements. As a result of this, the following results are obtained about when consumers of MOHA are starting the consumption of the company's product.

About 48.7% of the sample population are used to consume before the advertisement and about 13% are switched to the company's product due to the advertisement and sales promotion activities. The rest 38.3%. did not exactly know where and they are starting the consumption their related brand preferences. The researcher can identify from this that those already know the company's product features (48.7% of them) could not be that much affected they already know it. But those the new entrants should have to be acquainted with those specific feature of the company's product through advertising and a sales promotion activities. But those loyal also be retained.

Regarding how consumers can differentiate and making subjective selection of any industries product, would be depend so many restraints in the prevailing market condition. Any of the following result can be seen on consumers buying behaviour of differentiating a product.

Table 1.5. Frequency distribution of customers towards ranking different company products.

| Type of products | No of people replied | Results in percentage |
|------------------|----------------------|-----------------------|
| MOHA | 147 | 49% |
| Coca -cola | 130 | 43.3% |
| Shewaps | 23 | 7.3% |
| Total | 300 | 100% |

From the above result the company of MOHA is enjoying customers winning in the consumption of its products. Those results can be obtained, despite of the fact that with. Out considering their priority of preferences. This in turn will help the co. to be able to redesigning the product, adding other specifications to the product for the purpose of retaining those consumers and giving the designed level of satisfaction that consumers are in need of it.

Differentiation of physical products takes place along a continuums. At one extreme we find highly standardized products that allow little variation. At the other extreme products are capable of high differentiation. Due to the reason most products are produced with different features and customer can favour those products which probability have a close desired or values.

Inorder to differentiate products customers primary consider the following attributes of a product:

Performance quality: Most products are established initially at one of the four performance level: low , average, high and superior.⁽⁸⁾

Probably the products of MOHA can identified in one of theses performance level that could be a high level performance winner. Because consumers are slightly differentiate it from its competitive products of cocacola. But when we consider the products of shewaps its allow level performance. Because there are only few markets are inclined to it.

The other point could be conformance quality: the buyers expect to have a high conformance quality. That means the degree to which all the produced units are identical and meet the promised target specifications.⁽⁹⁾

^{8,9}Philip kotler, Marketing Management (prentice-Hall of India prv. Ltd, 1999),284& 285

Due to its conformance quality MOHA wins about 49% of customers preferences. This may be as a result of giving the promised desired level of product quality specification and standard customers are enjoying about its taste, placement and any other attributes that comprised of the products.

The other point is also design: Integrating force: As competition intensified, design will offer one of the most potent ways to differentiate and position company's products and services. Design is the totality of features that affect how a product looks and functions in terms of customers requirements. ⁽¹⁰⁾

Design could means that a product will be produced in the way what potential consumers are in need of its. That is why MOHA was adding; Value and standardizing pepsi-cola. Their desired attributes of a product which must be included, are highly sensitive to consumers satisfaction though those design specification must be of at its best than competitors market.

The Availability of products in store and market place is one of the most significant attributes to easily possess one's company products. At the time when consumer needs the product. At any place where consumer easily access one's product, could mean a company is able to address and satisfy every market segmentation and have a greater geographical coverage. Some times companies strengthen their products lifecycle by assessing new market segments and geographical findings. For this reason the following results are obtained in terms of products availability.

Table 1.6. Frequency distribution of customers towards the availability of products

| Types of a product | No of people replied | Results in Percentage |
|--------------------|----------------------|-----------------------|
| MOHA | 138 | 46 % |
| Cocacola | 64 | 21.3% |
| Shewaps | 14 | 4.7 % |
| Total | 216 | 72% |

The availability of products close to any market segmentation enables consumer easily access and it also saves extra cots to get to them those products. May be saving taxi expenses and the like to get by going some distances to local the repetition.

¹⁰Philip kotler, Marketing Management (prentice-Hall of India prv. Ltd, 1999),287

As a result consumers can easily identify their brand in a near by store. This also facilitates purchase reparation.

