



**COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MANAGEMENT**

The effect of Advertisement on sales volume in Aqua safe

By: Hailemarkos Geremew

**Thesis submitted in Partial Fulfillment of Masters Degree in
Business Administration**

Advisor: Woldesadik Kagnew(Ass.pro)

Debre Birhan University

June, 2013 E.C

Debre Birhan, Ethiopia

THE EFFECT OF ADVERTISIMENT ON SALES PERFORMANCE IN THE
CASE OF AQUA SAFE

BY: Hailemarkos Geremew

Approved by Board of Examiners

Woldesadik Kagnev(Ass.pro)

Advisor

Signature

Internal Examiner

Signature

External Examiner

Signature

DECLARATION

I, **Hailemarkos Geremew**, declare that the thesis entitled “**the effects of Advertisement on sales performance in the case of Aqua safe**” is my original work. I have carried out the present study independently with the guidance and support of the research advisor, **Woldesadik Kagnew** Assistant professor of management department at Debre Birhan university. Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

Hailemarkos Geremew

Signature

Date

STATEMENT OF CERTIFICATION

This is to certify that **Hailemarkos Geremew**, has carried out his research work entitled “**The effects of Advertisement on sales performance in the case of Aqua safe**” for the partial fulfillment of Masters degree in Business Administration at Debre Birhan University. This study is original and is not submitted for any degree and masters in this and other universities.

Confirmation by Advisor: _____

Woldesadik Kagnew(Ass.pro) Signature

Date

Acknowledgements

First and for most I would like to thank the almighty God for giving me the strength and penitence to complete this study. Secondly I would like to express my deepest gratitude to my advisor Woldetadik Kagnew (Ass.pro) for his unreversed effort to evaluate, correct, and give suggestion for this study. Finally I would like to give my greatest appreciations for all staff members of Aqua safe marketing department, for that provide me real information.

Abstract

This study is aimed to assess the effect of advertisement in Aqua safe. The study used to determine effects of advertisement on sales performance and used for further research as input. Chapter two contains related literature that is used to develop the idea of the study and related studies are discussed. The researcher used mixed approach both qualitative and quantitative data analysis. The researcher used descriptive research design. The samples are employees of marketing department of Aqua safe. Researcher used census sampling technique because the size of population is manageable. chapter four contains data presentation ,data analysis in terms of percentage ,mean , standard deviation and using (SPSS version 20) Pearson correlation , inferential statistics are presented .Finally conclusion and recommendation discussed in detail

Key words: advertisement, sale volume/ sale performance.

List of Tables

Table4. 1 number of respondents.....	28
Table4. 2 gender of respondents.	29
Tabl 4. 3 educational background of respondents.....	29
Table4. 4 Respondents number of service in the marketing department.	29
Table4. 5 aqua safe advertise its products	30
Table 4. 6 address intended audience.....	30
Table4. 7 adverts of aqua safe increase sales volume.....	31
Table 4. 8 media mixes that aqua safe used to advertise	31
Table4. 9 informative advertisement responses.....	32
Table4. 10 persuasive respondents	33
Table 4. 11 reminder respondents	33
Table4. 12 advertising and sales performance – Correlations Correlation.....	35
Table 4. 13 Skewness and Kurtosis normality test table Statistics	37
Table 4. 14 . Collinearity coefficient table Coefficients	38
Table4. 15.Regression Model summary Table	39
Table 4. 16 ANOVA table	40
Table 4. 17 Regression Coefficient table	41

Contents

.....	i
Acknowledgements	i
Abstract.....	ii
List of Tables	iii
CHAPTER ONE.....	1
1. Introduction	1
1.1. Back ground of the Study	1
1.2. Company Background /Company History/	2
1.3. Statement of the Problem	2
1.4. Research Questions.....	2
1.5. Objective of the Study	3
1.5.1 General Objective	3
1.5.2 Specific Objectives	3
1.6 Significance of the Study.....	3
1.7 Scope of the Study.....	4
1.8 Limitations of the Study	4
1.9 Definition of Terms	4
Chapter Two	6
Review of related Literature	6
2. Introduction	6
2.1 Theoretical Literature	6
2.2 Definition of Advertising.....	7
2.3 Advertising Effectiveness.....	8
2.4 Reasons why companies measure advertising effectiveness	8
2.5 Reasons why companies often don't measure advertising effectiveness.....	9
2.6 Factors that should be tested during the evaluation process	10
2.7 Objectives of Advertising	11
2.8 Importance of Advertising	12

2.9 Purpose of advertising	13
2.10. Roles of Advertising.....	14
2.11 . Sales Performance:	16
2.12. Relationship between Advertising and Sales Performance	18
2.13. Influence of advertising on Sales performance	19
2.14 Empirical literature Review	21
3. RESEARCH DESIGN AND METHODOLOGY	24
3.1. Introduction	24
3.2. Research Approach.....	24
3.3. Research Design	24
3.3.1. Population and Sample Size Determination	24
3.3.2. Target Population	24
3.3.3 Sample Size	25
3.3.4 Sampling Technique	25
3.4. Data Source and Type.....	25
3.5. Data Collection Method.....	25
3.6. Data Collection Procedure.....	25
3.7. Data analysis.....	26
3.8. Ethical Considerations.....	26
3.9. Reliability and Validity.....	26
3.9 1. Reliability Test	26
3.9.2. Validity Test	26
Chapter four.....	28
Data presentation and analysis, and interpretation of the findings:.....	28
4 introduction.....	28
4.1 data preparation	28
4.2. Demographics characteristics	28
4.3 findings on the advertisement of aqua safe.....	30
4.4 Adverts of Aqua safe address the intended audiences.....	30
4.5. Objective of aqua safe advertisement.	32

4.6. Findings on the relationship between advertising and sales performance using Pearson correlation	34
4.7. Normality Test using Skewness and Kurtosis	36
4.8. MulticollinearityTest	37
4.9. Findings on regression analysis	39
Chapter Five	42
Findings, Conclusion, and Recommendation	42
5.1. Introduction	42
5.2. Discussion of Findings	42
5.3. Conclusion	43
5.4. Recommendation	44
5.5. Suggested areas for future research	45
References	47
Questionnaire.....	52

CHAPTER ONE

1. Introduction

In this unit I would present background of the study , company background, statement of the problem, research questions, objective of the study, scope of the study, significance of the study, limitation of the study and definition of terms.

1.1. Back ground of the Study

Today's business scenario is characterized by high competition, dynamism and operational complexities. Competition has freed organizations to change and upgrade continuously due to rising customer expectations. Therefore, assessment of advertising effectiveness and adjusting its application in relation to the changing markets and customer expectations need to be continuous process in changing and aggressive business situation, advertising plays an important role in communicating with customers both current and potential (Bendixen, 1993)

Bennett (2006) describes advertising as non-personal communication of marketing related information in target audience, usually paid for in order to reach the specific objectives of the sponsor.

Borden (2007) defined advertising as a controlled identifiable information and persuasion by means of mass communication media. Advertising is any form of non-personal presentation and promotion of ideas, goods, or services by identified sponsor (Kotler and Armstrong, 2010)

Advertising can be done through print media which includes newspapers, magazines, brochures, and Audio media. For example Radio, and visual media which includes bill boards and television /Kotler and Armstrong, 2010/

Sales performance describes the trend of collections in terms of revenue when comparing different periods /MC Cathy, 1994/. The sales may be in form of offering product or services to consumers.

1.2. Company Background /Company History/

International Level

Aqua-safe international is a completely Australian owned and operated company founded in the Australian Capital Territory in the early 90's

We specialize in manufacture and supply of water filtration systems, treatment solutions, boiling and chilling units to many government departments, corporations, companies, consultants, wineries and rural businesses as well as the general domestic market.

The Domestic Aqua Safe Company

Aqua safe pure natural mineral water producing company was established on 28/03/2004 E.C the company initially had three shareholders and currently it has five shareholders and two branches at Debre Birhan

Its vision is to be the best pure natural mineral water producing company by customer in 20's the mission is maximize profit by increasing market share.

1.3. Statement of the Problem

The major statement of problem of this research is the effect of advertisement on sale in Aqua-safe.

Aqua-safe carries frequent advertising of its product with the objective of increasing its sales using Radio, television, trucks, posters billboards. The video Advertising is made by Almaz Ayana by making contract with the company, but now she stopped due to finishing contract.

Marketing problems often have for reaching effects on any company and if neglected can cause a great threat to continued existence of the company, especially in the area of advertising as an aspect of corporate communication (Giles, 1997)

1.4. Research Questions

The major research questions of this study are the following:

1. What is the effect of advertising on sale in Aqua-safe?
2. What are the forms of media the company used to advertise its product?

3. What are the objectives of advertisement?
4. What is the level of sales performance of Aqua safe?

1.5. Objective of the Study

1.5.1 General Objective

The general objective of this study is to identify the influence of advertisement on sales volume of aqua safe.

1.5.2 Specific Objectives

Specific objectives are the following

- Find out the effect of advertisement on sale volume in Agua safe.
- To determine the best medium which increase sales volume?
- Identify objectives of advertisement
- To describe the level of sales performance.

1.6 Significance of the Study

Advertising derives sales performance in two ways. First by making consumers interested enough in the focal product that they would seek information about it and second by converting information seeing consumers in to buyers (Hut etal, 2014)

This study will benefit the organization to understand the causal relationship between advertising and sales volume. In other words, the companies and marketers will be able to determine the factors of advertising which reflects the company's sales performance. Hence, this study will offer perspectives for the company in planning for more effective advertising strategies to promote its product to enhance their sealer performance. The second significance of the study is to identify the best medium to increase sales volume. For example, TV, Radio, Posters, billboards, trucks, printed media or internet etc. So managers and shareholders may use this study to increase sales volume of Aqua-safe product by identifying the best media.

