

**ADDIS ABABA UNIVERSITY**  
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**AN EVALUATION OF PROMOTIONAL PRACTICES FOR  
PRIVATE COLLEGES: THE CASE OF ADDIS ABABA  
MEDICAL COLLEGE AND CPU COLLEGE**

**BY:**

**GEBREMICAEL WELDEGEBRIEL**

**September, 2011**  
**Addis Ababa**

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## DECLARATION

I, the undersigned graduate student, hereby declare that this thesis is my original work, and that all sources of the materials used for this thesis have been duly acknowledged.

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## **Abstract**

*The study was conducted to evaluate the promotional practice of private colleges in the case of CPU and Addis Ababa Medical colleges. A descriptive case study was employed to achieve the goal of this research. Two management officials and 71 students which are total of 73 participants were involved in the study. In the selection of the sample population purposive and random sampling were used. In order to get data from the target populations both questionnaire and interview was used. The questionnaire was administered to the students, and the interviews were conducted with the management officials of the colleges. The data collected through questionnaire were analyzed using percentage value and the qualitative data were analyzed using textual explanation. The findings generally indicate promotional efforts of the colleges are not achieve the intended objective. The result of the study also shows that there are problems in designing the messages and measuring results. As a result, the study presented some recommendations so as to alleviate the problems.*

# CHAPTER ONE: INTRODUCTION

## 1.1 Background of the Study

Marketing is the life blood of an organization, because without it, no one will know that you exist or what you do. When you stop marketing, your business stops growing. By making marketing one of your top priorities, you give your direct sales business the opportunity to grow and prosper (Kotler, 2006 p: 4).

Marketing is the process of planning executing the conception, pricing, promotion and distribution of ideal, goods, and services to create exchange that satisfy individual and original objectives (American Marketing Association). From this definition one can understand that the basic task of marketing is one of combination these four elements in marketing program to facilitate the potential for exchange with consumers in the market place.

The primary focus of this study is on one element of marketing mix the promotional variable. However, the promotional program must be part of a viable marketing strategy and coordinated with other marketing activities.

Modern marketing calls for more than producing a good product, pricing it attractively and making it accessible to target customers. Companies must also communicate with their present and potential customers. Every company is inevitably cast to role of communicator and promoter (Kotler, 1981: P, 596).

The need of communication arises because there is an information gap between producers of goods, services and ideas and potential consumers. The consumers need information to be aware of the existence of alternative products, its prices, location etc. Communicating in this area creates information utility that enable consumers to make better choice. Information between producers and consumers is communicated through one of an organization marketing mix called promotion.

Promotion is a process that involves all communication use to inform, persuade and/or remind peoples about an organization or individual goods, services, images, ideas, community involvement or impact on the society (Kotler, 2003).

As Belch and Belch (1990) point out that it is the coordination of all seller initiated efforts to set up channels of information and persuasion to sell goods and service or promote an idea. In short Promotion is best viewed as communications function of marketing.

Similarly, Kotler (1984) states that, promotion is a very important part of the firms marketing strategy, promotion or to promote means to move forward and marketing promotion is a form of persuasive, reminding and informative way of Communicating Promotion process within a person which creates motivation interims leading to particular designed cause of an action. After the company gain understanding of the communication process and what to transmit, it is ready to develop and over all promotional plans such a plan consists of objectives, budgeting and promotion mix to its target segment.

A Company's Promotion mix consists of advertising, personal selling, sales promotion, public relation, and direct marketing (Kotler 2006).

In addition to providing information, promotion has the role of increasing demand, differentiation a product, improve brand recognition, improve market share, inform and educate the market etc. One should note that benefits from Promotional strategy get only when it operates properly. To be effective, the strategy must consistent with the needs of consumers and integrated with other marketing mix elements (product, price, and place).

In contrast, in effective operation of promotion can waste millions of dollars and actually damage the image of company and its products.

Thus, this study attempts to assess the promotion practice of selected colleges i.e. CPU Business and Technology College and Addis Ababa Medical College.

## **1.2 Statement of the Problem**

Due to the dynamic nature of business and the business environment the present is relatively different from what it was in the past. Nowadays marketing is becoming more and more important in this modern life. Every company uses marketing strategy to success and move forward. Marketing is also a dynamic lesson, and not just stuck in one point, its developing from time to time marketers should be able to adjust to changing market condition through the major controllable and tactical elements of marketing mix product, price, place and promotion. In this regard, promotion plays a very important role in increasing company profitability and market share and therefore, should be given due emphasis by the organization.

Development of an optimum promotion mix is by no means easy. Companies often use haphazard, seat of the pants procedures to determine publicity in a product/market situation (Jain, 1997: p, 461).

Decisions about the promotional mix are often diffused among many decision makers, impeding the information of a united promotion strategy. Frequently, decision makers are not adequately aware of the objectives and broad strategies of overall product program that the promotion plan is designed to implement. Thus, they are Unrealistic as guides and directives for planning, as criteria for promotional effectiveness, or even as a fair basis for application of the Judgment of decision makers. Briefly, the present state of the art in the administration of the promotion function is that causes and effect relationships as well as other insights are not sufficiently understood to permit knowledgeable forecast of what to expect from alternate courses of action.

Many firms spend millions of dollars in promoting their goods, service and ideas in this competitive era. But, they do not evaluate the promotion activities whether the promotion attracts customers or not. In fact it is very difficult to evaluate the effectiveness of promotion, because promotion may influenced by other factors.

Despite of this fact, firms can evaluate their promotion effort before promotion is presented, while it is being presented or after it has completed. But in Ethiopia as

we observe most of the organization do not evaluate /assesses their promotional activities whether the promotion of the organization increase their performance or not.

CPU and Addis Ababa Medical colleges produce educated man power to the country. As we Observe and listen in our daily activities those colleges promote their products to their customers. The researcher intention here is that, do the colleges' promotional activities achieve the intended objective, or not. To the knowledge of this researcher no study were conducted on promotional practice of any organization in Ethiopia. As result the researcher believes that dealing with the Assessment of promotional practices of private colleges is worth discussing issue.

It is therefore, this research intends to assess promotional practices of CPU and Addis Ababa Medical College.

In line with the above study of the problem, the following research questions are formulated to be answered.

1. What kinds of promotion mix are applicable and found effective in the college?
2. How effective is the present promotional practice for the performance of the colleges?
3. How do the customers (students) perceive the message transmitted by the colleges?

### **1.3 Objective of the Study**

The general objective of this study is to assess the promotional practice of private college's in particularly CUP and Addis Ababa Medical Colleges.

More specifically the study was addressing the Following objectives:

- To identify the promotion mix which are applying in the colleges
- To evaluate the promotional effort of the colleges

- To show how effective the promotional practice of the colleges is
- To examine the students perception about the messages transmitted by the colleges.

#### **1.4 Delimitation of the Study**

The researcher believes that there are many problems that need research or investigation in marketing mix areas. However, the study is particularly interested to evaluate the promotional practice of private colleges. It is concerned in areas of promotion and its elements but does not include other areas of marketing mix, even though they have power in influencing promotional activities. Hence, the study was confined to Addis Ababa Medical College and CPU Business and Technology College, which are geographically limited at Addis Ababa City.

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

As stated above, the general objective of the study is to assess or evaluate the promotion practice of the college. The objective of the college may be demand or image oriented. It is better to make clear that no further study has been done to deal with promotion practice.

Therefore, the findings of this study are expected to have the following significance:

- To provide a valuable suggestion to the colleges and other organizations to consider their customers as well as in planning promotional mix.
- The researcher hoped that suggestion and recommendations forward could be helpful in implementing promotion mix to the colleges
- The finding of the study may help others who have interest to study the topic further.

## **1.6 Limitations of the Study**

This study is believed to have certain constraints. Primarily, it is worth keeping in mind that the sample size of the study was limited to only 2 management officials and 71 students selected from two colleges. This could often create danger on the generalizability of the study. It would have been better and more effective if a good number of colleges and participants were included in the study to gather sufficient information to obtain better results.

In addition, shortage of related research works on the topic was another impending of this study and delaying in responding the questionnaires were another constraints.

Finally, the researcher carried out this study while he was taking courses with little amount of money.

## **1.7 Organization of the Study**

The study was organized in five chapters. The first chapter dealt with introduction: background of the study, statement of the problem, objectives, significance, delimitation and limitation of the study. The second chapter contained review of related literature. Methodology of the study was dealt in chapter three. Chapter four also focused on analysis and interpretation of the data collected through questionnaire and interview. Finally, summary, conclusion and recommendation of the study were given in chapter five.

## **1.8 Definition of Key Terms**

**Marketing:** is the process of planning executing the conception, pricing, promotion and distribution of ideal, goods, and services to create exchange that satisfy individual and original objectives.

**Promotion:** is the function of informing, persuading and influencing the customers purchase decision.

**Promotion Mix:** is the combination of one or more of the promotions in choosing to use.

**Advertising:** is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

**Sales Promotion:** is often define as those marketing activities that provide extra value or incentive for purchasing a product and that can stimulate immediate sales from consumers or dealers

**Personal Selling:** is a form of person -to- person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or act upon an idea.

**Publicity:** is non-personal stimulation of demand for a product, service, or business unit by planting commercial significant news about it in published medium or obtained favorable presentation of it upon radio, television, or stage that is not paid for by the sponsor.

**Direct marketing:** Direct connections with carefully targeted individual consumers to obtain immediate response and cultivate lasting customer relations through the use of mail, telephone, fax, internet etc.

# **CHAPTER TWO: REVIEW OF RELATED LITERATURE**

## **2.1 Introduction**

In this chapter, literatures related to promotion (marketing communication) were reviewed. It is organized in to different sub topics: introduction, Definition, developing effective marketing communications (promotion) and the promotion mix i.e. advertising, personal selling, sales promotion, publicity and direct marketing.

There is probably no more dynamic and fascinating a field to either practice or study than that of promotion. In our increasingly complex world organizations in both the private and public sector have learned that their ability to create and disseminate effective advertising and promotional message to their target audience is often critical to their success.

## **2.2 Definition**

Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders as well as the general public. For most companies, the question is not whether to communicate but rather what to say, to whom, and how often. The marketing communications mix consists of advertising, sales promotion, public relations and publicity, personal selling, and direct marketing, although savvy marketers know that communication goes beyond these five methods. The product's styling and price, the package's shape and color, the salesperson's manner and dress, the place's décor all communicate something to buyers. In fact, every brand contact delivers an impression that can affect a customer's view of the company. Therefore, the entire marketing mix must be integrated to deliver a consistent message and strategic positioning. We first explore effective marketing communications and the communications mix, and then look

more closely at advertising, sales promotion, and public relations (Kotler, 2000: p, 271).

