

The impact of advertisement on small business growth

Dhaka-BANGLADESH

Prepared by

Zakaria mohamud yusuf

ID: 181-17-374

This Report Presented in Partial Fulfillment of the Requirements for the Degree of Masters of Science in Management Information System

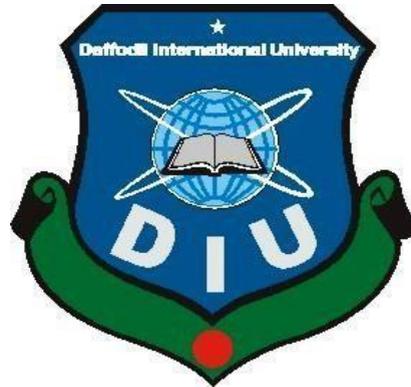
Supervised by

MD. ZAHID HASAN

Assistant Professor and Coordinator of MIS

Department of CSE

Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

Dhaka, Bangladesh December 2018

APPROVAL

This Project titled “the impact of advertisement on small business growth in Bangladesh”, submitted by Zakaria Mohamud Yusuf to the Department of Computer Science Engineering Faculty of Science and Information Technology Daffodil International University, has been accepted as satisfactory for the partial fulfilment of the requirements for the MS in Management Information System and approved as to its style and contents. The presentation has been held on December-2018.

BOARD OF EXAMINERS

Dr. Syed Akhter Hossain

Professor and Head

Department of Computer Science and engineering

Faculty of Science & Information Technology Daffodil

International University

Chairman

Dr. Sheak Rashed Haider Noori

Associate Professor and Associate Head

Department of Computer Science and Engineering Faculty

of Science & Information Technology Daffodil International

University

Internal Examiner

Md. Zahid Hasan

Assistant Professor & Coordinator of MIS Department of

Computer Science and Engineering Faculty of Science &

Information Technology Daffodil International University

Internal Examiner

Dr. Muhammad Shorif Uddin

Professor

Department of Computer Science and Engineering Jahangirnagar University

External Examiner

DECLARATION

I hereby acknowledged that, this thesis has been done by me under the supervision of **Md. Zahid Hassan Assistant Professor, & Coordinator of MIS Department of CSE** Daffodil International University. I also assert that neither this thesis nor any part of this thesis has been submitted away for award of any degree.

Prepared by

Zakaria Mohamud Yusuf

ID: 181-17-374

Program: M.S in MIS

Department of Computer Science Engineering

Faculty of Science and Information Technology

Daffodil International University

Supervised by

Md. Zahid Hassan,

Assistant Professor and Coordinator of MIS

Department of CSE

Daffodil International University

ACKNOWLEDGEMENTS

I heartiest thanks this work to ALLAH Almighty who gave me knowledge, understanding and strength to successfully carry out this research without any hindrance; I appreciate and will forever be thankful to Him.

My deepest appreciation and thanks go to my respected supervisor **Md. Zahid Hassan**, Assitant Professor and coordinator of MIS, Department of CSE, Daffodil International University, Dhaka. His guidance and encouragement that helped me stays focused and complete from the beginning of this work up to the end. Without his effort this thesis would not have been made possible. It was his persistency and consistency which kept me on track. Thank you sir for your remarkable efforts.

Special thanks to express my heartiest gratitude to **Dr. Syed Akhter Hossain**, Professor and Head, and also **Dr. Sheak Rashed Haider Noori**, Associate professor, Associate Head Department of CSE, for this kind help to complete my study and also other faculty members and the staff of CSE Department of Daffodil International University.

Special gratitude to my beloved parents firstly my beloved mother khadro abdi farah , my beloved father Mohamud yusuf ali and my beloved sister Deqo mohamud yusuf Finally, special thanks to my classmate who give me support during my program to become successful and all other students of Daffodil International University.

Table of Contents

APPROVAL	1
DECLARATION	2
ACKNOWLEDGEMENTS.....	3
List of table	7
List figures	8
CHAPTER ONE	9
1.0 INTRODUCTION	9
1.1 BACKGROUND of THE STUDY	9
Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.	9
1.2 PROBLEMS OF STATEMENT	11
1.3 OBJECTIVES OF THE STUDY	12
1.3.1 General Objective.	12
1.3.2 Specific Objective.....	12
1.4 SIGNIFICANCE OF THE STUDY.....	12
1.5 SCOPE OF THE STUDY	13
1.5.1 Content Scope	13
1.5.2 Geographical Scope	13
1.6 Report Layout	13
CHAPTER TWO	14
2.0 INTRODUCTION	14
2.1 LITERATURE REVIEW	14
2.1.1 Types of Communication Advertising	16
2.1.1.1 Newspaper	17
2.1.1.2 Magazine	17
2.1.1.3 Radio	17
2.1.1.4 Television.....	17
2.1.1.5 Directories	18
2.1.1.6 Outdoor Billboards and transit	18
2.1.1.7 Telephone Mobile.....	18
2.1.1.8 Direct mail, catalogues and leaflets.....	19
2.1.1.9 Online.....	19