The third significance of this study is to describe the difference in sales volume before and after the advertisement has done. If an increase in advertisement increases in sales volume, marketing managers and shareholders have to increase advertisement in deferent promotional mix.

The last significance of the study is used as input for further research. So the researcher is aimed to find the above significance from this research.

1.7 Scope of the Study

This study aims to understand advertising effects on sales performance in the particular company of Aqua safe. There are different mineral water bottling companies such as Aqua-Addis, Eden spring water, Aqua-safe, Arki water, Essey, and East Africa bottling Share Company etc. However, this study focuses on Aqua safe company and the effect of advertisement on its sales volume. The population of the study is limited to the marketing and sales department staff at Addis Ababa Bole Noah building.

1.8 Limitations of the Study

There may be some factors that may constrain the researcher from attaining the peak of the research work proposal. Among these factors are:

- (i) **Attitude of respondents:** The respondents, both Company and individuals, show indifference in giving information which is not encouraging while others give wrong information for reasons best known only to them. This reduces to a large extent the possibilities of eliminating bias.
- (ii) **Cost:** Due to the nature of this study that demands much cost than what the researcher could afford, the scope of the study was almost too narrowed to enable the researcher have a sample that could be effectively studied bearing in mind cost considerations and the financial resources available to me as a student.
- (iii) **Time:** The researcher is also time constrained as the time space at disposal to carry out the research is seriously affected by the time limitation given by the school.

1.9 Definition of Terms

Traditionally the distinct tools for marketing communication mix are advertising, public relations /PR/ sales promotion, personal selling and over recent years cyber or internet marketing and sponsorship (Kitchen and Pelsmacker, 2007).

Advertising: is defined as any paid form of non- personal communication abouts an organization product, senesce or idea by identified sponsor. The paid aspect of this definition reflects the fact that that the space or time for an advertising message generally must be bought (Belch and Belch, 2003).

Sales promotion: is one level or type of marketing aimed other at the consumer or at the distribution channel in sales incentives /WWW.inc.Com/

Sales volume: is the amount of sold goods or services in a given organization.

Advertisement: any public notice, as a printed display in a newspaper, short film on television, announcement on radio, etc, designed to sell goods, publicize an event, etc (Collins English Dictionary(2012).

Message: This is defined as the set of meaning being sent and/or received by the audience.

Product: According to Philip Kotler, a product can be defined “as anything offered to a market for attention, acquisition or consumption”. It includes physical object, services, personalities, place, idea etc.

Advertising Medium: This is defined as the channel through which the advertising messages are delivered to the target audience.

Chapter Two

Review of related Literature

2. Introduction

This chapter provides an insight to readers about the theoretical view of the topic under study. In line with the objective of the study the chapter covers topic related to Informative, Persuasive, Reminder, advertising and sales performance. In addition this chapter includes different issues regarding advertising and the conceptual frame work the study is presented at the end of this chapter.

2.1 Theoretical Literature

According to Fill (1999), the purpose of advertising is to supply the means which advertising, public relations and sales promotion are communication tools to be accessed by marketers. One distinct feature of communication is that the target population or audience must understand the information and so it must be as simple as possible. Dunn et al. (1978) viewed advertising from its functional perspectives; hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience. Modern (1991) is of the opinion that advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Kotler (1988) sees advertising as one of the four major tools companies use to direct persuasive communications to target buyers and public noting that “it consists of non-personal forms of communication conducted through paid media under clear sponsorship”. According to him, the purpose of advertising is to enhance potential buyers’ responses to the organization and its offering, emphasizing that “it seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization’s offer. While writing on advertising nature and scope, Etzel et al. (1997) compactly capture all advertising as having four features: (i) A verbal and or visual message, (ii) A sponsor who is identified, (iii) Delivery through one or more media, (iv) Payment by the sponsor to the media carrying the message.

Advertising drives sales performance in two ways. First by “making consumers interested enough in the focal product that they would seek information about it and, second, by converting information-seeking consumers into buyers” (Hu et al., 2014). By improving market awareness, advertising also improves the firm’s

competitive position, increases customer preferences, and strengthens the brand image (Koslow et al., 2006; Kulkarni et al., 2003; Tellis, 2010). West et al. (2008), emphasize that “the creativity in advertising is highly prized for its ability to gain consumer attention and bestow value to brands,” particularly in markets with intense competition.

In other business literature, research also indicates that advertising does not necessarily generate an expected sales return; rather it has a moderate influence on short- and long-term sales (Berndt et al., 1995; Kremer et al., 2008; Narayanan et al., 2004; Osinga et al., 2011). Some argue for a concave or S-shaped relationship between advertising and sales performance (Hanssens et al., 1999; Mesak, 1992; Simon and Arndt, 1980), suggesting that sales performance does not necessarily increase with greater advertising spending. For example, the S-shaped relationship indicates that initial spending on advertising has little impact on sales performance but with more spending; advertising begins to have an effect (Johansson, 1979). This incremental gain continues to a point, after which additional expenditures offer little or no returns. Hence, there is an advertising threshold that firms must exceed to generate strong sales performance (Hanssens et al., 1990). In view of contradicting findings in the literature, it is difficult to hypothesize the nature and the direction of the relationship between advertising spending and sales performance

2.2 Definition of Advertising

Advertising is paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. As an integral part of marketing, advertisements are public notices designed to inform and motivate. Their objective is to change the thinking pattern (or buying behavior) of the recipient, so that he or she is persuaded to take the action desired by the advertiser. When aired on radio or television, an advertisement is called a commercial (<http://www.businessdictionary.com>). According the Advertising Association of the UK Advertising is defined as a communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (endorsements).

The advertising industry is made of companies that advertise agencies that create the advertisements, media that carries the ads, and a host of people like copy editors, visualizers, brand managers, researchers, creative heads and designers who take it the last mile to the customer or receiver.

Advertising is one of the ways in which we get into goods (McCracken 1986). It is the conduit through which meanings are constantly transferred from the culturally constituted world to the consumer good. Advertisements are what (Lotman and Uspensky 1978, p. 213) would call a "die-casting mechanism." Lotman and Uspensky devised this term for language and its "transformation of the "open" world of realia into a "closed" world of names" (1978, p. 213).

Advertising is nothing but a paid form of non-personal presentation or promotion of ideas, goods or services by an identified sponsor with a view to disseminate information concerning an idea, product or service. The message which is presented or disseminated is called advertisement. In the present day marketing activities hardly is there any business in the modern world which does not advertise. However, the form of advertisement differs from business to business.

2.3 Advertising Effectiveness

Advertising effectiveness can be defined as the extent to which advertising generates a certain desired effect. Measuring the effects of advertising is very important, given the amount of investments needed for advertising. While it is not possible to obtain a global measure of the advertising effectiveness, we should seek to develop and apply methods and measures for a partial verification of results. Regarding the difficulty of measuring the overall effectiveness, it is believed that it is due essentially to the following considerations:

2.4 Reasons why companies measure advertising effectiveness

1. Avoiding costly mistakes: this is the only way, ensure that the money allocated to the ad program is not being wasted on ineffective advertising program is continuously evaluate the effectiveness of the chosen program and to ensure that these programs are achieving their intended purpose. Evaluating the effectiveness of the chosen program is not all about money; it also gives the company the opportunity to analyze the non-tangible effects of the chosen program. (Dominic J. 2013).

2. Evaluating alternative strategies: it is not only important to evaluate the effectiveness of the chosen method, but also the opportunity cost of choosing that method. Often after companies have chosen a method

they focus their attention exclusively on that method ignoring the potential profits that would have come about if they went with an ulterior method. A good evaluation program will be able to analyze the effectiveness and the opportunity costs of the given method. (Dominic J .2013).

3. Increasing the efficiency of Advertising: often after companies choose a particular method and lose sight of the initial goal they were aiming for. Because the marketers

Know that what the intended message of that chosen program is they expect their customers to know that message. A continuous evaluation of the chosen program will ensure that the message the consumer are receiving from this program is aligned with the message the marketer intended to send (Dominic J. 2013).

2.5 Reasons why companies often don't measure advertising effectiveness

1. Cost: The most common reason that companies provide for not measuring their advertising effectiveness is the cost of conducting measurement program. Often companies believe that the money used for measuring their advertising effectiveness can better spend on creating more advertisement or improving their product. If the company does not measure the effectiveness of its current advertising program, they will not know if the program reaches their desired audience, send the desired message or meets its intended goal. Being able to increase the advertising budget or improve the product will not help the company if the message is sent to wrong audience or if the message that is comprehend by the consumers is different from the message that the company intended to send. As a result even the slightest evaluation effort can go a long way in ensuring that the desired message is sent to the appropriate audience and hence saving the (Dominic J.2013).

2. Research Problem: the evaluation process can be very complicated, time intensive, and confusing for the company that is trying to start such an effort. In addition it can very difficult to isolate and evaluate the effects of only one of the company's marketing efforts; as a result managers often cannot justify the costs if they can't pinpoint the contribution of each of the marketing effort however. Although it might be true that we cannot pinpoint the money contribution, reach can be used to evaluate the communication, reach and other factors associated with each advertising method (Dominic J.2013).

3. Disagreement on what, when, and where to test: There are a variety of methods used when determining what, where, and when, to measure the effectiveness of an advertising program choosing the appropriate measurement method depends largely on the industry the firm is in, the objective of the program based on

GOPST (Goal, Objective, Plans ,Strategies and Tactics) analysis and the person that will be analyzing the result, for example, sales managers may want to measure the contribution of advertising program on sales, whereas top executives may be interested in the effects of program on the company's image. These differences often lead to, a great deal of confusion between the managers and might lead them to abandon the evaluation program altogether (Dominic J 2013).

2.6 Factors that should be tested during the evaluation process

1. Testing the method: According to (Dominic J. 2013), there are a Variety of methods to advertise; choosing the appropriate method will have a substantial impact on its success. Therefore it is important to determine how well the chosen program is working and to measure its performance against predetermined standard. The testing process should be considered the following aspects when choosing which method will be the most effective.