Promotion is the element of in organization marketing mix that serves to inform, persuade and remind the market of a product and lore the organization selling it in hopes of influencing the recipients feeling, beliefs or behavior (Sommers &Eta l, 1992:p550).

To sum up promotion is to creation of awareness and convey information; promotion by itself can't sell a product or service if the need for that product or service is not there. Promotion cannot create need and will not push the consumer to purchase. Promotion must convince the target customers that the goods and service offered have a differential advantage over the competition. A differential advantage is asset of unique features of a company and its products that all perceived by the target markets as significant and superior to the competition.

### **2.3 Developing Effective Marketing Communications**

Today there is a new view of communications as an interactive dialogue between the company and its customers that takes place during the pre-selling, selling, consuming, and post-consuming stages. Successful companies are asking not only ~~“How can we reach our customers?”~~ but, in a break from the past, are also asking ~~“How can our customers reach us?”~~ Now sellers use a variety of communication platforms to stay in touch with customers. Increasingly, it is the newer technologies, such as the Internet, that have encouraged more firms to move from mass communication to more targeted communication and one-to-one dialogue with customers and other stakeholders.

As Kotler (2000) point out, there are eight steps to follow in developing an effective marketing communications program:

#### **Step 1: Identifying the Target Audience**

The first step is to identify a clear target audience: potential buyers of the company's products, current users, deciders, or influencers; individuals, groups,

particular publics, or the general public. The target audience is a critical influence on the communicator's decisions about what to say, how to say it, when to say it, where to say it, and to whom to say it.

Further analysis helps the company assess the audience's current image of the company, its products, and its competitors. Image is the set of beliefs, ideas, and impressions that a person holds regarding an object. People's attitudes and actions toward an object such as a product or service are highly conditioned by that object's image. In assessing image, marketers research the audience's familiarity with the product, and then they ask respondents who know the product how they feel about it.

### **Step 2: Determining the Communication Objectives**

Knowing the target audience and its perceptions, the marketing communicator can now decide on the desired audience response, seeking a cognitive, affective, or behavioral response. That is, the marketer might want to put something into the consumer's mind, change an attitude, or get the consumer to act.

### **Step 3: Designing the Message**

Having defined the desired response, the communicator moves to developing an effective message. Ideally, the message should gain attention, hold interest, arouse desire, and elicit action. In practice, few messages take the target audience all the way from awareness through purchase, but the AWARENESS, INTEREST, DESIRE; AND ACTION (AIDA) framework suggests the desirable qualities of any communication. Formulating the message will require solving four problems: what to say (message content), how to say it logically (message structure), how to say it symbolically (message format), and who should say it (message source).

#### **Message Content**

In determining message content, management searches for an appeal, theme, idea, or unique selling proposition. There are three types of appeals:

➤ Rational appeals engage self-interest by claiming the product will produce certain benefits such as value or performance. It is widely believed that industrial buyers are most responsive to rational appeals because they are knowledgeable about the product, trained to recognize value, and accountable to others for their choices.

Consumers, when they buy certain big-ticket items, also tend to gather information and estimate benefits.

➤ Emotional appeals attempt to stir up negative or positive emotions that will motivate purchase. Marketers search for the right emotional selling proposition. Even when the product is similar to the competitors' product, it may have unique associations that can be promoted. Communicators also work with negative appeals such as fear, guilt, and shame to get people to do things (brush their teeth) or stop doing things (smoking). In addition, positive emotional appeals such as humor, love, pride, and joy are often part of the message content.

➤ Moral appeals are directed to the audience's sense of what is right and proper. These are often used to exhort people to support social causes.

### **Message Structure**

Message effectiveness depends on structure as well as content.

### **Message Format**

The communicator must develop a strong message format.

### **Message Source**

Messages delivered by attractive or popular sources achieve higher attention and recall, which is why advertisers often use celebrities as spokespeople. In particular, messages delivered by highly credible sources are more persuasive, so pharmaceutical companies have doctors testify about product benefits because doctors have high credibility. Three factors that underlay source credibility are expertise, trustworthiness, and like ability.

#### **Step 4: Selecting Communication Channels**

Now that the message has been designed, the communicator must select efficient communication channels to carry it. For example, pharmaceutical salespeople can rarely wrest more than 10 minutes' time from a busy physician. Because personal selling is expensive, the industry has added multiple channels: advertising in medical journals, direct mail (including audio and videotapes), sampling, telemarketing, Web sites, conferences and teleconferences, and more. All of these channels are used in the hope of building physician preference for particular branded drug products. In general, firms can use two types of communication channels: personal and non-personal.

#### **Step 5: Establishing the Marketing Communications Budget**

Industries and companies vary considerably in how much they spend on promotion. How do companies decide on the promotion budget? Here are four common methods:

- Affordable method. Many companies set the promotion budget at what management thinks the firm can afford. However, this method ignores the role of promotion as an investment and the immediate impact of promotion on sales volume; it also leads to an uncertain annual budget, making long-range planning difficult.
- Percentage-of-sales method. Many firms set promotion expenditures at a specified percentage of sales (either current or anticipated) or of the sales price. Supporters say this method links promotion expenditures to the movement of corporate sales over the business cycle; encourages management to consider the interrelationship of promotion cost, selling price, and unit profit; and encourages stability when competing firms spend approximately the same percentage. On the other hand, this method views sale as the determiner of promotion rather than as the result, and it provides no logical basis for choosing the specific percentage.

- Competitive-parity method. Some companies set their promotion budget to achieve share-of-voice parity with competitors. Although proponents say that competitors' expenditures represent the collective wisdom of the industry and that maintaining competitive parity prevents promotion wars, neither argument is valid. There are no grounds for believing that competitors know better what should be spent on promotion. Company reputations, resources, opportunities, and objectives differs so much that promotion budgets are hardly a guide. Furthermore, there is no evidence that competitive parity discourages promotional wars.
- Objective-and-task method. Here, marketers develop promotion budgets by defining specific objectives, determining the tasks that must be performed to achieve these objectives, and estimating the costs of performing these tasks. The sum of these costs is the proposed promotion budget. This method has the advantage of requiring management to spell out assumptions about the relationship among dollars spent, exposure levels, trial rates, and regular usage.

### **Step 6: Developing and Managing the Marketing Communications Mix**

Having established a communications budget, companies must decide how to allocate it over the five promotional tools.

#### **Promotional Tools**

Each promotional tool has its own unique characteristics and costs.

- ✓ Advertising. Advertising can be used to build up a long-term image for a product. Advertising can reach geographically dispersed buyers efficiently. Certain forms of advertising (TV advertising) typically require a large budget, whereas other forms (newspaper advertising) can be done on a small budget.
- ✓ Sales promotion. Although sales-promotion tools-coupons, contests, premiums, and the like are highly diverse, they offer three distinctive benefits: (1) communication (they gain attention and usually provide

information that may lead the consumer to the product); (2) incentive (they incorporate some concession or inducement that gives value to the consumer); and (3) invitation (they include a distinct invitation to engage in the transaction now). Sales promotion can be used for short-run effects such as dramatizing product offers and boosting sales.

- ✓ Public relations and publicity. The appeal of public relations and publicity is based on three distinctive qualities: (1) high credibility (news stories and features are more authentic and credible than advertising); (2) ability to catch buyers off guard (reach prospects who prefer to avoid salespeople and advertisements); and (3) dramatization (the potential for dramatizing a company or product).
- ✓ Personal selling. Personal selling has three distinctive qualities: (1) personal confrontation (it involves an immediate and interactive relationship between two or more persons); (2) cultivation (it permits all kinds of relationships to spring up, ranging from a matter-of-fact selling relationship to a deep personal friendship); and (3) response (it makes the buyer feel under some obligation for having listened to the sales talk).
- ✓ Direct marketing. All forms of direct marketing direct mail, telemarketing, Internet marketing share four distinctive characteristics: They are (1) nonpublic (the message is normally addressed to a specific person); (2) customized (the message can be prepared to appeal to the addressed individual); (3) up-to-date (a message can be prepared very quickly); and (4) interactive (the message can be changed depending on the person's response).

### **Factors in Setting the Marketing Communications Mix**

Companies must consider several factors in developing their promotion mix:

- ❖ Type of product market. Promotional allocations vary between consumer and business markets. Although advertising is used less than sales calls in business markets, it still plays a significant role in building awareness and

comprehension, serving as an efficient reminder of the product, generating leads, legitimizing the company and products, and reassuring customers about their purchases. Personal selling can also make a strong contribution in consumer-goods marketing by helping to persuade dealers to take more stocks and display more of the product, build dealer enthusiasm, sign up more dealers, and grow sales at existing accounts.

- ❖ Push-versus-pull strategy. A push strategy involves the manufacturer using sales force and trade promotion to induce intermediaries to carry, promote, and sell the product to end users. This is especially appropriate where there is low brand loyalty in a category; brand choice is made in the store; the product is an impulse item; and product benefits are well understood. A pull strategy involves the manufacturer using advertising and consumer promotion to induce consumers to ask intermediaries for the product, thus inducing the intermediaries to order it. This is especially appropriate when there is high brand loyalty and high involvement in the category; people perceive differences between brands; and people choose the brand before they go to the store.
  
- ❖ Buyer-readiness stage. Promotional tools vary in cost effectiveness at different stages of buyer readiness. Advertising and publicity play the most important roles in the awareness-building stage. Customer comprehension is affected primarily by advertising and personal selling, while customer conviction is influenced mostly by personal selling. Closing the sale is influenced mostly by personal selling and sales promotion. Reordering is also affected mostly by personal selling and sales promotion, and somewhat by reminder advertising.
  
- ❖ Product-life cycle stage. Promotional tools also vary in cost effectiveness at different stages of the product life cycle. Advertising and publicity are most cost effective in the introduction stage; then all the tools can be toned down in the growth stage because demand is building word of mouth. Sales promotion, advertising, and personal selling grow more important in the

maturity stage. In the decline stage, sales promotion continues strong, advertising and publicity are reduced, and salespeople give the product only minimal attention.

- ❖ Company market rank. Market leaders derive more benefit from advertising than from sales promotion. Conversely, smaller competitors gain more by using sales promotion in their marketing communications mix.