2.1.1.10 Advertising Effects	20
2.4 Challenges:	20
Financial Knowledge:.....	20
Sales and Marketing:.....	21
Chapter 3	23
Research methodology.....	23
3.1. Introduction	23
3.2. Research design.....	23
3.3 Research population	23
3.4. Sample size.....	23
3.5. Sample procedure	24
3.6. Research instrument.....	24
3.7. Validity and reliability	24
3.8 Data gathering procedure	24
3.9 Data Analysis	24
3.10 Ethical Considerations.....	24
3.11 limitation of study.....	25
CHAPTER FOUR	26
EXPERIMENTAL RESULTS AND DISCUSSION.....	26
4.1 Introduction	26
4.2 Experimental Results	26
4.3 Descriptive Analysis	26
Table 4.3.1 Sex of respondents	27
Table 4.3.2 responsible age	28
Table 4.3.3 Marital status	29
Table 4.3.4 level of education	30
Table 4.3.5 how many Experience did you have	31
Table 4.3.6 your current position.....	32
Table 4.3.7 Does Advertising contributes a success of small business popularity.....	33
Table 4.3.8 Advertising support & contribute Small Business customer’s growth	34
Table 4.3.9 Advertising takes part a role of potential customers in small business	35
Table 4.3.10 Small businesses cannot be developed without advertisements	36
Table 4.3.11 Does online communication to the customers increases brand loyalty of the business.....	37

Figure 4.3.11 Does online communication to the customers increases brand loyalty of the business	37
Table 4.3.13 Does calling for to repairing of the some firm product contribute of small business growth	39
Table 4.3.15 Does positive relationship between media advertising and small business growth	41
Table 4.3.15 Does Positive relationship between media and advertisements and business growth help firms' growth quickly.	42
Table 4.3.16 Does negative relationship between media advertisements and small business growth	43
CHAPTER FIVE.....	45
DISCUSSION	45
CONCLUSION AND RECOMMENDATIONS	45
5.0 INTRODUCTIONS	45
5.1 Conclusion	45
5.2 RECOMMENDATIONS	46
4.2 DISCUSSION / FINDINGS.....	47
5.2.1. Objective One: To identify whether the Marketing Advertising can contributes the success of Small Business popularity	47
5.2.2 Objective Two: To examine whether the Communication Advertising can support & contribute Small Business customer's growth.....	48
5.2.3 Objective Three: To examine the relationship between advertising media on small business growth?	48
REFERENCES.....	49
APPENDICES	50
SECTION A: Background Information	50
Please tick the appropriate one	52
Please tick the appropriate one	53
Please tick the appropriate one	53

List of table

<u>Table 4.3.1 Sex of respondents</u>	27
<u>Table 4.3.2 responsible age</u>	28
<u>Table 4.3.3 Marital status</u>	29
<u>Table 4.3.4 level of education</u>	30
<u>Table 4.3.5 how many Experience did you have</u>	31
<u>Table 4.3.6 your current position</u>	32
<u>Table 4.3.7 Does Advertising contributes a success of small business popularity.</u>	33
<u>Table 4.3.8 Advertising support & contribute Small Business customer’s growth</u>	34
<u>Table 4.3.9 Advertising takes part a role of potential customers in small business</u>	35
<u>Table 4.3.10 Small businesses cannot be developed without advertisements</u>	36
<u>Table 4.3.11 Does online communication to the customers increases brand loyalty of the business</u>	37
<u>Table 4.3.13 Does calling for to repairing of the some firm product contribute of small business growth</u>	39
<u>Table 4.3.14 Does phone consult to the customer the way of use the product or service enhance business growth</u>	40
<u>Table 4.3.15 Does positive relationship between media advertising and small business growth.</u>	41
<u>Table 4.3.15 Does Positive relationship between media and advertisements and business growth help firms’ growth quickly.</u>	42
<u>Table 4.3.16 Does negative relationship between media advertisements and small business growth.</u>	43
<u>Table 4.3.17 Does Negative relationship between. media advertisements and business suppress steps</u>	44