2. Testing the content: when an advertiser is developing a new ad or evaluating a current one he/she must always start with an intensive analysis of the objective of the ad, its intended meaning, its desired effect on consumers, the demographic of these consumers and its desired effect on brand image. Once these factors have been outlined, they will serve as the standard by which the content of the ad will be evaluated. (Dominic J. 2013).

3. Testing the budget decision: according to (Dominic J. 2013), the advertiser often try to examine effects of their budget decisions on the ads effectiveness. Some the common question asked here are

- a. Is the budget allocated to this ad campaign appropriate for its size?
- b. Will a larger budget increase sales?
- c. Is the allocated budget greater than the anticipated sales?
- d. Should more money be spent in enhancing the current campaign?

2.7 Objectives of Advertising

Advertising objectives should always be in line with promotional and marketing objectives, as well as the business strategy or mission of the organization. Group advertising objectives fall into three categories (Arens, 1996):

- To Inform
- To Persuade
- To Remind

1. Informative Advertising: Informative advertising is often used when launching a new product, or for an updated or re-launched product. The objective is to develop initial demand for a good, service, organization, or cause. It is used when a new product is put on the market or when an old product has been re-launched or updated. Informative advertising will tell the consumer and marketplace about the product, explain how it works, provide pricing and product information, and should build awareness for the product as well as the company. The image of the product and the company should be compatible and complementary. There should be enough information to motivate the consumer to take some sort of action (Kotler and Armstrong 2010).

2. Persuasive Advertising: Marketers use persuasive advertising to increase the demand for an existing good, service, or organization. The idea is to persuade a target audience to change brands, buy their product, and develop customer loyalty. After the purchase, the quality of the product will dictate whether or not the customer will remain loyal or return to the previous brand.

Persuasive advertising is highly competitive when there are similar products in the marketplace, and products are competing for their share of the market. In this situation, the winning product will differentiate itself from the competition and possess benefits that are superior to, or compete strongly with, the competition. Comparative approaches are common place, either directly or indirectly (Kotler and Armstrong 2010).

3. Reminder Advertising: Reminder advertising reinforces previous promotional information. The name of the product, testimonials of past customers, public response, and sales techniques are repeated in the hopes of reminding past customers and garnering new ones. It is used to keep the public interested in, and aware of, a well-established product that is most likely at the end of the product life cycle (Kotler and Armstrong 2010).

2.8 Importance of Advertising

Goods and services are produced according to consumers growing and changing desires. They are competitive tools for companies among their rivals. Companies involved in the commercial production of goods and services need advertising for several important reasons. The first reason is that advertising helps to publicize and promote their products to the public thereby helping to improve sales. Secondly, advertising helps to reduce distribution costs. Because advertising reaches a mass audiences, the cost of personal selling and distribution is greatly reduced (Dominick, 2013). Through the various media advertising messages can go beyond regional and national boundaries. Advertising has become greatly popular and even common place in today's world. According to (Trehan and Trehan 2010), market is controlled by consumers so companies have to persuade and attract the consumers for selling their products and services. Thus, advertising has crucial role for communication. Advertising serves as a tool for competition. In order to compete with others, companies use creative and appealing advertisements to lure consumers to patronize their brands. Advertising plays very important role for the producers and the sellers of the products, because

- Advertising helps increasing sales
- Advertising helps producers or the companies to know their competitors and plan accordingly to meet up the level of competition.
- If any company wants to introduce or launch a new product in the market, advertising will make a ground for the product. Advertising helps making people aware of the new product so that the consumers come and try the product.
- Advertising helps creating goodwill for the company and gains customer loyalty after reaching a mature age.
- The demand for the product keeps on coming with the help of advertising and demand and supply become a never ending process.

Advertising is also important for the society. Advertising helps educating people. There are some social issues also which advertising deals with like child labor, liquor consumption, girl child killing, smoking, family planning education, etc. thus, advertising plays a very important role in society. However, Phillip and Raspberry(2008) argue that what counts is not what the company says about itself but rather what people say about it as experience shows that companies who trumpet virtues are barely average.

Advertising simplifies the task of the salesperson and helps consumers reach out to new products (Chowdhury, 2011). In addition, through advertising a company can compete with others. By Showcasing competitive prices or the benefits of its products and services. Manufactures can also remove misunderstanding about their products through appropriate advertising (Akrani, 2010).

2.9 Purpose of advertising

Advertising plays a vital role in marketing, consumers purchasing decision and promotion in particular. Most consumers have the erroneous impression that promotion is synonymous with advertising and vice versa.

The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives (Adekoya, 2011). These are:

- To introduce new product: one of the role of advertising is to inform consumers about the existence of a new product in the market, i.e. creation of awareness.
- Persuade Customers to buy: advertising helps in arousing the customer's interest and by so doing persuades them to buy the product.
- Creation of demand: Advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market.
- To change consumer belief: advertisement is a very good instrument that can be used to change consumer mind set about a product or service. Hence help to tap in to their buying power and influence their thought.
- To create loyalty: The demand of the consumers can be maintained by constantly arousing their interest on particular product and this will ultimately create brand loyalty.
- Develop large market: advertising creates large market segments, which leads to the development of large market.
- To promote the image of the firm: advertising builds a corporate image for a company.
- It helps to familiarize consumers with the new style of product in the market.
- Alert and sensitizes members of marketing channels.
- Help to reduce consumer Dissonance.

2.10. Roles of Advertising

Although the primary objective of advertising is to persuade, it may achieve this objective in many different ways. An important function of advertising is the identification function, that is, to identify a product and differentiate it from others; this creates an awareness of the product and provides a basis for consumers to choose the advertised product over other products. The main role of advertising is to make known the availability of a product or service to sell. In addition to this however, advertising performs some other useful and important roles in every society. (Sandage and Rotzoll 2001) stated that advertising plays the following roles:

1. Creating Awareness: In the context of advertising, the first hurdle for an advertiser is to obtain and create awareness to the consumer. This involves two important actions. First, it is important for the advertiser to know where a communication should be placed to increase the odds of reaching a particular type of consumer; this is the media decision. Careful analysis of the consumer use of various media what television shows they watch, what route they take to work, and what magazines they read allows the advertisers to identify those media to which target consumers are most likely to be exposed (Nowak, Cameron and Krugman, 2003). Placing an advertisement about a product to be sold in a place where relevant consumers are unlikely to see it assures that the advertising will be ineffective. However, just because a consumer happens to view a television show or read a magazine in which an advertisement is placed does not guarantee that the consumer will see the advertisement. The consumer may have left the room when the television commercial aired or may not have read the particular part of the magazine in which the advertisement appeared.

Advertisers solve this problem by repeating advertising in the same and in different media in order to increase the probability that a given consumer will actually be exposed to the advertising. Thus, a key task for the advertiser is to identify create awareness of the existing product on sales and develop a schedule of repetition for the advertisement that maximizes the number of consumers who will be exposed to the advertising message. This is typically the responsibility of the media department in an advertising agency (George, 2005).

2. Advertising Conviction: Exposure to an advertisement still does not mean that a consumer will attend to it. A consumer may simply turn the page of a magazine, look away from the television, or click on a banner advertisement on the Internet to make it go away without ever paying attention to the advertisement. Thus, obtaining the attention of consumers who are, in fact, exposed to an advertisement is a significant challenge

for advertisers. Various characteristics of advertisements have been found to increase the likelihood that consumers will attend to an advertisement (Mattila, 2000).

Advertisements that include relevant information for the consumer, such as a product benefit that is important to the consumer, are especially likely to attract attention. Information that is new to the consumer is also likely to obtain the attention of the consumer. Various creative devices such as the use of humor, a well-known celebrity, or an especially entertaining presentation also tend to attract attention. The latter devices must be used carefully; if they are not well integrated with the primary message of the advertiser, the consumer may attend to the advertisement, but only focus on the creative device (the humor, the identity of the celebrity) rather than the intended message of the advertiser. Advertisers often refer to characteristics of advertisements that gain attention but distract the viewer from the primary message as “creative clutter” (Krugman, 1997). An especially challenging dimension of advertising revolves around balancing the repetition of an advertisement, which is intended to increase the probability of a consumer being exposed to it, with the likelihood the consumer will attend to the advertisement when exposed (Denning, 2006). Consumers are less likely to attend to advertisements they have already seen, and the more often an individual consumer has seen an advertisement previously the less likely they are to pay attention to it when exposed again. The number of repetitions of the advertisement needed to reach some consumers may be so great that the advertisement wears out among other consumers who are more readily exposed to the advertisement. To combat such wear out, advertisers will often use multiple advertisements that vary in terms of execution or presentation but carry similar messages. Such variation tends to reduce advertising wear out by providing something new to the consumer that serves as the basis for attracting attention (George, 2005).

3. Advertising Appeal: Message appeals are usually divided into rational and emotional ones (Kim, Forsyth’s and Moon, 2002). Rational appeals are typically based on factual information and focus on product attributes. Emotional appeals, on the other hand, typically intend to create positive emotions and develop a brand personality. Emotional appeals have been found to be most effective when brand response involvement and advertising message involvement are low, whereas rational appeals are found to be relatively more effective when customers are highly involved with the brand and the advertisement (George, 2005). Keegan, (2008) have proposed that value-expressive advertising appeals are persuasive when the product is value-expressive, whereas utilitarian appeals are persuasive when the product is utilitarian. A series of studies by Khanh and Hau

(2007) yielded evidence about the attitude functions associated with different products, and showed that attitudes toward products that serve different functions respond to different types of advertising appeals.