### **Step 7: Measuring Results**

After implementing the promotional plan, the communicator must measure its impact. Members of the target audience are asked whether they recognize or recall the message, how many times they saw it, what points they recall, how they felt about the message, and their previous and current attitudes toward the product and company. The communicator should also collect behavioral measures of audience response, such as how many people bought the product, liked it, and talked to others about it.

### **Step 8: Managing the Integrated Marketing Communications Process**

Given the fragmenting of mass markets into mini markets, the proliferation of new types of media and the growing sophistication of consumers, companies need to use a wider range of communication tools, messages, and audiences. To do this most effectively, companies must embrace integrated marketing communications. As defined by the American Association of Advertising Agencies, integrated marketing communications (IMC) is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines for example, general advertising, direct response, sales promotion and public relations and combines these disciplines to provide clarity, consistency, and maximum communications' impact through the seamless integration of discrete messages.

Savvy firms know that IMC produces stronger message consistency and greater sales impact; it also gives someone responsibility to unify the company's various brand images and messages. Properly implemented, IMC will improve the

company's ability to reach the right customers with the right messages at the right time and in the right place.

In the past few decades, marketers have perfected the art of mass-marketing. Large companies invest millions of dollars in television, newspapers etc to reach millions of customers with a single advert. However, scenarios are changing today!

## **2.4 The Promotion Mix**

The basic tools or elements that are used to accomplish an organization's communication objectives are often referred to as the promotion mix and include advertising, personal selling, sales promotion, and publicity/public relation (Belch/Belch: 1990). But Kotler adds another promotional mix elements i.e. direct marketing.

Therefore promotion mix is a combination of advertising, personal selling, sales promotion, publicity and direct marketing.

### **2.4.1 Advertising**

**Advertising** is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertisers include not only business firms but also museums, charitable organizations, and government agencies that direct messages to target publics. Advertising are a cost-effective way to disseminate messages, whether to build brand preference or to educate people (Kotler 2000: p, 281).

It any paid form of non-personal promotion of ideas or product by an identified sponsor. Advertising can reach masses of geographically dispersed buyers at a low price per exposure. Because of its nature, consumers tend to view advertised products as more legitimate. A disadvantage is that it is impersonal and not directly persuasive (Armstrong & Kotler 1990).

From the above definition the following point can emerge:

- ❖ Advertising is a paid form and hence commercial in nature thus any sponsored communication designed to influence buyer's behavior is advertising because advertisers pay for it.
- ❖ Advertising is non personal unlike personal selling. Advertising is done in a non-personal manner through intermediary or media.
- ❖ Advertisement complements or many substitute for personal selling. It supplements the voice and personality of the individual sales man.
- ❖ Advertising promotion ideas, goods and services it is being used increasing to further public interest goals.
- ❖ Advertiser is identifiable with its sponsoring authority or advertiser it discloses or identified the source of opinions and ideal it presents.

In developing an advertising program, successful firms start by identifying the target market and buyer motives. Then they can make five critical decisions, known as the five Ms: Mission: What are the advertising objectives? Money: How much can be spent? Message: What message should be sent? Media: What media should be used? Measurement: How should the results will be evaluated?

### **Setting the Advertising Objectives**

Advertising objectives can be classified according to whether their aim is to inform, persuade, or remind.

- Informative advertising figures heavily in the pioneering stage of a product category, where the objective is to build primary demand. Makers initially had to inform consumers of the benefits of their product.
- Persuasive advertising becomes important in the competitive stage, where the objective is to build selective demand for a particular brand. Some

persuasive advertising is comparative advertising, which explicitly compares two or more brands.

- Reminder advertising is important with mature products. A related form of advertising is reinforcement advertising, which seeks to assure current purchasers that they have made the right choice (Kotler, 2000: p, 282).

Each advertisement is a specific communication that must be effective, not just for one customer, but for many target buyers. This means that specific objectives should be set for each particular advertisement campaign. Advertising is a form of promotion and like a promotion; the objectives of advertising should be specific. This requires that the target consumers should be specifically identified and that the effect which advertising is intended to have upon the consumer should be clearly indicated.

### **Deciding on the Advertising Budget**

Management should consider these five factors when setting the advertising budget:

1. Product life cycle stage: New products typically receive large budgets to build awareness and to gain consumer trial. Established brands usually are supported with lower budgets as a ratio to sales.
2. Market share and consumer base: High-market-share brands usually require less advertising expenditure as a percentage of sales to maintain their share. To build share by increasing market size requires larger advertising expenditures. On a cost-per-impression basis, it is less expensive to reach consumers of a widely used brand than to reach consumers of low-share brands.
3. Competition and clutter: In a market with a large number of competitors and high advertising spending, a brand must advertise more heavily to be heard. Even simple clutter from advertisements that are not directly competitive to the brand creates a need for heavier advertising.

4. Advertising frequency: The number of repetitions needed to put across the brand's message to consumers has an important impact on the advertising budget.
5. Product substitutability: Brands in a commodity class (cigarettes, beer, soft drinks) require heavy advertising to establish a differential image. Advertising is also important when a brand offers unique benefits or features (Kotler, 2003).

To conclude, promotion may be viewed as a long-run process. That indicate advertising should be seen as a business investment, in the same sense as opening a new plant or spending additional funds on improved package design.

### **Choosing the Advertising Message**

Advertising campaigns vary in their creativity. According to kotler (2006) in developing a creative strategy, advertisers follow four steps: message generation, message evaluation and selection, message execution, and social responsibility review.

#### **Message Generation**

The product's "benefit" message should be decided as part of developing the product concept. Yet there is usually latitude for a number of possible messages. Over time, the marketer might want to change the message, especially if customers seek new or different benefits from the product. Creative people use several methods to generate possible advertising appeals. Many creative people proceed inductively by talking to consumers, dealers, experts, and competitors, while others use a deductive framework. Regardless of the process, how many alternative ad themes should the advertiser create before choosing? The more advertising that is created, the higher the probability of finding an excellent one. Yet this is a balancing act, because the more time spent on creating alternative advertisings, the higher the costs, even with the use of computerized tools to create rough versions of advertisings.

## **Message Evaluation and Selection**

The task of selecting the best message out of a large number of possibilities calls for the introduction of criteria for judging the communication potency of different message.

A good ad normally focuses on one core selling proposition. Twedt suggested that messages be rated on desirability, exclusiveness, and believability. Smart advertisers conduct market research to determine which appeal works best with their audiences (Kotler &Turner, 1981:p538).

## **Message Execution**

The message's impact depends not only upon what is said but also on how it is said.

Some advertising aims for rational positioning and others for emotional positioning.

In preparing an advertising campaign, the advertiser usually prepares a copy strategy statement describing the objective, content, support, and tone of the desired advertising. Creative specialists must also find a cohesive blend of style, tone, words, and format for executing the message. Any message can be presented in a number of execution styles: slice of life, lifestyle, fantasy, mood or image, musical, personality symbol, technical expertise, scientific evidence, and testimonial. The actual words in an ad must be memorable and attention-getting to make an impression on the audience. Any message can be put across in different execution styles, such as: slice of life, life style, fantasy, mood or image, musical, personality symbol, technical expertise, scientific evidence, testimonial evidence. Format elements such as ad size, color, and illustration will affect an ad's impact as well as its cost. Yet a minor rearrangement of mechanical elements can improve attention-getting power. Larger-size ads gain more attention, though not necessarily by as much as their difference in cost (Ibid: 539).

## **Developing Media Strategies**

After choosing the message, the next task is to choose media to carry it. The steps here are deciding on desired reach, frequency, and impact; choosing among major media types; selecting specific media vehicles; deciding on media timing; and deciding on geographical media allocation.

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

**Media selection** involves finding the most cost-effective media to deliver the desired number of exposures to the target audience. What do we mean by the desired number of exposures?

Presumably, the advertiser is seeking a certain response from the target audience—for example, a certain level of product trial. The rate of product trial will depend, among other things, on the level of audience brand awareness. The effect of exposures on audience awareness depends on the exposures' reach, frequency, and impact:

- **Reach (R):** The number of different persons or households that are exposed to a particular media schedule at least once during a specified time period.
- **Frequency (F):** The number of times within the specified time period that an average person or household is exposed to the message.
- **Impact (I):** The qualitative value of an exposure through a given medium (thus a food advertising in *Good Housekeeping* would have a higher impact than the same advertising in the *Police Gazette*).

Although audience awareness will be greater with higher reach, frequency, and impact, there are important trade-offs among these elements. It is the media planner's job to figure out, within a given budget, the most cost-effective combination of reach, frequency, and impact. Reach is most important when launching new products, flanker brands, extensions of well-known brands, or infrequently purchased brands, or when going after an undefined target market.

Frequency is most important where there are strong competitors, a complex story to tell, high consumer resistance, or a frequent-purchase cycle (Kotler & Turner, 1981:p542).

### Selecting Media and Vehicles

The media planner has to know the capacity of the major media types to deliver reach, frequency, and impact.

Table 2.1 Profiles of Major Media Types

Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptance; high believability	Short life; poor reproduction quality; small "pass-along" audience
Television	Combines sight, sound, and motion; appealing to the senses; high attention; high reach	High absolute cost; high clutter; fleeting exposure; less audience selectivity
Direct mail	Audience selectivity; flexibility; no advertising competition within the same medium; personalization	Relatively high cost; "junk mail" Image
Radio	Mass use; high geographic and demographic selectivity; low	Audio presentation only; lower

	cost	attention than television; non standardized rate structures; fleeting exposure
Magazines	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life; good pass-along readership	Long ad purchase lead time; some waste circulation; no guarantee of position
Outdoor	Flexibility; high repeat exposure; low cost; low competition	Limited audience selectivity; creative Limitations
Yellow Pages	Excellent local coverage; high believability; wide reach; low cost	High competition; long ad purchase lead time; creative limitations
Newsletters	Very high selectivity; full control; interactive opportunities; relative low costs	Costs could run away
Brochures	Flexibility; full control; can dramatize Messages	Overproduction could lead to runaway costs

Telephone	Many users; opportunity to give a personal touch	Relative high cost unless volunteers are used
Internet	High selectivity; interactive possibilities; relatively low cost	Relatively new media with a low number of users in some countries

Source Kotler 2000: p, 286

Media planners choose among these media categories by considering the following variables:

- ❖ Target-audience media habits: For example, radio, television, and the Internet are effective media for reaching teenagers.
- ❖ Product: Media types have different potentials for demonstration, visualization, explanation, believability, and color.
- ❖ Message: A message announcing a major sale tomorrow will require radio, TV, or newspaper. A message containing a great deal of technical data might require specialized magazines or mailings.
- ❖ Cost: Television is very expensive, whereas newspaper advertising is relatively inexpensive. What counts is the cost-per-thousand exposures.