Lis figures

<u>figure 4.3.1 Sex of respondents</u>	27
<u>figure 4.3.2 responsible age</u>	28
<u>figure 4.3.3 Marital status</u>	29
<u>figure 4.3.4 level of education</u>	30
<u>figure 4.3.5 how many Experience did you have</u>	31
<u>figure4.3.6 your current position</u>	32
<u>figure 4.3.7 Does Advertising contributes a success of small business popularity.</u>	33
<u>figure 4.3.8 Advertising support & contribute Small Business customer’s growth</u>	34
<u>figure 4.3.9 Advertising takes part a role of potential customers in small business</u>	35
<u>figure 4.3.10 Small businesses cannot be developed without advertisements</u>	36
<u>figure 4.3.11 Does online communication to the customers increases brand loyalty of the business</u>	37
<u>figure 4.3.13 Does calling for to repairing of the some firm product contribute of small business growth</u>	39
<u>figure 4.3.14 Does phone consult to the customer the way of use the product or service enhance business growth</u>	40
<u>figure 4.3.15 Does positive relationship between media advertising and small business growth</u>	41
<u>figure 4.3.15 Does Positive relationship between media and advertisements and business growth help firms’ growth quickly.</u>	42
<u>figure 4.3.16 Does negative relationship between media advertisements and small business growth</u>	43
<u>figure 4.3.17 Does Negative relationship between. media advertisements and business suppress steps</u>	44

CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them.

The history of advertising can be traced to ancient civilizations. In (William Caxton, 1477) printed what could be described as Britain's first advert, for a book called *The Pyes of Salisbury*. But advertising goes back much earlier than Caxton's days almost certainly it emerged alongside trading. From simply displaying ones wares outside to painting murals to entice customers, the roots of advertising run deep. Actual examples have been found preserved in volcanic ash amongst Pompeii's ruins. As advertising runs parallel with consumer society it isn't really surprising that the industrial revolution, late in the 18th century, marked an expansion in advertising.

It became a major force in capitalist economies in the mid-19th century, based primarily on newspapers and magazines. In the 19th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as modern people rejected traditional cures. However, false advertising and "Quackery" became common. British newspapers in the 1850s and 1860s appealed to the increasingly affluent middle-class that sought out a variety of new products.

The advertisements announced new health remedies as well as fresh foods and beverages. The latest London fashions were featured in the regional press. The availability of repeated advertising permitted manufacturers to develop nationally known brand names that had a much stronger appeal than generic products.

In 1750s Newspapers used advertising to pay for costs. 1830s–1840s Newspapers paid agents to sell space for advertising. 1850s: Billposters and sign painters plastered cities with advertising.

1860s Business consolidation, industrialization, and railroads laid the groundwork for national markets. 1860s During the Civil War, Congress raised revenue by taxing newspaper advertising.

In the United States around (Volney B. Palmer, 1840) set up the first advertising agency in Philadelphia. In (1842: Palmer) bought large amounts of space in various newspapers at a discounted rate then resold the space at higher rates to advertisers. The actual ad the copy, layout, and artwork was still prepared by the company wishing to advertise in effect, Palmer was a space broker. The situation changed in the late 19th century when the advertising agency of N.W. (Ayer & Son) was founded in New York. It planned, created, and executed complete advertising campaigns for its customers. It created a number of memorable slogans for firms such as De Beers, Tend the USA

By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. (N.W. Ayer opened in, 1869) and was located in Philadelphia the amount of space available in newspapers grew rapidly. The Boston Transcript published in 19,000 "agate lines" Of advertising in 1860, 87,000 in 1900, and 237,000 in 1918.

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. Madison Avenue early on recognized the importance of radio as a new advertising medium. Advertising provided the major funding for most stations. United States, never had a licensing fee for set users. Great Britain Use the mandatory fee on set owners to fund the British Broadcasting Corporation, Which to this day operates without commercials or advertising. However, the government permitted commercial television in 1954 and commercial radio in 1972.

The 20th century, advertising grew rapidly with new technologies such as direct mail, radio, television, and online media the internet and mobile devices. The first UK television advert was broadcast in 1955 on the newly born ITV.

The 1970s was to become a golden age for British commercials attracting large audiences and equally large advertising budgets. In the 1980s favorites such as the (Smash Martians and the PG Tips Chimps) showed the value of entertainment in capturing the audience's attention. With the

fragmentation of the commercial television industry this 'golden age' may be over but television is no longer the be all and end all of today's advertising world. With the opportunities that digital communications offer only beginning to be realized it looks like there will be plenty of changes still to come.