4. Attitude Formation: In some cases, the objective of the advertiser is immediate action by the consumer that is direct-response advertising where the goal is to have the consumer do something immediately (buy a product, make a pledge, and so on). In most cases, however, there is a lag between advertising exposure and any action on the part of the consumer (Denning, 2006). In such cases, an important communication goal of an advertiser is to create a positive attitude toward their product. Attitudes are predispositions or tendencies to behave or react in a consistent way over time. There is an effect, or feeling, dimension associated with attitudes, and there are generally various beliefs that provide justification for the feeling and predisposition. The goal of advertising is to have a positive impact on attitudes; these attitudes, in turn, influence future behavior. When the consumer visits the store another time to buy a particular type of product, these attitudes influence the choice of the product (Rossiter and Percy, 1997). Attitudes and attitude formation are among the most widely researched phenomenon in communication research. Advertising plays a role in attitude formation, but it is important to recognize that the advertised product itself is the most important determinant of attitude in the long term. A bad experience with a product will create a negative attitude that no advertising is likely to overcome (Kendall, 2004). In addition, advertising can reinforce positive attitudes by reminding consumers of product benefits, desirable product characteristics, and positive product experiences (Kim et al., 2002).

2.11. Sales Performance:

Sales in business terms are the actual sales in money value, a company receives after necessary collections are made from different sales channels of the original total production put on the market (Mc Cathy et al 1994). It is a sale that stimulates production in a company and consequently profit which are affected by various factors some of which are controllable like competition and general price changes.

Sales performance is an integrated frame work that enables organization to plan and model sales strategies and ensure timely execution of sales initiatives while ensuring both front lines sales peoples and decision makers have visibility into performance. Sales performance represents the next generation of best practices for sales (Micahel D 2006).

Sales performance also refers to the total amount of firms output sold to the market especially on monthly or annually basis, this affected by many factors including customer relationship, marketing management of the firm and sales force skills and motivation and even the pricing of the goods and services (Amanda D.H 2002).

Sales revenue is the total amount of money that the firm gets from the sales of all its goods and services in a given period of time. This is usually six month or year if a firm produced only one product or service, the sales revenue will be the price of the product multiplied by the number of products sold. In the case of more than one product or service the revenue from each needs to be added together (Wood 1996).

The figures for sales revenue in profit and loss account does not necessarily mean that the firm has received all the money because although they may have sold hat quantity of the product, they may still be owed, some of the money as debtors (Barker2001). Sales performance refers to consistent and satisfactory turnover of goods and services produced and put on the market by an organization or company. It is the sole economic goal of companies to have as much goods sold on the market. This facilitates the rate of goods turn over and consequently revenue and increased production.

2.11.1 Sales: According to (Sin 2006) it is believed that the right sales approach consists of sales training that supports a company sales methodology and related process.

Designing or adopting sales methodology is critical without this methodology in place training is tactical attempt to larger problem. The selling methodology must be developed based on the company's unique situation in their market, their customer, how the customers buy the complexity and price levels of the product and services the company offers. Competitive pressure, reporting requirements the participation partners and the skill level of their current sales people (Stein 2006).

Most companies recognize that the world and their buyers buying process probably have changed forever. But some companies have not recognized the need to make change their sales force (Stein 2006).

In dealing with falling or declining sales, it is advisable to invest in some short terms training to upgrade the skills of sales and customers service staffs. If you cannot afford to fire experience, train the staff you can afford. This is an investment you cannot afford to miss. Find training that producers result tailored to get to your situation. It can be seminar or distance learning that does not require time away from the property or the job (Verret 2004).

According to (Hardesty 2006) sales training programs encompasses a variety of necessary components, things like company policies, sales paper work, customer relationship management, sales force automation, orientation, sales process, company services, sales skill training and product features and benefits (Stein 2006). Further urges that even when companies do decide that sales training is a step in the right direction, they do not always proceed forward for the right reasons in the right order or in a way that result in them driving more sales revenue companies have learned how to employ sales training as a strategic tool. Those that are leader in the industry offering their stakeholders maximum return on their input are able to quickly adapt to change market conditions are respected by their customer and provide rock, solid, consistent sales performance, the people that work for those companies are motivated, stay at their jobs ignored and are proud to help in recruiting their friends who have been successful selling or other companies. This therefore leads to improved sales performance.

2.12. Relationship between Advertising and Sales Performance

The essence of advertising is to increase sales revenue, hence, improving sales performance. (David et.al 198). Advertising combines with a host of other influences to determine what contribution advertising makes to the buyers purchase decision.

It is through advertising or other forms of promotion that brands in different market segments can effectively tell people in the market that a product is intended specially for them (Engel 1919, Mc Gann and Russell 1998).

The significance of advertising is to let customers know that an established brand is still around and it has certain characteristics, uses and benefits (Pride et.al 1998). Effective advertising can increase sales of advertisers products and by so doing increase their profit. Advertising provides consumers and other prospects with information about different products that are available to them. This enables consumers to compare and to choose between the products and encourage competition. Competition encourages companies to be more price and quality conscious so as to retain customers and clients.(Cambridge International College training manual 2000).

The decision to advertise implies a decision to compete in a new and aggressive way with in the market. This means the provider will no longer rely too solely up on personal sales man ship o gain distribution. Instead he implies his readiness to and intension of speaking directly to consumer in broad countries. The decision to

advertise also helps in development of the product. (Dunn 1968) points out that, the market needs and conditions are changing therefore there is need for creativity in selling. This will show the company what to produce so as to satisfy the needs of the users. companies produces, such a commodity and they advertise, there is an automatic high response in consumption, thus showing the relationship between advertising and sales performance. (Penchman1992) found out that advertising has a greater potential of building awareness of people hence obtaining a high preferences in the market share because a big percentage of the population has one or more of the mass medium such as radios and television. This fact introduces the advertised company to many people. If the advertising is satisfying, it will lead to increase in volume of sales. (Pride F. et.al 1993) observed that advertising often stimulates demand, thus stimulating sales. For advertising to have a direct relationship with sales revenue, the entire market mix must be viewed by the customer as the right one (Engle et.al 1991, Mc Cathy and Perveault 1988).

Gorden (1993) recognizes that many scholars have heard different views on the effect of advertising on sales performance, however most of them agree that effective advertising will eventually increase revenue.

(Jeferkins 1990) has stated that in a competitive society there is not only competition between rival advertisers but choice between their products and services. Also people forget very easily if he stopped advertising.

Companies advertise to create familiarity with or of a product which helps to create confidence in it if a product is simply made available, it is important to form people of, it's existence.

2.13. Influence of advertising on Sales performance

(Korgaonkaret al.2004) hypothesize that advertising campaigns were successful in increasing sales when they were for nondurable products with unique attributes, were geared to the consumer market and backed by adequate financial resources, and when they featured unique and creative messages. It also found that favorable product attributes could be achieved by advertising campaigns that promoted product uniqueness, had adequate financial resources, and used creative messages and appropriate media.

(Denning 2006) advocates that advertising serves primarily a persuasive role. According to this view, advertising increases product differentiation and deters entry by contributing recognition and prestige to advertised goods, thereby inflating the market power of firms selling advertised goods and bracing prices. (Nelson 2004), points to the important role of advertising in providing price and product quality information.

Informative advertising reduces the costs associated with consumer search and facilitates substitution possibilities between products, resulting in lower prices and superior market performance.

(Shah et al.2009) posit that other marketing variables such as economic conditions and the level of competition in the market also influence the advertising-sales relationship. Murphy and Cunningham (1993) state that linking advertising with sales impact is not appropriate as other marketing variables such as economic factors, market factors, affect the company sale. Theoretically, advertising can have direct influence on firm performance through its impact on market value or generating high returns for advertising firms. Similarly, advertising can also have indirect influence on firm performance by virtue of its ability to influence sales and profitability of a firm (Joshi and Hanssens, 2010). (Kim et. al2002) established a positive link between advertising and profitability for those firms operating mainly in consumer goods industries.

(Eng and Keh 2007) believe that advertising effectiveness has to be captured by the additional sales of a product over and above those that would have happened in absence of any advertising or promotion. Although advertising managers have long believed that advertising's impact on sales can persist longer than the current period, the tendency to assume that advertising's effect on sales is short-term is yet prevalent. They further argue that the longer uses of advertising are better than less and shorter uses of it irrespective of the nature of contribution of advertisement to sales. The inability of measures to differentiate the impact of advertisement between its short term and long term effects have resulted in wastage of advertising expenditure.

The result of (Dekimpe et al., 2009) established that there is rarely any permanent effect of advertising on performance of organizations. Their findings proved that advertising does not change the structure of sales over the long run. They suggest that the diminishing impact of advertising may be because of choice of brand, quantity which is purchased and category incidence such as energy crisis. (Pauwels et al.2002) are of the opinion that when a consumer is exposed to a advertising offer majority of the time, the consumer has already purchased and practiced a particular brand so the impact of learning form the that purchase is minimal and is easily balanced by a simultaneous and similar competitive offering. Therefore the immediate effects of advertising are small. This is because of price promotion consumers are forced to make purchases and but this impact on sales cannot only be explained by accelerated rate of purchase due to price reductions.

2.14 Empirical literature Review

In the course of documentation, researchers came with different reports on advertising to sales and organization in general. Other Researchers have tried to estimate the effects of advertising on brand sales using field data (Leone and Schultz 1980; Vakratsas and Ambler 1996). Most of these studies focus on many technical issues involved in efficiently capturing the unbiased effects of advertising, given the limitations of field data (Hanssens, Parsons, and Schultz 1990).

Few studies have addressed the advertising effects on sales. Little has been researched on capturing the impact of how the effects vary by creative medium or vehicle, and time of day for broadcast advertising (example: Bhattacharya and Lodish 1994). In particular, no study has researched the effects of advertising by these three factors simultaneously. While marketers know that that consumer behavior is influenced by multiple factors, yet little research has been done on understanding the impact using the integrated marketing mix model (Sethi 1977, Feichtinger, Hartl and Sethi, 1994). This is attributed to the fragility of advertising's effects and the complexities involved in getting bias-free estimates.