### **Deciding on Media Timing**

In choosing media, the advertiser faces a macro-scheduling problem and a micro-scheduling problem. The macro-scheduling problem involves scheduling the advertising in relation to seasons and the business cycle. The firm can vary its advertising expenditures to follow the seasonal pattern, to oppose the seasonal pattern, or to be constant throughout the year. Most firms pursue a seasonal policy, although advertising in the off-season may boost sales and consumption without hurting seasonal consumption. The micro scheduling problem calls for allocating advertising expenditures within a short period to obtain maximum impact. Over a

given period, advertising messages can be concentrated (“burst” advertising), dispersed continuously, or dispersed intermittently. The advertiser must also decide whether to leave ad messages level, increase them, decrease them, or alternate them in the schedule. (Kotler & Turner, 1981:p544).

### **Deciding on Geographical Allocation**

In allocating media geographically, the company should consider area differences in market size, advertising response, media efficiency, competition, and profit margins.

### **Evaluating Advertising Effectiveness**

Good planning and control of advertising depend on measures of advertising effectiveness.

Yet the amount of fundamental research on advertising effectiveness is appallingly small. Advertisers should try to measure the communication effect of advertising that is, its potential effect on awareness, knowledge, or preference as well as the advertising sales effect:

- ✓ Communication-effect research seeks to determine whether advertising is communicating effectively. Called copy testing, it can be done before advertising is placed (pre-testing) and after it is placed (post-testing). Advertisers also need to posttest the overall impact of a completed campaign.
- ✓ Sales-effect research is complex because sales are influenced by many factors beyond advertising, such as product features, price, and availability, as well as competitors’ actions. The sales impact is easiest to measure in direct-marketing situations and hardest to measure in brand or corporate-image-building advertising (Kotler, 2003).

### **2.4.2 Personal Selling**

Personal selling is a form of person -to- person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or act upon an idea. Unlike advertising, personal selling involves direct contact between the buyer and seller, either face -to face or through some form of telecommunication such as telephone sales (Belch/Belch, 1990:p.10).

Personal Selling: Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships. All allows all kinds of customer relationships to spring up. However it needs long-term commitment (Armstrong & Kotler 1990).

To sum up Personal Selling is the interpersonal arm of the promotion mix. It involves two-way personal communication between salespeople and individuals. The sales force serves as a critical link between a company and its customer. They do two things: they represent the company to customers and also represent customers to the company. Personal selling brings humanness to selling. Sales representatives do what advertisements do: inform, persuade or remind. But they do it in person and can thus give your company a distinct personality.

#### **Determining the Role of Personal Selling**

One of the first questions that the managers will need to ask when preparing the promotional message is, what will the specific responsibility of personal selling be ,and what role will it assume relative to the other promotional mix elements? To determine what this role should, management should be guided by four specific questions.

1. What specific information must be exchanging between the firm and potential customers? (Determining the information to be exchanged).
2. What are the alternative ways of carrying out the communication objectives? (Examining promotional mix alternatives).
3. How effective is each alternative in carrying out the needed exchange? (evaluating the relative effectiveness of alternatives)

4. What is the cost-effectiveness of each alternative? (Determining cost-effectiveness) (Kotler: p, 561).

### **Advantages and Disadvantages of personal selling**

#### **Advantages**

- Allowing for two way interaction
- Tailoring of the message
- Lack of distraction
- Involvement in the decision making

#### **Disadvantages**

- Inconsistent messages
- Sales force-management conflict
- High cost
- Poor reach (Belch/Belch, 1990: pp, 566-567)

To conclude personal selling is the most effective form of promotion because it allows your approach to be tailored to the needs of an individual customer. Getting a sale is ultimately extremely important, but the process involves a lot more than this. It is about having a constructive dialogue with customers to listen to their needs, promote product & company benefits on an individual basis, answer any questions, resolve any problems and get their feedback before clinching a sale.

#### **2.4.3 Sales-Promotion**

**Sales promotion** is often define as those marketing activities that provide extra value or incentive for purchasing a product and that can stimulate immediate sales from consumers or dealers (Belch/Belch, 1990: p, 13).

Sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers, prices off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions, cross-promotions, point-of-purchase displays, and demonstrations);trade promotion (prices off, advertising and display allowances,

and free goods), and business and sales force promotion (trade shows and conventions, contests for sales representation, and specialty advertising) (Kotler : 2006). A major reason why companies use sales promotion is that they can provide the marketing intermediaries with an extra incentive to stock and promote their brands and encourage consumers to buy them and thus can be stimulating short team sales. Many firms are reluctant to make sales promotions the sole basis of their promotional strategy because the sales gains resulting from these programs are often temporary, ending when the promotional period is over (Belch/Belch, 1990:p.13).

Therefore one can understand that Sales promotion is essential an acceleration tool, designed to speed up the selling process and maximize sales volume. By providing extra incentives, sales promotion techniques can motivate consumers to purchase a large quantity of a brand or shorten the purchase cycle of the trade or consumers by encouraging them to take more immediate action. Sales promotion attempts to maximize sales volume by motivating customers who have not responded to advertising.

### **Major Decisions in Sales Promotion**

In using sales promotion, a company must establish its objectives, select the tools, develop the program, pretest the program, implement and control it, and evaluate the results.

- ❖ Establishing objectives. Sales-promotion objectives are derived from broader promotion objectives, which are derived from more basic marketing objectives that are developed for the product. The specific objectives for sales promotion vary with the target market.
- ❖ Selecting consumer-promotion tools
- ❖ Selecting trade-promotion tools
- ❖ Selecting business- and sales force promotion tools
- ❖ Developing the program
- ❖ Pretesting the program

❖ Implementing and evaluating the program

Sales promotion is best described as a specific, usually short-term, promotion that is over and above what you would normally provide to the customer.

#### **2.4.4 Publicity**

Publicity is non-personal stimulation of demand for a product, service, or business unit by planting commercial significant news about it in published medium or obtained favorable presentation of it upon radio, television, or stage that is not paid for by the sponsor (Kotler, 1984: p, 603).

Publicity refers to non-personal communication regarding an organization, product, service, or idea that is not directly paid for nor run under identified sponsorship, usually coming in the form of a news story, editorial, or announcement about an organization and /or its products and service Belch/Belch, 1990: p, 589).

Publicity at no charge (most of the time) Part of public relations, a broad set of communication activities used to create and maintain favorable relations between the organization and its publics:

- customers
- employees
- stockholders
- government officials
- society in general

The wise company takes concrete steps to manage successful relations with its key publics. Public Relation departments typically perform five functions: (1) press relations (presenting news and information about the organization in the most positive light); (2) product publicity (publicizing specific products); (3) corporate communication (promoting understanding of the organization through internal and external communications); (4) lobbying (dealing with legislators and government officials to promote or defeat legislation and regulation); and (5) counseling (advising management about public issues and company positions and image and advising in the event of a mishap).

From this definition we can conclude that Public Relations can have strong impact on public awareness at a much lower cost than advertising. If the company develops an interesting story, it can pick up by the media, having the same effect as advertising without costing millions of dollars. The Public Relation department is usually located at the corporate headquarters. Although Public Relation still captures only a small portion of overall marketing budget, it is increasingly playing an important role in brand-building.

### **Major Decisions in Marketing Public Relation**

In considering when and how to use Marketing Public Relation management must follow the same process as it does for advertising and sales promotion:

- ✓ Establishing the marketing objectives. These may include: Build awareness of a product, service, person, organization, or an idea; add credibility by communicating a message in an editorial context; boost sales force and dealer enthusiasm; and hold down promotion costs while gaining share of mind.
- ✓ Choosing messages and vehicles. The Marketing Public Relation expert must identify or develop interesting stories to tell about the product. If there are few stories, the expert should propose newsworthy events to sponsor as a way of stimulating media coverage.

### **Major Tools in Marketing Public Relation**

**Publications:** Companies rely extensively on published materials to reach and influence target markets, including annual reports, brochures, articles, printed and on-line newsletters and magazines, and audiovisual materials.

**Events:** Companies can draw attention to new products or other company activities by arranging special events like news conferences, on-line chats, seminars, exhibits, contests and competitions, and sport and cultural sponsorships that will reach the target publics.

**News:** One of the major tasks of Public Relation professionals is to find or create favorable news about the company, its products, and its people. The next step getting the media to accept press releases and attend press conferences calls for marketing and interpersonal skills.

**Speeches:** Speeches are another tool for creating product and company publicity and building the company's image.

**Public-Service Activities:** Companies can build goodwill by contributing money and time to good causes.

**Identity Media:** To attract attention and spark recognition, the firm's visual identity is carried by its logos, stationery, brochures, signs, business forms, business cards, Web site, buildings, uniforms, and dress codes.

Implementing and evaluating the plan. Public Relation implementation must be handled with care. A great story is easy to place, but other stories might not get past busy editors (Kotler ,2000:p 294).

### **Advantage and Disadvantage of Public Relations**

#### **Advantage**

- Credibility
- Cost
- The avoidance of cluster
- Lead generation
- Ability to reach specific group
- Image building

Perhaps the major disadvantage of using public relation is the potential for not completing the communication and public relation may misfire is through mismanagement and lack of coordination with marketing department (Belch/Belch, 1990: p, 587).

Therefore publicity is something that happens to a company and the result may be good or bad. Public relations (or PR) involve a sustained attempt to develop your reputation as a business by using the media to help create the image you desire. It is a way of keeping the business in your customers Eyes.

#### **2.4.5 Direct Marketing**

**Direct Marketing:** Direct connections with carefully targeted individual consumers to obtain immediate response and cultivate lasting customer relations through the use of mail, telephone, fax, internet etc. Direct Marketing is immediate, nonpublic, customized and interactive (Armstrong & Kotler 1990).

Many companies are adopting direct marketing. Direct marketing consists of direct connections with targeted individual consumers to obtain immediate response and cultivate lasting customer relationships. There are many benefits of direct marketing to both buyers and sellers. Buyers can, from the comfort of their homes, browse websites at any time and access a wealth of information. For sellers, direct marketing is a powerful tool for building customer relations. These can be done using database marketing. Direct marketing also offers sellers a low-cost alternative for reaching markets. As a result, direct marketing has become the fastest growing form of marketing.