Advertisements can be placed on a variety of media. Television, radio, magazines and newspapers dominated the advertising world throughout the 20th century, but the Internet has continued to gain popularity among advertisers since its initial rapid growth in the 1990s.

Advertising is not limited to media options; ads can be placed in physical locations, such as billboards and shop windows, as well. As advertising media changes, business practices change in response.

The Impact of Advertising on Small Business growth in Dhaka, Bangladesh, is too less and it's not how it wants because business owners are not exported managers, so they do not see opportunities of advertising of their business. I will try to focus my research on this situation in Dhaka Bangladesh. And expecting a better good business.

Impact of Advertising is the point of showing how the advertising takes parts the probability of a business

Small Business Growth is the way the business increase up weather the profit increasing or becomes a big business related to many customers.

1.2 PROBLEMS OF STATEMENT

If your business wants to be strong and money is coming in, you have an available cash flow to support an advertising campaign. A strong client or customer base removes the unnecessary pressure of this campaign needs to bring in new customers. When you focus on the end result you tend to lose sight of the path that gets a new customer.

Advertising works in cycles and may take some time before the prospect becomes a customer. Advertising doesn't typically make customers want to buy a product or service they aren't ready for yet. It's a game of timing. This is why we see the same commercials on television

and hear the same radio advertising throughout the day. It's about brand awareness. Regardless of size, every successful Business is built on proven advertising techniques

In Bangladesh business advertising is so less and there is no exactly advertising that customers relay on to buy something new and every business release on advertisement that still not came on; that why small business is not go ahead or make a development business growth.

1.3 OBJECTIVES OF THE STUDY

1.3.1 General Objective.

The objective of this study **is to assess** the impact of advertising on small business growth in Dhaka Bangladesh.

1.3.2 Specific Objective

- 1 To identify whether the Marketing Advertising can contributes the success of Small Business popularity
1. To examine whether the Communication Advertising can support & contribute Small Business customers growth
2. To examine the relationship between advertising media on small business growth?

1.4 SIGNIFICANCE OF THE STUDY

The purpose of Advertising is to increase the business growth, as well as this study will promote ways to improve business growth. Thus, this study will be beneficiary for all Small Business in Dhaka. In addition, the study also will be important for managers, business owners and organizations of any Small Business in Dhaka.

1.5 SCOPE OF THE STUDY

1.5.1 Content Scope

This study will conduct the impact of advertising on Small Business growth in Dhaka, Bangladesh.

1.5.2 Geographical Scope

This study will be conduct on the small Business in Dhanmondi- Dhaka – Bangladesh.

1.6 Report Layout

The remainder of this thesis is organized into the following chapters:

Chapter 1: presents an overview the impact of advertisement on small business growth research objective , problem statement, and scope of the study and report layout

Chapter 2: background discusses the benefits and drawbacks, Research Summary and challenges

Chapter 3: research methodology will discusses Research Subject and Instrumentation, Data Collection Procedure, Statistical Analysis and Implementation Requirements

Chapter 4: experimental results and discussion Experimental Results and Descriptive Analysis

Chapter 5: presents a short conclusion. And list of reference

CHATER TWO

2.0 INTRODUCTION

In this chapter, I will discuss related work or the literatures related to the impact of advertisement in small business growth in Bangladesh. The first section is the prior studies, the second section is definition, benefits and drawbacks and conclusion.

2.1 LITERATURE REVIEW

The Impact of advertising on small business is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products (Abiodun2011). Through advertisements customer behavior shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly (Pope, 2009).

The Impact of advertising agencies has evolved with changes in media technology. When radio became broadly available in the 1930's, advertising agencies created a new way for their clients to sell products, with programs like the Lucky Strike radio show. Advertisers were program sponsors and their advertising agencies developed and produced the programming. Hence, the term "soap operas" reflects the fact that the early radio daytime dramas were owned by Procter & Gamble. The advertising sponsorship model also ensured that radio programming was primarily entertainment-driven in order to attract large audiences. The growth of television during the late 1940's had a dramatic effect on the advertising industry. While it was financially feasible for advertising agencies to produce radio Programming, the cost of television programming posed a serious profit challenge within the agencies' commission structure. Many did make the transition. For example, the Kraft Company began sponsoring the Kraft Television Theater in 1947. Indeed, by 1950 sponsors were moving *en masse* from radio to television. The game show scandal of the late 1950s, though, marked the real end of this approach, as some sponsors were condemned for manipulating the outcomes of those games. Subsequently, advertisers began abandoning program sponsorship in favor of buying smaller Segments (e.g., 60 seconds) of

advertising time in multiple programs and across multiple media. As a consequence, the “all-media” advertising agency