Although advertising managers have long believed that advertising's impact on sales can persist longer than the current period (Clarke 1976), the tendency to assume that advertising's effect on sales is short-term is yet prevalent. They further argue that the longer uses of advertising are better than less and shorter uses of it irrespective of the nature of contribution of advertisement to sales (Jones 1992, 1995). The inability of measures to differentiate the impact of advertisement between its short term and long term effects have resulted in wastage of advertising expenditure (Abraham and Lodish, 1990; Bass 1969).

Echambadi (1994) uses the analogy of capital budgeting process to capture the effectiveness of ad spending on sales and profitability. He suggests that the brand managers be allowed to spend as much as they want on advertising if the return they generate is able to beat an internally agreed hurdle. His belief rests on the premise that absolute size of the ad budget does not matter but the return on that budget is the criteria for ad effectiveness.

The basic duopoly model leads to an equilibrium which can be determined analytically

(Dixit, 1979); this basic model does not demonstrate any dynamic behavior. Introducing advertising into the model allows firms endogenously alter demand which does invoke dynamic behavior but is analytically

intractable. Graham and Ariza (2003) present a model that optimizes allocation of firm advertising expenditure using a simulated annealing approach. Steerman et al (2007) use an approach that combines duopoly theory with the behavioural theory of the firm.

Research on the response to advertising had primarily looked at the shape of the response function (Aaker and Carman 1982; Simon and Arndt 1980; Mesak 1999), the dynamics of Advertising effects (Simon 1978), and the interaction of advertising with other promotional mix elements (Winder and Moore 1989; Wild 1977).

Luo and Donthu (2001) apply DEA – Data Envelopment Analysis – to the question of how to measure the efficiency of the advertising in the traditional media. Further Yunjae Cheong (2006) uses the similar model to carry out a study on the evaluation of ad media spending efficiency. This model focused on how one could measure, maximize and benchmark the effects of advertising media spending thereby improving the effectiveness of advertising.

Yew, Keh and Ong (2005) report that intensive investment in advertising contributes positively to the one-year stock market performances of non-manufacturing firms. However their results were inconclusive whether manufacturing firms benefit from investment in advertising as measured by the three-year stock market performance. (Mathur et al 1995) using event study methodology concluded that investors react positively to announcements of advertisement changes leading to higher market value for the firms.

Graham and Frankenberg (2000) examined the asset value of advertising expenditures of 320 firms with reported advertising expenditure for each of the 10 consecutive years ending in 1994, seeking to determine the impact of advertising expenditures on the financial performance. They used the changes in year to year differences in advertising expenditure to measure the impact on asset value and subsequent market value of the publicly traded firms.

ZefaniaKimolo (1998) in her report on the “Promotion Techniques” conducted at NSSF headquarters found out, some organizations are not effective in sales because they are not aware of the promotion tools when, where and how to employ them. She also said that some techniques are not affecting sales because they are wrongly implemented and lacks enough funds for implementation.

ConsolataSanka (1999), in her research “effectiveness of promotion in service marketing”, she found that ,the most people in organization think that promotion is the role of marketing department only. This reduces the effectiveness of promotion mix/tool(s), and she concluded that frequent seminars, conferences, workshops and

training should take place so that every employee in every department can participate in getting the expected promotion effect to organization.

Joseph, E.G (2002) of Mzumbe University in his research on “The impact of promotion techniques under competitive business environment” he generally said that promotion tools are the most weapon(s) used in the competition battle, and if they are effectively used, they tend to affect sales positively.

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

This chapter describes research design, methodology, target population, sample size determination, method of data collection, ethical consideration, data analysis and validity test.

3.2. Research Approach

In this research researcher used mixed approach. Qualitative approach is used to describe data in words and quantitative approach in terms of numbers /figures/.

3.3. Research Design

Research designs are plans and procedures for research that span the decision from abroad assumption to detailed method of data collection and analysis (Creswell, 2003).

In other words the research design articulates what data is required, that methods are going to be used to collect and analyze this data and how all of this is going to answer research questions.

This study uses descriptive research design and aims to determine the aspects of the problem which will be crucial for analysis. With descriptive research design, the researcher has an opportunity to have a clear view of the problem from other related sources and narrows the research around these important issues.

3.3.1. Population and Sample Size Determination

3.3.2. Target Population

The population of this study is members of the staff on the department of marketing and sales in Aqua safe. With work experience of greater than or equal to one year and main distributors in Addis Ababa Noah building near Boston. According to the data obtained from human resource department the total population is 108.

3.3.3 Sample Size

The target population and sample size is the same because the number of respondents is not large. Therefore, the number of respondents to whom the questionnaire are administered includes employees in the department of marketing and sales of Aqua safe and managers of the distribution of Aqua safe products at Addis Ababa.

3.3.4 Sampling Technique

The sampling technique used in this study is census because the target population of the marketing and sales staffs of the company is manageable in terms of its size.

3.4. Data Source and Type

The sources of data used in this study comprised both primary and secondary data. According to (Malhotra2005) primary data are originated by the researcher for the specific purpose of addressing the problem at hand, even if obtaining them can be expensive and time consuming. Primary data which is the most significant will be gathered through structured questionnaires

The secondary data for this study will be collected from marketing journals, and other related publications. As a general rule stated by (Malhotra2005) examination of available secondary data is pre requisite to the collection of the primary data.

3.5. Data Collection Method

The primary data was collected through questionnaire from the marketing and sales department staffs of Aqua safe in Addis Ababa.

3.6. Data Collection Procedure

For this study the questionnaire was prepared in line with the objective of the study. The questionnaire organized in three sections. The first section was designed to obtain the personal information of the respondents. The second section the forms of media which Aqua safe prefer to advertise its products and the third contains sales performance related questions to obtain data whether advertising is affected or not

3.7. Data analysis

The data analysis was made by using both descriptive and inferential statistics (SPSS version 20). Descriptive statistics such as frequencies, percentage, mean, and standard deviation were used to summarize and presented data. With regard to inferential statistics Pearson correlation coefficient was used to show the inter dependence between independent and dependent variables and multiple regression analysis was used to test the significance contribution of each independent variable to the dependent variable sales performance.

3.8. Ethical Considerations

Ethics in business research refers to the set of behavioral principles and norms beginning with the research from the first.

Sekeran (2003). In this study in order to keep the confidentiality of the data given by respondents were not required to write their name and assured that their response will be treated in confidentiality. The purpose of the study was disclosed in the introductory part of the questionnaire and the questionnaires were distributed only to voluntary participants of the marketing and sales department staffs of aqua safe.

3.9. Reliability and Validity

3.9 1. Reliability Test

In order to test the internal consistency of variables in the research instrument with coefficient alpha between 0.6 and 0.7 indicates fair reliability. Thus for this study chronbach's Alpha score 0.6 or higher is considered adequate to determine reliability. The reliability in this study assessed by coefficient alpha was found to be 0.766 as indication of acceptability of the scales for further analysis.

3.9.2. Validity Test

Validity determines whether the measuring instruments truly measure what it was intended to measure or how truthful the research results are. To measure the validity of result we consider the theory and measuring instruments used (Cresswell 2003). For this study to assure validity the questionnaires are developed in the basis of review of related literature. Therefore in order to test

the validity correlation coefficient for the independent and dependent variables were calculated. Based on the result of correlation analysis all the three factors of advertising were positively related with sales performance. Since the dependent variables are positively related with independent variable, the independent variables therefore are considered has effect on sales performance.

Chapter four

Data presentation and analysis, and interpretation of the findings:

4 introduction

This chapter focuses on the presentation and the analysis of researcher findings. The data analysis was made with the help of statistical package for social science (SPSS version 20) analysis. The demographic profile of respondents . Media used to advertise by aqua safe and relationship between advertisement and sales volume have been described using descriptive statistics and presented in the form of tables of percentage and frequencies.

4.1 data preparation

To make all the collected data suitable for analysis, all collected information or questionnaires were screened. Out of 108 questionnaires distributed, 105 were completed, each questionnaire. Has a code, since coding of data is necessary for transferring and editing has done. The question and possible answers are corresponded in the order of the actual questionnaire.

4.2. Demographics characteristics

The data was obtained using questionnaires 108 were issued out, but 105 were filled as indicated in the table below

Table4. 1 number of respondents

Details	Frequency	Percent
Responses	105	97.2%
Non-response	3	2.8 %
Total	108	100%

Source: primary data.

From the table 97.2% marketing department workers gave response the questionnaires and 2.8% of workers were not give response. This should that an excellent turn up of the respondents.

Table4. 2 gender of respondents.

<u>Details</u>	<u>Frequency</u>	<u>Percent</u>
Male	60	57.1%
Female	45	42.9%
Total	105	100%

Table 4.2 indicates 57.1% in the marketing department workers are males and 42.9% workers are females. This shows that aqua safe marketing department the majority of workers are males.

Tabl 4. 3 educational background of respondents.

Details	Frequency	Percent
Post graduate	8	7.6 %
University (degree)	55	52.3 %
College	32	30.4%
Secondary	10	9.5%
Total	105	100%

Table 4.3describes the educational background of respondents in the marketing department of aqua safe. 7.6% of worker post graduate educational level. 52.3% of workers have university degree. 30.4% of workers have college diploma and 9.5% of workers secondary high school educational level. This implies that aqua safe give a good consideration for the marketing skill diversification of employee in the marketing and sales department.

Table4. 4 Respondents number of service in the marketing department.

Details	Frequency	Percent
1-3 years	13	12.3 %
3-5 years	42	40%
5-10 years	40	38%
Over ten years	10	9.5%
Total	105	100%

Table 4.4 implies that length of service year in the marketing department. 12.3% of employees are 1-3 year of service year. 40% of them have 3-5 years' work experience ,38% employees have 5-10 years of service and 9.5% employees have over ten years of service .so most of them have good experiences of work in the marketing department.