The aim of direct marketing is to create one to one relationship with the organization target market. Direct marketing can come in the form of post, email, telephone calls and maid order. The company usually contacts a named person at the address ([http://learnmarketing.net /promotion expanded.html](http://learnmarketing.net/promotion%20expanded.html))

To sum up direct marketing is an increasingly popular technique as it enables you to target specific customer groups very accurately. It is a flexible way to deliver your message and, because each letter can be personalized, the chances of a response are greatly improved. The overall success of a campaign can also be directly measured in terms of the number of responses received.

## **CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN**

The main purpose of this study, as mentioned in chapter one, is to evaluate the promotional practice of private colleges in the case of CPU and Addis Ababa Medical colleges. This chapter describes the research design that was employed to achieve the main objective of the study. It, therefore, discusses research design, source of data and sampling technique, the data collection instruments and methods of data analysis used in the entire study.

### **3.1. Research Hypothesis**

Up on reviewing the related literature, the following hypotheses have been tentatively developed.

H<sub>0</sub>: promotion has effect on the college performance

H<sub>1</sub>: promotion has no effect on the college performance

H<sub>0</sub>.The message (content) delivered through the media to the students has achieved its objectives

H<sub>1</sub>. The message (content) delivered through the media to the students has not achieved its objectives

Rules: If the respondents result related to promotional effects over the stated variables is above average, then the hypotheses hold.

### **3.2 Research methodology and Design**

#### **3.2.1 Research Design**

A descriptive research design was used to conduct the study. Descriptive study is helpful when a researcher wants to look into a phenomenon or a process in its natural contexts in order to get its overall picture instead of taking one or some of its aspects and manipulating it in a simulated or an artificial setting. Descriptive research design is typically concerned with determining the frequency with which

an event occurs or the relationship between two variables (Malhotra, 2004 p.38) Thus, descriptive study was favored to evaluate promotional practice of organizations. This method also used for the reason that it describes the existing facts and practice of different organizations, as well as, it is economically efficient (Abiy, etal: 2009, p, 30). Moreover, in order to achieve the intended objective, both quantitative and qualitative methods were chosen.

### **3.2.2 Source of Data and Sampling Techniques**

This study was carried out at Addis Ababa Medical College and CPU Business and Technology College. Therefore, the sources of data for conducting this study were found from regular students and two management officers of the colleges.

#### **3.2.2.1 Sampling Size Determination**

Out of the total population Regular students of Addis Ababa Medical College 39 students were used as a sample, 32 students were also selected out of the total students Regular of CPU Business and Technology college the study also include management officers of the two colleges.

#### **3.2.2.2 Sample Selection Procedure**

According to the information obtained from Higher Education Relevance & Quality Agency (HERQA) there are a total of 98 private colleges in Ethiopia, out of these colleges 28 of them are renewed their recognition from 2002-2005 E.C. In the study, simple random sampling and purposive sampling techniques were employed. Hence, out of the total 28 colleges, two colleges were selected by applying purposive sampling techniques because; the researcher wants to include one college from medical and other college which composes both business and technology faculties. Of the 1776 students of the two colleges (976 from Addis Ababa Medical College and 800 from CPU) 71 students (39 from AAMC and 32 from CPU) were selected based on simple random sampling. And also purposive sampling was used to select the management officers for interviews.

### **3.2.3 Data Collection Instruments**

Two data collection instruments were used to gather relevant information for the purpose of the study. These were questionnaire and interview.

#### **3.2.3.1 Questionnaire:**

As written in the free encyclopedia Wikipedia, the <http://en.wikipedia.org/wiki/Questionnaire> that a questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Questionnaires have advantages over some other types of surveys in that they are cheap, do not require as much effort from the respondent and often have standardized answers that make it simple to compile data. As result, the researcher was prepared and administered set questionnaires for the students of the two colleges.

**3.2.3.2 Interview:** - The other type of data collection instrument was interview as it is useful instrument there by helps the researchers to take in to account how the target population feel and think about the problem. The interview was prepared to the management bodies of the college and it was conducted by the researcher.

### **3.2.4 Method of Data Analysis**

As repeatedly stated, questionnaire and interview were instruments used for collecting relevant data from the students and management officials. Based on the nature of data, analysis and interpretation were made. The responses obtained from 71 students through the questionnaire were tallied, organized and demonstrated in tables, pie charts and bar charts. The collected data were analysis using descriptive statistics (percentages). The interview was conducted with two management officials of the colleges. The responses of the interviewee were analysis and interpret qualitatively.

## CHAPTER FOUR: PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

### Introduction

This study was, as noted earlier, aimed at evaluating promotional practices of private colleges in the case of CPU and Addis Ababa Medical Colleges. To collect relevant data for the study, questionnaires and interview were employed. The data collected through questionnaire are presented below with the help of pie chart, bar chart and tables.

#### 4.1 Presentation and Interpretation of Data Analysis that are Obtained from Students' Questionnaire



**Figure .4.1 Reasons to Choose the College**

The pie chart given above shows that 17% of the total respondents said that the reason to choose the college is reasonable price, 21% said because of proximity to their residence, 14% said by good image of the college, 17% of the students

responded because of promotional practice of the college and the remaining 31% the students responded because of quality of service provided by the colleges.

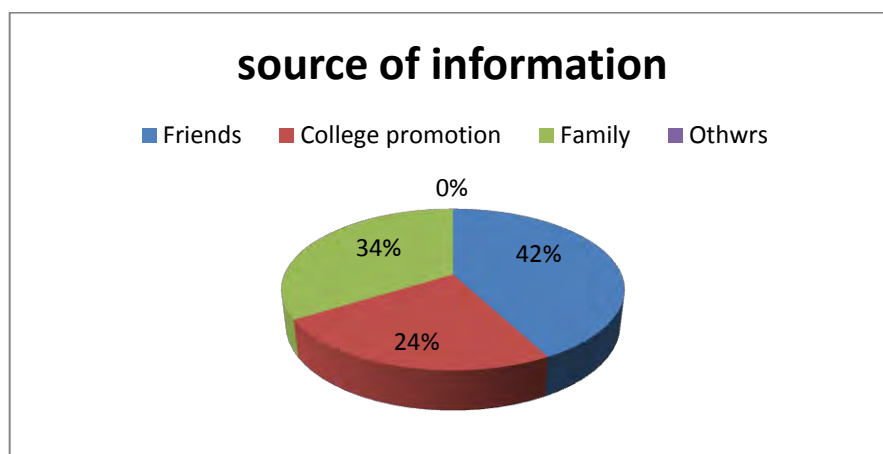
Therefore, from the data analysis, the researcher concluded that the highest percent (i.e. 31%) responded the reason to choose the college is by their quality of service.

**Table 4.1 Quality of the College’s Service**

Item		Respondent in no,	Respondents %
2. How do you rate the quality of the college’s service?	Excellent	9	12.7
	Very good	34	47.9
	Good	27	38
	Bad	1	1.4
	Very bad	0	0

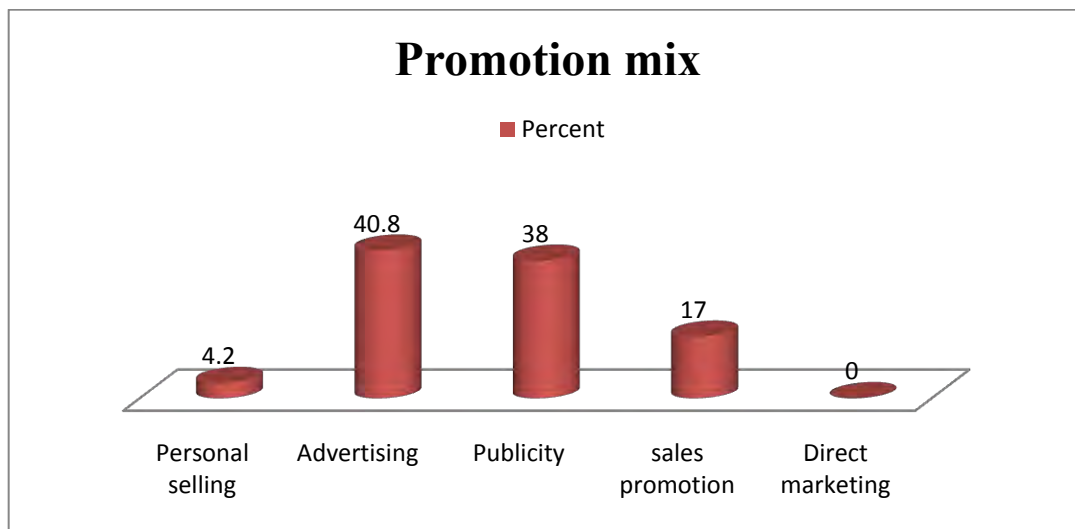
Table 4.1 Reveals that 12.7%of the respondents said that the service quality of the college’s is excellent, 47.9% of the respondents said very good, 38% said that good, 1.4% of respondents said that the quality of the service is bad, while no one responded that the quality of the college’s service is very bad.

The result implies that the quality of the colleges’ service is above average. Promotion only cannot do anything, so having quality service and setting appropriate price can attract customers.



**Figure 4.2 Source of Information (first Motivator) to join the Colleges**

As shown in the above figure (4.2) 42% of the respondents responded that when they joined to the colleges their sources of information were friends, 24% said from family, 34% said suddenly by the college's promotion and there is no respondent responds others. This implies that the highest percentage (42) was getting the information from friends (word of mouth).



**Figure 4.3 Promotion Mix Persuasiveness**

From the above figure the researcher obtained 4.2% of the total respondents responded that personal selling is persuasive than the others, 40.8% said advertising, 38% of the respondents said publicity, 17% said sales promotion and there is no respondent responded direct marketing.

From this the researcher concludes that advertising and publicity are more persuasive than from the other promotion mix elements. Personal selling and direct marketing do not apply by these colleges, because it is difficult to get individuals and convince them.

Item 5. What is the reason behind your answer for question number 4?

- ☞ Majority of the respondents provide their reasons for advertising as the following:

- Advertising builds up a long- term image in the minds of the respondent
- Most of the time it is dramatically (TV) due to this it can easily convince them
- Repeatability in its nature
- The messages are prepared by the colleges and media is also selected by the college, due to this the information has believability on the students.

☞ Reasons for those who answers publicity were:

- It is transmitted in the form of news
- It uses publication like, annual report, articles, printed and online newsletter and magazines
- The College also participates in conferences, seminars, exhibits etc, by observing and other reasons the respondents were easily induced by publicity.