Structure was established. Agencies divested themselves of programming and production responsibilities and focused on the development of advertising and the purchase of media. Another structural change within the advertising industry occurred during the 1980s and 1990s. Consolidation of media empires, together with the rise of cable television networks, created a demand for a new kind of expertise as agencies sought to buy media time and space for advertising. Suddenly, media buyers were negotiating with companies that bundled media, such as television ad space, magazine ad space, product placement opportunities, and participation in Advertising is a public announcement to inform and persuade people to buy a product, a service or an idea. An advertisement would include any notice, circular, label, wrapper or any other document or any announcement made orally, or by means of producing or transmitting light, sound or a writing.

Media events Cost savings could be realized by buying a combination of media. In order to increase their negotiating strength, media buying operations needed a broader base of clients with a wide range of media needs. It was not possible, however, for the media departments to acquire new clients without risking conflicts of interest with existing clients. To avoid potential client conflicts, many advertising agencies separated from their media buying operations, allowing them to operate independently with an independent client roster. While most advertising agencies have maintained control of media planning, the separate media buying agencies are assuming greater planning responsibility. Advertising agencies, however, are not the only part of the industry to change. Some of the most striking changes are found in the content of the advertisements they create.

Research into advertising effectiveness, since the 1890s, has affected the way Advertisements communicate with audiences. Early efforts were crude by today’s standards, but in 1904 John E. Kennedy defined advertising as “salesmanship in print.” This concept drove message creation, as advertisements emulated the pitches of salesmen. Unique Selling Proposition Half a century later Rosser Reeves introduced the concept of a Unique Selling Proposition (USP), where an advertisement highlighted a specific benefit that distinguished a product from its competition. Reeves believed the role of advertising was to make consumers aware of these unique, product-

based differences. This strategy remains effective when marketing a product that provides an obvious difference from competitors. Increasingly, however, product-based advantages are both marginal and difficult to sustain. This is primarily due to product proliferation. Consider, for example, the number of brands and 5 forms of laundry detergent shopper's encounter.

Market segmentation Another advancement during the 20th century was the concept of Market segmentation. Rather than market a single product to a broad audience, advertisers began focusing on how a brand could uniquely satisfy the needs of a specific group of consumers. Consumer needs vary by lifestyle, attitudes, or even aptitudes. An urban teenager obviously has different wants and needs than a suburban soccer mom, so they likely use different criteria when evaluating cell phones, athletic shoes, and fast food. Depending upon the advertiser's intended audience, it's "target market," the advertising message may promise different benefits or even use different language, graphics, and media.

As media became more fragmented, for example going from the three or four television Stations in the 1960s to hundreds just four decades later, targeting a message to a specific market segment became easier. And the emergence of "addressable media" such as direct mail and Internet marketing made "narrowcasting" – targeting a narrow audience – an increasingly efficient and effective way to target specific groups. Then, effectively combining segmentation with the USP approach, in the 1970s Al Rise and Jack Trout introduced the concept of "positioning."

2.1.1 Types of Communication Advertising

A successful advertising campaign will spread the word about your products and services attract customers and generate sales. Whether you are trying to encourage new customers to buy an existing product or launching a new service, there are many options to choose from. The most suitable advertising option for your business will depend on your target audience and what is the most cost effective way to reach as many of them as possible, as many times as possible. The advertising option chosen should also reflect the right environment for your product or service. For example, if you know that your target market reads a particular magazine, you should

advertise in that publication. The following list is an introduction to advertising tactics that you could use. Remember, you can always be creative in your advertising to get noticed (within advertising regulations).

2.1.1.1 Newspaper

Newspaper advertising can promote your business to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section. You may find that a combination of advertising in your state/metropolitan newspaper and your local paper gives you the best results.

2.1.1.2 Magazine

Advertising in a specialist magazine can reach your target market quickly and easily. Readers (your potential customers) tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers (by interest group e.g. women) and trade (industry/business type e.g. hospitality). If your products need to be displayed in color then glossy advertisements in a magazine can be ideal - although they are generally more expensive than newspaper advertisements. Magazines do not usually serve a small area such as a specific town. If your target market is only a small percentage of the circulation, then advertising may not be cost-effective.