4.3 findings on the advertisement of aqua safe

Table4. 5 aqua safe advertise its products

Details	Frequency	Percent
Strongly agree	52	49.5%
Moderately agree	43	40.9%
agree	10	9.5%
Dis agree	0	0%
Total strongly disagree	0	0%
Total	105%	100%

Table 4.5 shows that 49.5 % of employee in the marketing department respond as they strongly agree , 40.9% were moderately agree and 9.5% of employee agree about Aqua safe advertise its products there were no employee which say disagree and strongly disagree ,this indicates that Aqua safe advertise all its products.

4.4 Adverts of Aqua safe address the intended audiences.

Table 4. 6 address intended audience

Details	Frequency	Percent
Strongly agree	12	11.4%
Moderately agree	20	19%
agree	30	26.6 %
Disagree	32	30.5%
strongly dis agree	11	10.5%
Total	105	100%

Table 4.6. Expresses that 11.4% of the marketing department employees strongly agree that aqua safe address the intended audiences.19% of them say agree. But, 30.5 % of the employees disagree because they

don't think that adverts of aqua safe address the intended audiences. and 10.5% of employees were strongly disagree this shows that the adverts of aqua safe doesn't address all the intended audiences ,so the marketing department should increase the advertisement and diversify the media to advertise the product. Unless and otherwise the sale volume may decrease and other organization may use the weak side of aqua safe. To sell their product and get good market share.

Table4. 7 adverts of aqua safe increase sales volume.

Details	Frequency	Percent
Strongly agree	63	50.4%
Moderately agree	42	40%
agree	10	9.5%
Disagree	0	0%
strongly disagree	0	0%
Total	105	100%

Table 4.7 implies that majority of employees in the marketing department strongly agree about adverts of aqua safe increase sales volume. They are 50.4 %, in number, 40% of employees were respond moderately agree and 9.5% were agree. So majority of employees agree that adverts of aqua safe increased sales volume.

But from marketing department interview, I have got information. Before present time aqua safe had contract of advertisement with athlete Almaz Ayana and increase sale volume. But now Almaz Ayana had finished her contract and stops the advertisement. If aqua safe stops the advertisement, sales volume will decreased because adverts of aqua safe and sales volume have positive or direct relation.

Table 4. 8 media mixes that aqua safe used to advertise

Types of media	No	Minimum	Maximum	Mean	Std. deviation
Television	105	1.00	6.00	4.2846	3.4082
Radio	105	1.00	7.00	4.8699	4.6092
Trucks	105	2.00	5.00	4.2358	3.010
Bill boards	105	3.00	5.00	4.2033	3.1526
Posters	105	1.00	5.00	3.1752	8698

Broachers	105	2.00	5.00	4.0244	91851
Business cards	105	2.00	6.00	3.2033	1.004
News paper	105	1.00	5.00	2.9910	1.1445
Website / internet	105	1.00	5.00	2.7480	96320
Others	105	1.00	5.00	1.2007	97085

Table 4.8 depicts the media mixes which are used by aqua safe to advertised the product television, radio, trucks, billboards and broachers which have a mean value of above 4 and standard deviation above 3. The next best media are posters, newspapers and websites. Other forms of advertising are used with less value. So they are not significant. So aqua safe should use and increases advertisement effort on with the best media which have power to advertise its product, such as television, radio, truck ,billboard and broachers that have high value of mean and standard deviation.

4.5. Objective of aqua safe advertisement.

Table4. 9 informative advertisement responses.

Details	Frequency	Percent
Strongly agree	5	33.3%
Moderately agree	4	41.9%
agree	21	20%
Disagree	5	4%
strongly disagree	0	0%
Total	105	100%

Table 4.9 employees 33.3% of respondents in marketing department of aqua safe believes that strongly agree about the company made informative advertisement 41.9% moderately agree and 20% of them agree, but 4.8% disagree that the company doesn't make informative advertisement. This shows that aqua safe should use

information about its product to customer and increases sale volumes. If the customer has no information about the product, they don't know its use and may go to another product which gives them good information, so to increase market share and profit the advertisement should contain full information about the natural mineral spring water of aqua safe.

Table 4. 10 persuasive respondents

Details	Frequency	Percent
Strongly agree	54	51.4%
Moderately agree	38	36.2%
agree	13	12.4%
disagree	0	0%
strongly disagree	0	0%
Total	105	100%

Table 4.10 shows that 51.4% of respondents strongly agree that aqua safe made persuasive advertisement. 36.2% of them moderately agree and 12.4% of them agree. But no of respondents say disagree and strongly disagree. This shows that much of the advertisement which was made in aqua safe is persuasive advertisement is used to pursue buyers by creating demand in customer mind. It is good to pursue customers to increased sale volume but giving exact information is ethical than pursued buyers. So it should apply that “good ethics is good business” Principle.

Table 4. 11 reminder respondents

Details	Frequency	Percent
Strongly agree	5	4.8%
Moderately agree	12	11.4%
agree	4	40.9%
Disagree	35	33.4%
strongly disagree	10	9.5%
Total	105	100%

4.11 depict that 4.8% Of respondents strongly agree that aqua safe made reminder advertisement 11.4. % said that moderately agree ,40.9% of respondents agree ,33.4% are disagree and 9.5% strongly disagree ,this shows

that half of the respondent agree that Aqua safe made reminder advertisement and half of them disagree about reminder advertisement, so Aqua safe made the less remainder adverts compared to informative and persuasive advertisement. But it has positively corrected with sales volume.

4.6. Findings on the relationship between advertising and sales performance using Pearson correlation

This section focuses on establishing the relationship that exists between advertising of products and sales performance. It looks at advertising as independent variable while sales performance is a dependent variable.

Correlation analysis helps to gain insight in to the direction and strength of correlation between variables. Correlation coefficients take value between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficient reveals magnitude and direction of relationship (either positive or negative) and the intensity of the relationship (-

1.0 to +1.0) correlation are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo, and Festinger 2005). As per Marczyk, Dematteo and Correlation of .30 to .70 are considered moderate, correlation of .70 to .90 is considered large and correlations of .90 to 1.00 are considered very large. Depending on this assumption all basic constructs were included in to the correlation analysis and bivariate tow tailed correlation analysis was done.

Table4. 12 advertising and sales performance – Correlations Correlation

		INF_Mean	Per_Mean	Rem_Mean	Sp_Mean
	Pearson Correlation	1	.510**	.344**	.310**
INF_Mean	Sig. (2-tailed)		.000	.000	.000
	No.	105	105	105	105
	Pearson Correlation	.510**	1	.282**	.187*
Per_Mean	Sig. (2-tailed)	.000		.002	.038
	No.	105	105	105	105
	Pearson Correlation	.344**	.282**	1	.378**
Rem_Mean	Sig. (2-tailed)	.000	.002		.000
	No.	105	105	105	105
	Pearson Correlation	.310**	.187*	.378**	1
Sp_Mean	Sig. (2-tailed)	.000	.038	.000	
	No.	105	105	105	105

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Festinger (2005), general guide lines

According to the above table 4.13 informative advertising correlates with sales performance with the value of (0.310), correlation is significant at 0.01 level, persuasive advertising correlates with Correlation of .01to .30 are considered small,

Sales performance with the value of (0.187) correlation is significant at 0.01 level and reminder advertising and sales performance correlates with the value of (0.378), the correlation is significant at 0.05 level. This implies that the three independent variables (i.e. informative, persuasive and reminder advertising) has a positive relation with the dependent variable sales performance.

4.7. Normality Test using Skewness and Kurtosis

Skewness is the measure of the asymmetric of the distribution of variables. The skew value of a normal distribution is zero, usually implying symmetric distribution. A positive skew value indicates that the tail on the right side of the distribution is longer than the left side and the bulk of the values lie on the left of the mean.

In contrast a negative skew value indicates that the tail on the left side of the distribution is longer than the right side and the bulk of the value lie to the right to the mean West et .al(1996).

West et al(1996) proposed that reference of normality as skew value < 2 .

Kurtosis is a measure of the peakedness of a distribution. West et.al (1996) proposed a preference of normality as an absolute kurtosis (proper) value > 7 . For some practical reason most statistical packages such as SPSS providing excess kurtosis obtained by subtracting 3 from the kurtosis(proper).

The excess kurtosis should be zero for perfectly normal distribution. Distribution with positive excess kurtosis are called leptokuric distribution (meaning) high peak and distribution with negative excess kurtosis are called plarykurtic distribution.

Based on the table 4.12 below, the statistics output skewness obtained the value of (-.675) for informative advertising, (-.374) for persuasive advertising, (-.525) for reminder advertising and (1.283) for sales performance, meaning that there is a normal distribution between factors.

Based on the statistics output kurtosis obtained value of (-.192),(-.454),(-.0.26) and (14.288) for informative, persuasive, reminder advertising and sales performance respectively, meaning there is a normal distribution for the three independent variables and based on the above assumption there is positive excess kurtosis for sales performance called leptokuric distribution.

Table 4. 13 Skewness and Kurtosis normality test table Statistics

	INF_Mean	Per_Mean	Rem_Mean	Sp_Mean
N				
Valid	105	105	105	105
Missing	0	0	0	0
Skewness	-.675	-.374	-.525	1.283
Std. Error of Skewness	.218	.218	.218	.218
Kurtosis	-.192	-.454	-.026	14.288
Std. Error of Kurtosis	.433	.433	.433	.433

4.8. Multicollinearity Test

After the normality of the data is tested the next step is to determine whether there is similarity between the independent variables in a mode, it is necessary to multicollinearity test. Similarities between the independent variables will result in a very strong correlation.

If the VIF(Variance inflation Factor) is equal to 1, there is no multicollinearity among factors.

If the VIF is greater than one, the predictors are moderately correlated.