**Table 4.2 Level of Promise (Keeping Promise)**

Item		No, of respondent	Respondent in %
6. Does the college promotional practice and actual offer are the same?	Yes	25	35.2
	No	46	64.8
	Total	71	100

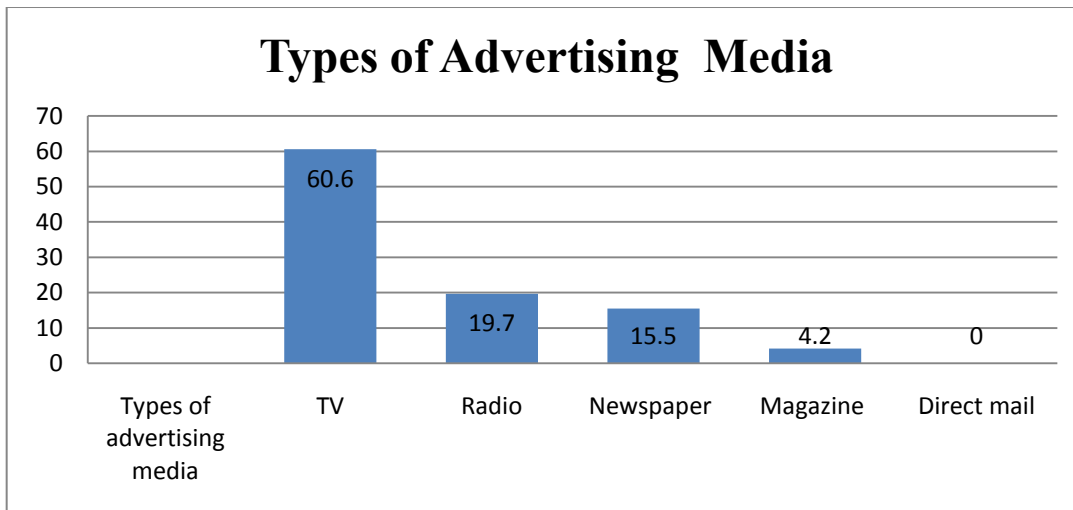
The above table shows that, 35.2% of the students said the college promotional practice and actual offering are the same, where as 64.8% of the students said the colleges‘ promotional practice and actual offering have difference.

**Table 4.3 the Extent that differ Promotion of the College and actual offering**

Item	No, of respondent	Respondents in %
7. If your answer for question number 6 is no, to what extent sthey differ?	Very high	0
	High	18
	Medium	29
	Low	16
	Very low	8
	Total	71
		100

From the above table (table 4.3) No respondents said that the colleges promotional practice and actual service offering have very high difference, 25.4% have high difference, 40.8% said have medium difference, 22.5% said have low difference and the remaining 11.3% said they have very low difference.

The researcher concludes that the colleges' promotional activities and actual service offer have a medium difference. In addition to the students response, the academic vice dean also supports this statements. Actual service offers is less than by 25% of what they promote by the colleges. But from marketing point of view promotional practice of one company must be equal to actual offerings.



**Figure 4.4 Types of Advertising used by the Colleges**

Figure 4.4 show that the college used more of TV for advertising its service. Because majority of the respondents (60.6%) said that the college is more focusing

on TV and followed by Radio, Newspaper, and Magazine (19.7%, 15.5% and 4.2%) respectively. No respondent gave response direct mail that means the colleges do not use direct mail to sell its service.

Generally speaking, from the above data analysis most of the time the colleges use TV, Radio and Newspaper to promote their service. Media planners choose among the media categories by considering target audience, product, message and cost. The colleges also apply these categories.

**Table 4.4 Acceptability of Promotion**

Item		No, of respondents	Respondents in %
9. How do you rate the acceptance of the promotional practice of the college?	Excellent	1	1.4
	Very good	12	16.9
	Good	34	47.9
	Low	24	33.8
	Very low	0	0
	Total	71	100

As shown in the above table, 1.4% of the respondent said acceptability of the promotion is excellent, 16.9% very good, 47.9% good, 33.8% low and no number of respondents said very low.

So, from the above result one can understand that the acceptability of promotional practice of the college is below an average.

**Table 4.5 Sales Promotion**

Categories		Number of respondent	Respondent in %
10. Does the college provide premium offer for students?	Yes	13	18.3
	No	58	81.7
	Total	71	100
12. To what extent the college price is affordable to you?	Very high	17	23.9
	High	15	21.2
	Medium	35	49.3
	Low	2	2.8
	Very low	2	2.8
	Total	71	100

In reply to the premium offer in the table depicts that 18.3% of the respondents said that yes (they have been getting premium from the college), whereas 81.7% of the respondents said that no.

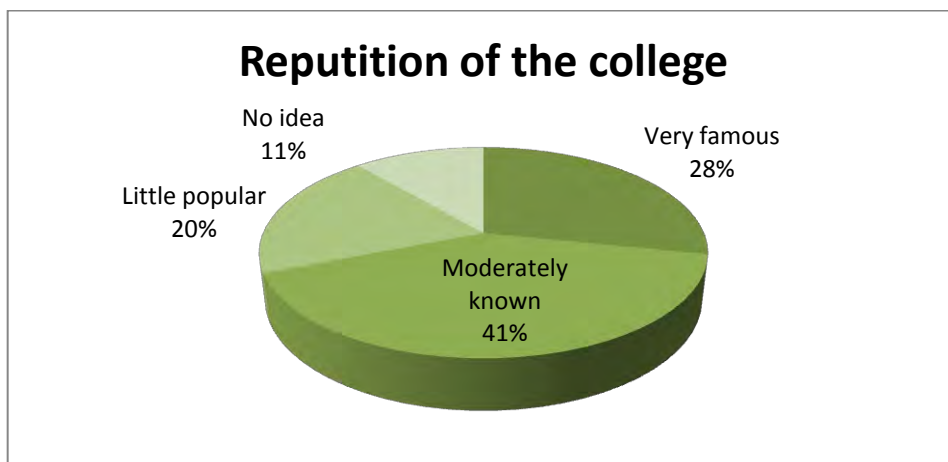
This result implies that majority of the respondents did not get premium (bonus) from the college. The college was not using premium as communication, incentives, invitation. In contrast to Kotler and Armstrong point out that the distinctive benefit of sales promotion are communication, incentive and invitation.

11. In response to question 11 (open ended) \_if your answer for question 10 is yes, what type premium you were getting?

Some of the respondents get premium like T-shirt, free medical service for one member the family (the respondent), provides discount, half payment, gives free scholars etc. the colleges are trying to apply sales promotion but it is not sufficient.

From the above table (table 4.5) in item number 12 the researcher obtained, 23.9% of the respondents responded the college price affordability is very high (it is inexpensive), 21.2% said that price affordability of the college are high, 49.3% said medium, 2.8% of the respondent said low, while 2.8% of the respondents said the colleges price affordability to the student is very low (more expensive).

Therefore, from the above analysis one can understand that the college price affordability is medium, that means the tuition fees of the college is medium (considers both the rich and poor) and the college is advantageous through price off. In other words the colleges are promoted their service by price deduction.



**Figure 4.5 Service Reputation of the College**

The students' response for figure 4.5, which states 'service reputation of the college' shows that only 11% of the students replied that 'No idea' where as the remaining 28%, 41%, 20% of the respondents said that the service of the college is very famous, moderately known and little popular respectively.

Therefore, this result implies that the college is moderately known as compared to other colleges found in Ethiopia.

**Table 4.6 The Extent of Communication to Reach Identifiable Target Customers**

Item		Respondents in number	Respondents in %
14.The extent to which communication coverage by the company to reach an identifiable target customer can be rated as	Excellent	4	5.6
	Very good	31	43.3
	Good	35	49.3
	Poor	1	1.4
	very poor	0	0
	Total	71	100

Table 4.6 depicts that 5.6% of the respondent said that the extent of communication coverage to reach identifiable target customer is excellent, 43.7% said very good, 49.3% said good, 1.4% said poor and no respondent said the extent of communication is very poor.

This implies that the college communication coverage to reach identifiable target customer is good (medium). The target audience is critical influence on the communicator’s decision about what to say, how to say, when to say, where to say it, and to whom to say it (Kotler, 2000). But the college has some problems in identified the target audience.

**Table 4.7 Competition Campaign of the Colleges**

Categories		Respondent in number	Respondents in%
15. Does the college promote the service frequently?	Yes	29	41
	No	42	59
	Total	71	100
16. Have you ever compared the promotion campaign of other colleges with the college you attend?	Yes	44	62
	No	27	38
	Total	71	100
17. The difference you observe from other competitors, do you expect it takes you away from using the service in the long run?	Yes	10	14
	No	61	86
	Total	71	100

Table.4.7 Shows competition campaign of the colleges, accordingly, as it can be indicated in the above table (4.7) item number 15, which states that ”Does the college promote its service frequently”, depicts that 40.8% of the respondent yes, where as 59.2% the colleges did not promote their service frequently.

This result implies that the colleges did not promote their service frequently. Furthermore, the same result with the questionnaires is found from the head of Administration and Personnel interview. He said that “we promote our service on seasonable base”. Example, they promote in September, January, and July.

On the other hand, in response to item number 16 as shown in the above table which deals with –comparing the promotion campaign with other colleges –replied by 62%of the respondent were compared the promotion campaign of other colleges, where as 38% of respondent were not compared the promotion practice of other colleges.

In reply to item number 17, this concerns –Do you expect it takes you away from using the service in the future”, 14% of respondent expressed that they will be leave the college and the remaining majority (86%) of the respondent proceeds their education.

Hence, from this result we can deduce that majority of the respondent were compared the promotion campaign of other colleges, but they did not decide to take away from the college, this implies that the students did not believe in promotion rather in quality of service.

**Table 4.8 The Worthiness and Necessity of Promotion at this Economic Stage**

Item		Respondents in number	Respondents in%
18. Is promotion worth and necessary for the business community and the society at this economic stage of the country?	Yes	32	45
	No	10	14
	No idea	29	41
	Total	71	100

The above table 4.8 shows, the worthiness and necessity of promotion at this economic stage, 45% of the students said promotion is highly required, 14% said promotion is not needed at this stage, the remaining 41% said –NO IDEA”.

From this result promotion is worthy and necessary even our economy is not developed. Even though promotion is at infant stage it plays social, business and economic roles in our country.