From the total sample population the rest 84 samples or 28% of them are preferring and easily identify two products together from the above figure that means from 86 sample population about 35 of them and 25 of them are easily accessing the products of MOHA and Coca-Cola in the near by store. The other 14 and 10 of them are also easily identify MOHA and sheweps.

Some times the scarcity of products or inability to be able to easily procure products, consumer may change their branding image to those products which can be easily procure it. This issue may inform help consumers for immediate satisfaction of products by finding fastly.

Recommendation and Conclusions

With the importance of collected data's and analysis, the following recommendations and conclusions are made.

- The first step in developing an advertising program is to set the advertising objectives. These objectives must follow from prior decisions on the target market, market positioning and marketing mix. *X*
- The advertisement which was broadcasted in Tv, aired on the Radio and news paper should have to be on the way of fulfilling the above objectives.
- After determining advertising objectives, the company can proceed to establish its advertising budget for each product. The role of advertising is to increase demand for the product. Each company wants to spend the amount required to achieve the sales goal.
- Due to a large amount of investment expended on it, relative managers who are responsible for formulation, design and placement process should have to consider different market alternatives. That investment also be covered from the sale. Even if it is difficult to separate the increment of sales that comes from the strategy, there was a sales increment.
- Researches and developments should have to be done inorder to aware branding image, customer choice and buying behaviour.
- Accessing the potential market segments also has response with integrated marketing activities, which inform increases the companies sale.
- One and important aspects of consumers to buy any product is the result of our inherent psychological makeup. As a result companies must try to deal with this psychological make up. It should have to be able to persuade, remind and enforce customers out look.
- For example many sample population did not favour the design of the advertising of MOHA. It lacks some sort of design specification for future those problems should have to be corrected.
- Advertising creates awareness where as sales promotion creates an incentive to buy for goods and services. As a result those strategies which was formulated by each company should include all those features. *X*

- Customer preferences and choices are changing each time so to retain loyal customers and attracting a new one, the company's should summarize their strategy each time.
- Integrated marketing activities should be done on the way satisfying potential markets for the sustenance of the company in the market.
- Those messages which are addressed to potential markets should have to be clean and understandable.
- The advertiser should conduct market analysis and research to determine which appeal is most likely to succeed with its targeted audience.
- Memorable and attention getting words must be found. These words that always remind customer when he tries to consume products.
- It is also necessary measuring the advertising strategy effectiveness. Most advertiser try to measure the communication effect of an advertising that is, its potential effect on awareness, knowledge, or preference. They would also like to measure the advertising sales effect but often feel. It is to difficult to measure. Yet both can and should be researched
- In using sales promotion also, a company must establish its objectives, select the tools, develop the program, protest the program implement and control it and evaluate the results.
- In this regard MOHA soft drinks company is successful in using sales promotional tools. But there was some complain that the advertised car and the offered car to the winner was not the same. If it tries to get rid-off this kind of irregularities, it was satisfactorily achieved its target.
- Consumer surveys can be conducted to learn how many recall the promotion, what they thought of it, how many took advantage of it, and how the promotion affected subsequent brand-choice behaviour.
- Although most sales promotion programs are designed on the basis of experience, pretests should be conducted to determine if the tools are appropriate, the incentive size optimal and the presentation method is efficient.
- Marketing managers of the company must prepare implementation and control plants for sales promotion activities and implementation planning must cover lead time and sell-in time.

- Evaluation of the sales promotion activities result is crucial. As a result this sales promotion activity could be measured through sales data, consumer survey and experiments.

Conclusion

Finally, by doing the above alternative conclusion, the company can achieve its targeted sale and pre – determined organizational objectives. For the problems which can be seen during the campaign, should have to be corrected. Development in product specification can retain the companies image on the minds of customers. Research and developments should have to be carried out for better market expansion and exploration. Market survey is crucial for the organizations sustainability in the market. More or less as we try to see from the discussion and results, MOHA soft drinks company was successful in its attributes with regard to other competitors.

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