A VIF between 5 and 10 indicates high correlation that may be problematic, and if the VIF goes above 10 the regression coefficients are poorly estimated Eston Martz (2013).

Table 4. 14 . Collinearity coefficient table Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error				Beta	Tolerance	VIF
1	(Constant)	1.738	.530		3.280	.001		
	INF_Mean	.270	.130	.207	2.081	.040	.696	1.436
	Per_Mean	-.006	.113	-.005	-.055	.956	.727	1.375
	Rem_Mean	.373	.108	.309	3.461	.001	.866	1.154

a. Dependent Variable:Sp_Mean

Based on the above table 4.13, the coefficient output collinearity statistics obtained VIF value of (1.436) for informative advertising,(1.375) for persuasive advertising and (1.154) for reminder advertising meaning that the VIF value obtained is greater than one, there is a moderately correlation between factors.

4.9. Findings on regression analysis

Regression analysis was conducted to examine the effect of independent variables (i.e Informative, persuasive and reminder advertising) on the dependent variable, sales performance.

Regression analysis was used to test the significance contribution of each independent variable to the dependent variable.

Table4. 15.Regression Model summary Table

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.424 ^a	.180	.159	.64796

a. Predictors: (Constant), Rem_Mean, Per_Mean,INF_Mean

The above model summary table provides the R value and the R square values. The R value represents the simple correlation and is (0.424) which indicates a moderate degree of correlation. The R square value is indicated how much of the total variation in the dependent variable sales performance can be explained by the independent variable (informative, persuasive and reminder advertising and it is (0.180) which is 18%.

Table 4. 16 ANOVA table

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.971	3	3.657	8.710	.000 ^b
Residual	49.962	105	.420		
Total	60.933	108			

a Dependent Variable: Sp_Mean

b. Predictors: (Constant), Rem_Mean, Per_Mean, INF_Mean

The above table is the ANOVA table which indicates that the regression model predicts the dependent variable significantly well. This indicates the statistical significance of the regression model that was run here $p < 0.005$, which is less than 0.05, indicates significantly predicts sales performance.

Table 4. 17 Regression Coefficient table

Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.738	.530		3.280	.001
1 INF_Mean	.270	.130	.207	2.081	.040
Per_Mean	-.006	.113	-.005	-.055	.956
Rem_Mean	.373	.108	.309	3.461	.001

a Dependent Variable: Sp_Mean

The above coefficient table provides with the necessary information to predict sales performance from informative, persuasive and reminder advertising determine or whether advertising contributes statistically significantly to the model by looking at the sig column.

Based on the above coefficient table the predicted equation for the dependent variable sales performance is

$$Y = 0.270 - 0.006 + 0.373 + 1.738$$

Chapter Five

Findings, Conclusion, and Recommendation

5.1. Introduction

This chapter contains discoveries, draw conclusion and recommendations and end with areas of future research. The objective of the study was examining the effect of advertising on sales performance, determining the level of sales performance, and determining the Medias used to advertise the products of aqua safe

5.2. Discussion of Findings

This study aims to assess the effect of advertising (i.e informative, persuasive and reminder advertising) on sales performance of aqua safe and the media mixes that the company used to advertise has been examined.

The result of the Pearson correlation coefficient showed that, for informative advertising the value of r is (0.310) and significant at 0.01 level, persuasive advertising the value of r is(0.187)and significant at 0.01 level and the value of r for reminder advertising is (0.378)and significant at 0.05 level, this shows that a positive relationship between advertising and sales performance which indicates that the increase in informative , persuasive and reminder advertising leads to the increase in sales performance of aqua safe

Based on the result of the regression, the coefficient correlation (R) value of informative advertising is, for persuasive advertising and for reminder advertising is (0.424) on the other hand the result of R-square is (0.180) This indicates (18)% of advertising was caused by the variation.

Regarding the finding on the media mixes that Aqua safe used to advertise its product, the company use almost all types of Medias that visual, audio and print Medias with the mean value of greater than 4.

All the above result of finding shows that there is a positive relationship between advertising and Sales performance of aqua safe.

5.3. Conclusion

This study is designed and carried out in order to identify the underlying objectives of advertising among sales performance of aqua safe Addis Ababa. According to the study findings the three factors, informative, persuasive, and reminder advertising were identified as having effect on sales performance of the company and the media mixes that aqua safe advertise its products have been assessed.

Advertising drives sales performance in to two ways. First by making consumers interested enough in the focal product that they would seek information about it and second, by converting information seeking consumers in to buyers (Hu et.al 2014).

A Pearson correlation result confirmed that positive and significant relationship between advertising and sales performance, the positive relationship showed that an increase in advertising can lead in an increase in sales performance.

The data analysis showed that the most significant factor from the three is reminder advertising, this shows that the company's advertising objective lie on reminder objective. Informative advertising was found to be the second significant factor and persuasive advertising is found to be the third significant factor.

The results of the regression model indicates the regression coefficient of the advertising variable have effect on sales performance and have predictive power on the dependent variable sales performance.

Findings of media mixes that the company used to advertise its product showed that, aqua safe used Television, Radio, trucks, billboards posters, and brochures. This indicates that the company use visual, audio and print media to advertise its product. In the contrary the company did not use internet and mobile to advertise aqua safe

From the findings of this study, based on the positive relationship between advertising and sales performance, it can be concluded that the more consumers exposed to aqua safe advertising, the company's sales performance will increase.

5.4. Recommendation

Based on the findings of the study and the conclusion made, the following possible recommendations are drawn:

- Aqua safe should develop more effective advertisement campaign that attracts consumer's attention and capture their interest, which leads to the improvement of the sales performance.
- According to keller (2009) since consumers spend little time or effort on the consumption decision of low involvement products, brand awareness alone is sufficient to decide and determine purchase, as consumers are willing to base their choice merely on familiar brand. Hence it is recommended that aqua safe should embark on intensive advertising campaign to create strong brand awareness which leads to strong sales.
- The management of aqua safe should carry out periodic review of the advertising message, its effect on their sales and Medias that are appropriate to increase their sales performance.
- At this stage of competition Aqua safe advertising message should both be persuasive and reminder oriented.
- The advertising message must be strong and appealing enough to persuade and build product preference, encourage switching to aqua safe by changing the perception of the consumers of rival brands.
- However the advertising objective should emerge from the analysis of the current marketing situation of a company, for example if a brand is new to the market obviously the advertisement objective of aqua safe should be informative.
- With regards of the advertising media, this study revealed that aqua safe used many advertising mediums to advertise its product. Currently television and Radio are the most potential of all Medias used in advertising Aqua Safe product. In view of this more consideration should be given to television and radio as a medium of advertising. In fact, Aqua safe should continue to employ integrated advertising of their product.

5.5. Suggested areas for future research

The present study was conducted to investigate the effect of advertising on sales performance of aqua safe in Addis Ababa. Due to limited time, this study is not conclusive as such. It is therefore important that future research be carried out on; impacts of other variables on sales performance and also the effect of advertising on sales performance on different companies producing the same product, or the same title will be assessed on different product and compan

References

- Adekoya O.A(2011).The impact of advertising on sales volume of a product: Bachelor's thesis of HAMK University of Applied Sciences.
- Adeolu, B.A, Taiwo, A and Mathew, A.A. (2005).The Influence of Advertising on Consumer Brand Preference. *Journal of Social Science*, Volume 10, No.1: 9-16.
- Aderemi S. A(2003).Marketing Principles and Practice. Mushin: concept Publication Limited.
- Akanbi, P.A and Adeyeye, T.C (2011): The Association between Advertising and Sales, Volume: A case Study of Nigerian Bottling Company Plc; *Journal of Emerging Trends in Economics and Management Sciences (JETEMS)*:2(2):117-123.
- Akrani, G. (2010).5Ms of Advertising-Features, Role and Advantages of Advertising. Available at: <http://kalyan-city.blogspot.com/2010/07/5-ms-of-advertising-advertising.html>
- Aneeza, B and Najama, I.M. (2009).Effects of Advertising on Consumer Behavior of University Students. Proceedings of 2nd CBRC Lahore, Pakistan, November 14.
- Arens, W. F. (1996).Contemporary Advertising. USA: Richard D, Irwin A. Times Mirror Higher Education Group Inc. Company.
- Barthes R.(1964),Rhétorique de l'image,Communications,4.
- Batra R., Lehman D.R., Burke J., Pae J. (1995), «When does advertising have an impact, A Study of Tracking Data», *Journal of Advertising Research*, 35,4.
- Bendixen, M.T. (1993), "Advertising Effects and Effectiveness", *European Journal of Marketing*, Vol.27, No10, pp.19-32.
- Bennet(2006):Promotion Management: A Strategic Approach. Yankee Clipper Books, Windsor CT, USA.
- Berndt, E.R., Bui, L., Reiley, D.R., Urban, G.L., (1995).Information, marketing, and pricing in the US antiulcer drug market. *Am. Econ. Rev.* 85 (2), 100–105.
- Borden (2007): Advertising Management Text and Cases. Woodend Bookshop, Vic Australia
- Brasini S., Tassinari F., Tassinari G. (1993). Marketing e pubblicità: approccio statistico
- Chamberlin E. H., The Theory of Monopolistic Competition, Cambridge, Massachusetts,

HarvardUniversityPress,1948.

Cresswell J.W research Design, Qualitative and Mixed Method approach 2nd edition.

Chowdhury, V.(2011) Advertisements: Advantages and Disadvantages of Advertising
http://www.indiastudychannel.com/resources/139778Advertisementsadvantages_disadvantages.aspx

aspx

Davies,Mark.(1998):*UnderstandingMarketing*.Hertfordshire.

Denning, S. (2006), Effective storytelling: strategic business narrative techniques, *Strategy andLeadership*,34(1),42-8.

• Dominick, J. (2013). *The Dynamics of Mass Communication*, New York: McGraw-Hill.