**Table 4.9 Promotional Problems**

Item		Respondent in number	Respondents in %
19. Do you observe promotional problems in the college?	Yes	49	69
	No	22	31
	Total	71	100

Table 4.9 shows about the promotional problems of the college. Accordingly, 69% of the respondent responded that the college promotional practice have a problem and the remaining, 31% said the college have not any problems in their promotional practice.

This shows that, the colleges have problems in their promotion activity. We can associate the reason from the interview result; the colleges have not any formal promotion plan as well as it have a problem in assessing the implemented promotion plan.

**Table 4.10 Respondents view about the Messages**

This part of the analysis focuses on the views of the respondents about the contents of the promotion messages that transmitted through various media channels and promotion mix elements (see appendix A).

The messages	Yes in no	Yes in%	No in no	No in%
1	35	49.3	36	50.7
2	34	47.8	37	52.2
3	40	56.3	31	43.7
4	34	47.8	37	52.2
5	29	40.8	42	59.2
6	25	35.2	46	64.8
7	19	26.7	52	73.3
8	31	43.7	40	56.3
9	41	57.7	30	42.3
10	28	39.4	43	60.6
11	47	66.2	24	33.8

From the total size of the respondents 49.3% replied that they are usually attracted by the messages while 51.7% expressed their view about the deficiency with attractive component of the message. This implies that the message which is transmitted by the colleges' lacked attractiveness.

Whether they are attractive or not the promotion messages have been found convincing by 47.8% of the total respondents, the remaining 52.2% of the total respondents the message did not convince them. The reason why the respondents agree less is assumed to be the critical and analytical thinking and attitude of the students who may be more challenging to convince them through simple and unsophisticated contents of the message.

About the clarity and understanding of the message again 56.3% of the respondents believe that the messages are clear and understandable enough whereas the remaining 43.7% said not clear and difficult to understand.

Concerning the appealing of the message 47.8% of the total respondents said the message is appealing and 52.2% of the total respondents said the message is not appealing (the message did not draw favorable attention).

Regarding the psychological imposing power of the message 26.7% of the respondents said the message is imposing them. But the majority of the respondents (73.3%) respond the message lacks psychological imposing power.

Concerning the motivating variable of the promotion message 40.8% of the total respondents describes it as motivating to use the service of the college (to join in these colleges)

About flexibility /dynamic nature of the message 35.2% of the total respondents said the message is flexible (changeable) while the remaining majority of the respondents (64.8%) said the message which is transmitted by different promotional mix is not flexible.

The other item shown in the table is, are the message frequently updated, 43.7% of the total respondents responds that the message is frequently updated, where as 56.3

of the respondents said that the message is not frequently updated. Once the message is prepared it stays for a long period of time even if the situation is changed.

In response to the other content of the message –Artistic—in its nature, as indicated in the above table 57.7% said the message is really artistic and 42.3% said the message lacks artistic nature.

The other item in the table above shown is the credibility of the message, 39.4% of the respondents said the message which is transmitted by the media channel is believable and 60.6% of the respondents said the message is difficult to believe. Concerning ethical nature of the message 66.2% the respondent said the message is ethical, while 33.8% said the message is not ethical.

As one can see from the above table in general, we can deduce that the message which is transmitted by the college is not as such attractive, neither convincing nor it is appealing. As well as the message has not psychological imposing power, due to this it doesn't motivate students to join the colleges. It is also difficult to believe but it is ethical (The colleges message are not harming anybody in the industry and it care to the environment).

## **4.2 Presentation and Analysis of the Interview Data**

This section presents the replies found from the interview on promotional practice. The interview was presented to the head of administration and personnel of CPU College and Academic vice dean of Addis Ababa Medical College. And the interview was semi structured.

### **1. Type of promotion mix element**

For this question the interviewees have common view, most of the time, the college uses advertising, publicity, and sales promotion. The reason for selecting these promotion mix elements are:

a) ADVERTISING

- Advertising reaches‘ geographical disperse customers
- Advertising is cost effective way to disseminating the message per exposure

b) PUBLICITY

- It builds image on the customers
- More credible
- Having low (zero) cost
- The ability to reach specific groups

c) SALES PROMOTION

- Some customers believe in incentives, it is to attract them.

**2. Primary objective of the promotion campaign**

When the interviewees answer this question, the primary objective of the colleges‘ promotional activity is to inform (providing information about their service), increase demand, differentiate their service, to build good image and to attract a competitor‘ s product users through direct or indirect means.

**3. Formal promotion plan**

Both of the interviewees said that they had not promotional plan but they did their activity by experience. In contrast to the review of related literature, as Kotler (2000) points out, there are eight steps to be followed in developing an effective marketing communication (promotion) program as follows:

1. Identifying the targeting audience
2. Determine the communication objective
3. Designing the message
4. Selecting communication channel
5. Establishing the promotion budget
6. Developing and managing the promotion mix
7. Measuring results
8. Managing the integrated marketing communication process.

Therefore, the college had a problem in developing such kind of effective promotion it is for the reason that, they had a problem in identifying what to include and exclude when they develop promotion program.

#### **4. Considering issues in developing promotion mix**

In response to this question, the interviewees replied that the colleges consider many things like:

- Buyers-readiness to use the service
- Targeted audience
- Cost
- Geographical reachable
- Competitors
- The service quality

The colleges consider the main things which require choosing the promotion mix element.

#### **5. Customers (students) reaction towards the promotion practice**

The interviewees replied that it is difficult to distinguish whether customers are attracted by the promotion practice, quality of the service or other factors. Even though it is difficult to conclude the customer reaction towards the college promotion is good or bad, it is somewhat good. For the reason that still there is no complaint from the students or other customers towards the promotion practice of the colleges and the numbers of students are increasing. Therefore, customers' reaction to toward promotion is good.

#### **6. Setting Promotional Budget**

The answers for this question were different among the interviewees; CPU College uses objective-and-task method. The college develops promotion by defining specific objectives, and the task to be performed after that the cost will be estimated.

On the other hand, Addis Ababa Medical College uses both competitive-party method and objective-and task methods. The college uses competitive-party method to prevent from promotion wars.

As the officials said, the colleges spent up to 80,000 to 120,000 annually each for promotion. The colleges use different promotion mixes to promote their service, the main objectives of the colleges were to inform, persuade, and increase the number of students.

From this point of view the colleges are using objective-and task method and competitive party method. The selectivity strategy of the colleges is effective, because percentage of sales and affordability methods are not as such an important for service organization.

#### **7. Constraints (problems) related to promotion**

In reply to this question, the interviewees agreed as there are some problems like:

- Hesitation in choosing printing Medias because they said that “we are free from any politics” but most of the Medias criticize government bodies and others. Due to that some customers may associate the college whether it is government supporters or anti-government. So we hesitate in choosing the media”.
- Cost related problems. The promotion cost is also another problem especial advertising i.e. TV. Its cost is 184 ETB per second including VAT.

They further explains in the interview that, It is difficult to alleviate those problems but they can reduce by(1) choosing printing medias that do not criticize (have not any involvement in politics) like, medical newspaper , love magazines (2) for cost related problems they tried to use other alternatives medias like FM Radio, magazines etc.

## **8. Evaluating the effectiveness of promotion**

Concerning the evaluation of the effectiveness of promotion, the colleges testified that, they evaluate whether the number of students is increasing or not, asking students whether they liked or not, including other people from the field. After assessing those and other things they took adjustments in situations where they thought are necessary.

The number of students in the two colleges was increased highly from 2007 to 2008/9 whereas from 2009/10 to 2011 the number of students was increased at decreasing rate. The reason is that the ministry of education set country wide criteria for students to join in private colleges and increasing the intake capacity of government colleges /universities.

Though, here the college is trying to evaluate the effectiveness of promotion, it not sufficient. Supporting this issue from the review of related literature, In evaluating the effectiveness promotion, members of the target audience have to be asked whether they recognize or recall the message, how many times they see it, what points they recall, how they feel about the message, and their previous and current attitude towards the product and the company (Kotler, 2006).

Therefore, one can conclude that the colleges failed to meet these criteria in evaluating the effectiveness with the exception of increments on sells merely.

## Testing of Hypothesis

According to many scholars including Piskar (2007) hypothesis questions can be provide by descriptive statistics using measure central tendency. However in this research the researcher used percentage description to test the hypothesis.

Hence, the percentage value above 50% expected to support the hypothesis.

H<sub>0</sub>: promotion has effect on the college performance

H<sub>1</sub>: promotion has no effect on the college performance

H<sub>0</sub>.The message (content) delivered through the media to the students has achieved its objectives

H<sub>1</sub>. The message (content) delivered through the media to the students has not achieved its objectives

The hypothesis tested through a number of question that contains item related to promotion and its effect, which includes, the reason to choose the college was other factors (17% of the respondents were responded promotion), the source of information for the students were not promotion practice of the colleges, but other factors like friends, families and others. The level of promise keeping (promotion practice and actual offering) also has difference i.e. 65%. However, the review of related literature stated that promotion has effects on performance of an organization example increase demand, improved brand recognition, improve market share and educate (inform) the market. So the first hypothesis is rejected because promotion has not significant effect on these two colleges (above 50% of the respondents were responding negatively), but the students were selected those colleges by other marketing mixed elements.

The other hypothesis was also hypothesized that, the message (content) delivered to the students were not achieved the intended objectives. Hence, out of the eleven message contents eight of them were reopened negatively. The primary objectives of the message were to inform, persuade and remind, but the message were not

convincing, appealing, motivating to use and lacks believability. So the second hypothesis is rejected. This implies that the message does not include the intended variables to inform, persuade and remind the students while choosing the respective colleges.

Moreover, the hypothesis has also tested using the following Chi-Square formula:

$$x^2 = \frac{\sum (f_0 - f_e)^2}{f_e}, \text{ Where: } x^2 = \text{Chi-Square } f_0 = \text{observed frequency. } f_e = \text{expected frequency}$$

If the calculated  $x^2$  value is greater than  $x^2$  table value, the null hypothesis would be rejected.

**Table 4.11 Result of Chi-Square statistical test**

Item	$x^2$	df	Significant at P<=5%
Effect of promotion on College performance	13.520	1	0.325
Message content	0.352	1	0.221

H<sub>0</sub>: promotion has effect on the college performance

H<sub>1</sub>: promotion has no effect on the college performance

With the help of statistical test, using Chi-square test the first hypothesis that promotion has an effect of the college performance is rejected at 5% level of significant.