Dunn,S.W.&Barban,A.(1987):*Advertising,Roleb*,EaglewooCliff.

DurandJ.(1970),Rhétoriqueetimagepublicitaire,Communications,1Eco U. (1979), *The Role of theReader*,Indiana,University,Press,Bloomington.

Etzel,M. J., Walker, B. J. & Stanton, W. J. (1997).*Marketing USA*: Irwin/Mc-Graw Hill.

Fill, C.(1999).*Marketing Communications: Contexts, Contents, and Strategies*. Practice HallEurope,London.

FrankJefkins(2005):*Advertising*.PearsonEducationLimitedUK

Friedman G. (1979), *Ces merveilleux instruments: Essais sur les communications de masse*, Denoël/Gonthier,Paris.

George, J. (2005), *On paper, a world of opportunity*, *Packaging World Magazine*, No.April, pp.36.www.euromonitor.com/beauty-and-personal-care-in-kenya/report

Giles, (1997), “Successful Marketing Technique Approach”, Macdonald and Evans Ltd.

Hanssens, D.M., Parsons, L.J., Schultz, R.L., (1990). *Market Response Models: Econometric and Time Series Analysis*. Kluwer Academic Publishers, Norwell, MA.

Hanssens, D.M., Parsons, L.J., Schultz, R.L., (1999). *Market Response Models: Econometric and Time Series Analysis*, 2nd ed. Kluwer Academic Publishers, Boston.

MA.<http://www.businessdictionary.com/definition/advertisement-ad.html#ixzz3wAvCWpVX>

HuY.,Du,R.Y.,Damangir,S.(2014).Decomposingtheimpactofadvertising:

augmenting sales with online search data. *J. Market. Res.* 51 (3), 300–319.

Johansson, J.K., (1979). Advertising and the S-curve: a new approach. *J. Market. Res.*, 346–534.6

- Kapferer J.N.(1990), *Les chemins de la persuasion*, Dunod, Paris. Keegan, W.J. (2008), *Global Marketing Management*, 8th ed., Prentice-Hall, Englewood Cliffs, NJ.
- Kenya National Bureau of Statistics, *Economic survey 2012*
- Keller (2004) *strategic brand management and building measuring and managing brand equity*, 2nd edition , new Delhi , prentice hall of India private limited .
- Kim, J., Forsythes, S., & Moon, S.J. (2002), Cross cultural consumer values, needs and purchase behavior, *The Journal of Consumer Marketing*, 19(6), 481-502.
- Korgaonkar, P. K., Moschis, G. P., & Bellenger, D. N. (2004), Correlates of successful advertising campaigns, *Journal of Advertising Research*, 24(1), 47-53.
- Koslow, S., Sasser, S.L., Riordan, E.A.,(2006). Do marketers get the advertising they need or the advertising they deserve? Agency views of how clients influence creativity. *J. Advertising*35(3)81–101.
- Kotler, P (1998): *Marketing Management: Analysis Planning and Control*. New Jersey: PrenticeHall,EaglewoodCliff.
- Kotler, P. (1988).*Marketing Management: Analysis Management and Accounting*. Ile-Ife: Obafemi
- Kotler, P. and Armstrong, G. (2010), *Principles of Marketing* (12th edition). Prentice Hall
- Kremer, S., Bijmolt, T.H., Leeflang, P.S., Wieringa, J.E.,(2008). Generalizations on th effectiveness of pharmaceutical promotional expenditures. *Int. J. Res. Market.* 25 (4), 234–246.
- Kulkarni, M.S., Vora, P.P., Brown, T.A.,(2003).Firing advertising agencies-possible reasons and managerial implications. *J. Advertising* 32 (3), 77–86.
- Leads & Shultz, D.E. (1990) *The Marketing Guide to Public Relations*, John Willy New York.
- Lotman, Yu. N., and B.A. Uspensky (1978), "On the Semiotic Mechanism of Culture," *New LiteraryHistory*,9(Winter),211-232.
- Marbach G., Fabi C. (2000). *L'efficacia della pubblicità: investimenti, valutazioni, risultati*, Isedi,Torino.
- Mattila, A. S. (2000), The Role of Narratives in the Advertising of Experiential Services, *JournalofServiceResearch*,3(1),35-45.67

- Malhotra .M and Peterson (2005) basic marketing. A decision marketing approach 2nd edition,newjersypersonaleducationinc.uppersadleriver.
- Marczyk G , Dematteo D and Festinger D(2005), Essentials of research design and Methodology,NewjersyJohnwilleyandsoinc.
- McCracken, Grant (1986a) "Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods," Journal of ConsumerResearch,13,(June),71-84.
- Mesak,H.I., 1 (1992)An aggregate advertising pulsing model with wearout effects.Market. Sci.11(3),310–326.
- Mick D.G. (1986), «Consumer Research and Semiotics: Exploring the Marphology of Signs, Symbols and Significance», Journal of Consumer Research, 13.
- Mittelstaedt R.A. (1990),«Economics, Psychology, and the Literature of the Subdiscipline of Consumer Behavior», Journal of the Academy of Marketing Science, 18, 4.
- Moingeon B. (1993), «La sociologie de Pierre Bourdieu et son apporet au marketing», RechercheetApplicationsenMarketing,82.
- MordenA.R.(1991).*ElementsofMarketing*.London:D.P.
- Narayanan, S., Desiraju, R., Chintagunta, P.K., (2004). Return on invest for pharmaceutical promotionalexpenditures:theroleofmarketininteraMarket.68(4),90–105.
- Nowak, G. J., Cameron, G. T. & Krugman, D. M. (2003), How local advertisers choose and use advertising media, *Journal of Advertising Research*, 33(6), 39-49.
- Osinga, E.C., Leeflang, P.S., Srinivasan, S., Wieringa, J.E., (2011). Why do firms invest in advertising with limited sales response?A shareholder perspective. J. Market. 75 (1),109–124.Pandey, I. M. (2000).*Financial Management*. New Delhi. Vikas.
- Phillips, M., Raspberry, S. (2008) Marketing without Advertising: Easy ways to Build a BusinessYourCustomers.Berkeley:RalpWarner
- Ray M. (1982), Advertising and Communication, Prentice-Hall Inc, Englewood Cliffs.
- Sandage and Rotzoll (2001), *AdvertisinginContemporarySociety*.Columbus68Scott
- L.M. (1994), «The Bridge from Text to Mind: Adapting Reader Response Theory ConsumerResearch»,JournalofConsumerResearch,21.
- Shah, S. Z. A., Stark, A. W., & Akbar, S. (2009), The Value Relevance of Major Media Advertising Expenditures: *International Journal of Accounting*, 44(2), 187–206.

Simon, J.L., Arndt, J., (1980).The shape of the advertising response function. *J. Advertising Res.*20(4),11–28.

Sekaran U (2003) *Research method for business , a skill building approach* 4th edition Newyorknywilley.

Tellis, G.(2010).Generalizations about advertising effectiveness in markets.AvailableatSSRN1536859.

Trehan,M., Trehan, R. (2010) *Advertising and Sales Management*. New Delhi: V.K Enterprises.

Wanoff, S. M. (1997): *An Introduction to Persuasive Advertising*.Bailey Brothers Swiffen. Folkstone.

West, D.C., Kover, A.J., Caruana, A.,(2008). Practitioner and customer views of advertising : same concept, different meaning? *Journal of Advertising* 37 (4),

Questionnaire

This questionnaire is designed to collect information to study which is conducted in order to enable the researcher to assess the effects of advertising on sale volume in Aqua safe. The study is part of the researcher's academic work for the accomplishment of the masters of business administration degree at Debre Brian University. The findings of the study will be strictly utilized for intended purpose. Therefore, you are requested to respond to all given questions. Please feel free to give out information and express your opinion with respect and confidentiality.

I appreciate your cooperation

Please give answers in the space provided and tick ✓ in the box

Section I General information

1. Sex male female

2. What is your level of education?

- Post graduate
- University degree
- College
- Secondary
- Other specify.....

3. Length of service in the department

- 1-4 years
- 5-10 years
- Over 10 years

Section 2 Questionnaires

1. Does Aqua safe advertise its product?

Strongly agree moderately agree agree Disagree Strongly disagree

2. Dose adverts of aqua safe address the intended audiences?

Strongly agree moderately agree agree Disagree Strongly disagree

Strongly disagree

3. Does the advertisement increase sales volume?

Strongly agree moderately agree agree Disagree

Strongly disagree

4. Which medium is the best to advertise aqua safe product? put 1-5 your choise.5 strongly agree ,4 moderately agree ,3 agree ,2 disagree ,1 strongly disagree

Types of media	5	4	3	2	1
Television					
Radio					
Trucks					
Bill boards					
Posters					
Broachers					
Business cards					
Newspapers					
Website/internet					
Others					
Other					

5. What is the objective of advertisement?

A. informative

Strongly agree moderately agree agree Disagree

Strongly disagree

B. persuasive

Strongly agree moderately agree agree Disagree

Strongly disagree

C. Reminder

Strongly agree moderately agree agree Disagree

Strongly disagree

Section III: sales performance

- To what extent has advertising influenced sales performance of Aqua safe?
Use 1. Strongly disagree, 2-Disagree, 3-Moderate extent, 4-Agree, 5 and Strongly agree.

3.1 Sales performance	5	4	3	2	1
3.1.1 Encourage purchase of large size unit					
3.1.2 Generate trials among non-users					
3.1.3 Encourage off season buying					
3.1.4 Build brand loyalty & Equity					
3.1.5 Advertising motivates sales people to get squarely behind a product					
3.1.6 Combination of various types of promotional strategies helps the company to achieve their set goals.					
3.1.7 Increase the number of customer					
3.1.8 Increase profitability					
3.1.9 Increase competitiveness					
3.1.10 Increase sales volume					

Thank You.