H<sub>0</sub>.The message (content) delivered through the media to the students has achieved its objectives

H<sub>1</sub>. The message (content) delivered through the media to the students has not achieved its objectives

The second hypothesis has also rejected the null hypothesis at 5% level of significant. The result from statistical test fails to support both hypotheses.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND SUGGESTION**

This chapter deals with summary, conclusion and recommendations. In this chapter first, a summary of the study was presented. Second, conclusions of the major findings are drawn. Lastly, some possible recommendations are forwarded on the basis of the major findings of the study.

### **5.1 Summary**

The purpose of this study was to evaluate the promotional practice of private colleges in the case of CPU and Addis Ababa Medical colleges. In order to achieve this purpose, the following basic questions were set:

- 1) What kinds of promotion mix are applicable and found effective in the college?
- 2) How effective is the present promotional practice for the performance of the colleges?
- 3) How do the customers (students) perceive the message transmitted by the colleges?

The data were gathered mainly through questionnaire and interview from the respondents of the study. The data obtained from questionnaires were analyzed in percentages.

- The result of the findings indicates that the highest percentage (30.9%) of the respondent, the reason to choose the colleges were the quality of service they provide and followed by proximity to their residence. Most of the students the source of information (first motivator) to join the colleges were their friends.
- The analysis of the data disclosed that the most persuasive promotion mix was advertising and publicity. On the other hand, the colleges' promotional activities and actual offering was not the same, i.e. 40.8% of the respondents

were responding as they have medium different between the actual service and promotional practice.

- Most of the time the colleges use TV and Radio to promote the service. Though, their acceptability was below an average.
- Regarding the sales promotion, 81.7% the respondents were not getting premium (prize) but the price affordability of the colleges were found medium, which leads to the conclusion that the colleges are promoting their service by price off.
- The colleges' promotional activities, communication coverage to reach an identifiable target audience (customers) were good. On the other hand the colleges do not promote their service frequently, rather on the seasonable base. Most of the students were compared promotion campaign of other colleges but they did not give value.
- The colleges had not formal promotion plan and worked by experience. They were using objective- and task and competitive party methods to establish the promotion budget. As result, they face problems like hesitation in choosing Medias and the Medias were costly. The colleges were evaluating their effectiveness only by sells increment.
- The results on the quality of the messages were not as such good. Even if the messages were clear and understandable, artistic and ethical, most quality of the messages was responded negatively.

## **5.2 Conclusions**

The study was carried out to evaluate promotional practice of private colleges in the case of CPU and Addis Ababa Medical colleges; to achieve this study, the following specific objectives have been designed.

1. To identify the kinds of promotion mix which are applying in the colleges
2. To evaluate the promotional effort of the colleges
3. To show how effective the promotional practice of the colleges is.

4. To examine how the students (customers) perceive about the promotion messages of the colleges.

In order to attain these objectives, relevant data were gathered through questionnaire and interview from 71 students and two management officials respectively. The data were analyzed with the aid of descriptive statistics (percentage). Based on the discussion of the data, the following conclusions were drawn:

- ❖ Although the colleges spend thousands of birr for promotion, the students choose the college by other factors i.e. quality of service (30.9%) and proximity to their residence (21%). Besides the source of information to join the colleges are friends (word of mouth) (42%) and family. Thus, it can be concluded that the promotion activity of the college did not achieve the intended objectives. So, the first hypothesis is rejected as the results from the chi-square statistical test and respondents indicate below an average.
- ❖ The message launched through any promotion mix (promotional media) outlets makeup equal sometimes greater part of any promotion program that is intended to meet the planned objectives. This fact is given applied when it comes to commercial promotion programs where the capability of the messages to attract, convince and appeal (49%,47.8%&47% respectively) to the sense of the target audiences mean a determinant thing to inform, persuade and remind customers. Though, the colleges' messages were not achieve its objective and this also rejects the second hypothesis.
- ❖ Finally, the colleges use advertising, publicity and sales promotion to promote their service. But they have problems in designing the messages, communication coverage to reach an identifying targeted customer and in evaluating the effectiveness of their investment. The colleges also promote the service what they do not have, this may be risky to future because customers will be disappointed and they may be bad referrals.

### 5.3 Suggestions

Based on the major findings of the study and the conclusions drawn above, the following recommendations are made.

- ☞ From the finding it was observed that the reasons for majority of the students to choose those colleges were found to be the quality of the service and proximity to their residence. This implies that the promotion activity of the colleges did not attend its objective. Therefore, it is important to recommend that the colleges should reduce their promotion cost to compromise the quality and price of the service so as to attract the students.
- ☞ The result of the study shows that there was a difference between the promotion activity and actual service offering. Hence, the colleges must promote the service what they have (must avoid exaggeration) besides the colleges should keep their promise in the actual service offering and those colleges must provide some incentives for their students, because sales promotion has direct relation with word of mouth.
- ☞ Furthermore the colleges should conduct Marketing research to identify promotional activity related problems and other things that have direct or indirect influence on their marketing activities.
- ☞ Regarding to the message, it is necessary to remark the colleges to work aggressively to maintain positively the identified quality of promotion message, which refers to clarity, artistic and ethical on the other hand, to solve problems in relation to the attractiveness, convincing, appealing, and flexibility, updating the message, credibility and imposing variables of the message. Therefore, the colleges must evaluate the designed message before implementing and the colleges also prepare promotional plan and hire marketing personnel to solve the problems.
- ☞ Finally, it is recommended that the promotion activities must be coordinated with product planning, price and distribution. It is so because promotion may influence, by the uniqueness of the product and price competition. So, promotion must go in line with the other marketing mix element.

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# APPENDIX

## **APPENDIX A**

**Addis Ababa University**

**School of Business and Public Administration**

**MBA Program**

**Questionnaires to be filled by students**

**Dear student:**

With this questionnaire, the researcher intends to assess the promotional practice of private college. Hence, knowing that your responses will be used only for research purpose, you are kindly requested to fill out this questionnaire.

For genuinely doing so by devoting your time and effort, the researcher really remains very grateful to you, mean while, he wishes to bring in to your attention that the outcomes of this study will highly depend up on your responsible, sincere and timely response.

Thank you in advance for your cooperation.

General Information:

1. No need of writing your name.
2. Please fill in the information carefully by putting tick mark (√) in the box of your choice.
3. Please give more attention and return the completed questionnaire on time.

**Personal Information**

A) Sex:        Male         Female

B) Educational level

Certificate  Degree  Diploma  Other

C) Age: From 18-25  26-35

36-45  above 45

D) College/University \_\_\_\_\_

E) Entry Year \_\_\_\_\_

1. What is your reason for choosing the college you are attending now?

Reasonable price

Proximity to your residence

Good image

Promotional practice

Quality of service

If there are others, please specify \_\_\_\_\_

2. How do you rate the quality of the college's service?

Excellent  Good  Very bad

Very good  bad

3. How do you get the information to join the college?

From friends  suddenly by the college's promotion

Family  If other specify \_\_\_\_\_

If your answer for question no, 3 is suddenly by the college's promotion activities,  
how was it? \_\_\_\_\_

4. Among the promotion mix which is used by the college, which one is persuasive to you?

- Personal Selling       Advertising       Publicity   
Sales Promotion       Direct Marketing

5. What is the reason behind your answer for question No 4

---

6. Do the college promotional activities and actual service offered are the same?

- Yes       No

7. If your answer for question no 6 is no, to what extent they differ?

- Very high     High       Medium     Low       Very low

8. What type of advertising medium used by the college? (You can choose more than one)

- TV       Radio     News paper   
Magazine       Direct mail

9. How do rate the acceptance of the promotional practice of the college?

- Excellent     Very good       Good   
Low       Very low

10. Does the college provide premium offer for customers (students)?

- Yes       No

11. If your answer for question no 10 is yes, what type of premium you are getting?

---

12. To what extent the college price is affordable to you?

Very high  High  Medium

Low  Very Low

13. How well do you think the college services are known relatively with other colleges providing the same service?

Very Famous  Little popular

Moderately known  No idea

14. Does the college promote the service frequently?

Yes  No

15. As far as the transmission of chosen message using various promotional tools is concerned, the extent to which communication coverage by the company to reach an identifiable target customer can be rated as

Excellent  Very good  Good

Poor  Very poor

16. Have you ever compared the promotional campaign of other firms in the same industry with that of the college you attend?

Yes  No

17. The difference you observed from other competitors, do you expect it takes you away from using the service in the long run (future)?

Yes  No

18. From marketing point of view, is promotion worth and necessary for the business community and the society at this economic stage of the country?

Yes  No  No idea

19. Do you observe promotional problems in the college?

Yes  No

20. Please, indicate your response by using ‘Yes’ or ‘No’ for the promotional mix (the messages) which is transmitted by the college.

<i>No</i>	<i>The Messages</i>	<i>Yes</i>	<i>No</i>
1	Are Attractive		
2	Are Convincing		
3	Are Clear and Understandable		
4	Are Appealing		
5	Are Motivating to use the service		
6	Are Flexible/dynamic		
7	Are Psychologically imposing		
8	Are Frequently updated		
9	Are Artistic		
10	Are Believable		
11	Are Ethical		

**APPENDIX B**

**Addis Ababa University**

**School of Business and Public Administration**

**MBA Program**

**Interview Questions**

This is an interview designed to gather information on the promotional practice of private Colleges in the case of CPU and Addis Ababa Medical Colleges.

The management bodies of the two colleges are the interviewees.

Genuine and complete responses by each interviewee are highly helpful to make the findings of the study reliable.

Thank you

Part one: Personal information

Sex \_\_\_\_\_

Name of the college \_\_\_\_\_

Position \_\_\_\_\_

Qualification \_\_\_\_\_

Year of service \_\_\_\_\_

Part two: The interview

1. What types of promotional mix elements are used to promote your service? \_\_\_\_\_  
\_\_\_\_\_
2. Why did you select this \_\_\_\_\_
3. Are there any stated promotional objectives? Or why do you undertake promotional activities? \_\_\_\_\_

4. Do you have formal promotional plan? If yes what does it incorporate?  
\_\_\_\_\_
5. What do you consider in developing your promotional mix?  
\_\_\_\_\_
6. What is the customers' reaction to the college's promotional activities?  
\_\_\_\_\_
7. What is your approach to establish (set) the overall promotional budget of the year? \_\_\_\_\_
8. Are there any constraints (problems/associated with your promotional practice? If yes, how did you overcome (alleviate) them?  
\_\_\_\_\_
9. How do you evaluate the effectiveness of promotion in your college?  
\_\_\_\_\_