2.1.1.3 Radio

Advertising on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new customers. However, sound has its limitations. Listeners can find it difficult to remember what they have heard and sometimes the impact of radio advertising is lost. The best way to overcome this is to repeat your message regularly - which increases your costs significantly. If you cannot afford to play your advertisement regularly, you may find that radio advertising does not generate strong results.

2.1.1.4 Television

Television has an extensive reach and advertising this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and

color to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works. Producing a television advertisement and then buying an advertising slot is generally expensive. Advertising is sold in units (e.g. 20, 30, 60 seconds) and costs vary according to:

2.1.1.5 Directories

Directories list businesses by name or category (e.g. Yellow Pages phone directories). Customers who refer to directories have often already made up their mind to buy - they just need to decide who to buy from. The major advantage of online directories over print directories is that if you change your business name, address or telephone number, you can easily keep it up to date in the directory. You can also add new services or information about your business. If your target market uses print and online directories, it may be useful to advertise in both, although print directories are being used less.

2.1.1.6 Outdoor Billboards and transit

There are many ways to advertise outside and on-the-go. Outdoor billboards can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles. Large billboards can get your message across with a big impact. If the same customers pass your billboard every day as they travel to work, you are likely to be the first business they think of when they want to buy a product.

Even the largest of billboards usually contain a limited amount of information; otherwise, they can be difficult to read. Including your website address makes it easy for customers to follow up and find out more about your business. Outdoor advertising can be very expensive especially for prime locations and supersite billboards.

2.1.1.7 Telephone Mobile

Advertisers, mobile telecommunications carriers (mobile carriers), mobile phone manufacturers (handset manufacturers), and other third parties may all be involved in generating or delivering m-advertisements. For example, advertisers may direct their messages to consumers' mobile phones by calling mobile phone numbers to talk directly with consumers or generating voice,

text, instant, or multimedia messages (e.g., video clips) to be delivered directly to or accessed by consumers on their mobile phones. Advertisements may also be displayed on mobile phones when consumers access Web sites using their Interact-access-equipped mobile phones. Adware programs loaded directly on consumers' phones by handset manufacturers or downloaded to cell phones from the Internet are yet another way to deliver mobile advertising. When the available methods of delivering mobile advertising are considered in conjunction with technological advances enabling advertisers to target advertising to consumers based on the geographic location of their mobile phones at a particular time (personalized location and time-specific advertising), the enormous potential of the mobile advertising market is apparent. Not so obvious are the consumer privacy implications and the very real possibility that consumers will view mobile advertising as privacy intrusive

2.1.1.8 Direct mail, catalogues and leaflets

Direct mail means writing to customers directly. The more precise your mailing list or distribution area, the more of your target market you will reach. A direct mail approach is more personal, as you can select your audience and plan the timing to suit your business. A cost effective form of direct mail is to send your newsletters or flyers electronically to an email database. Find out more about direct mail. Catalogues, brochures and leaflets can also be distributed to your target area. Including a brochure with your direct mail is a great way to give an interested customer more information about your products and services. Learn more about leaflet marketing using letterbox drops and handouts..

2.1.1.9 Online

Being on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from. A well-designed website can entice customers to buy from you. There are a number of ways you can promote your business online via paid advertising or to improve your search engine rankings. Learn more about doing business online. Other ways to advertise your business online include promoting your products or services on social media sites, blogs and search engines and other websites that your target audience visits. Find out more about social media.

2.1.1.10 Advertising Effects

Advertising serves four functions in business and society. It is a marketing tool, a transmitter of information, an economic stimulant, and a purveyor of values. As part of marketing, advertising communicates information about goods and services. It also adds product value by creating enduring “brands.” Successful marketing campaigns stimulate demand and subsequent economic growth. But because advertising is so pervasive, two are concerns regarding its effects on society.

2.4 Challenges:

I have had the pleasure to interact with many small business owners and CEOs over the past year. I’ve also spoken to many advisors in various disciplines who also interact with the owners of these small companies. What I have found is that most business owners of small companies are faced with four common challenges, whether they are successful and experiencing growth, or not. What is interesting is that these challenges are not unique from company to company – even across diverse industries! Is your company facing challenges? If so, chances are they are in my “Top 4.” Read on to learn what these challenges are and how to address them head on!

Financial Knowledge:

Many small companies need a deeper understanding of their financial situation and what affects the numbers. Too often I see a small business owner managing their business by what the number is in their checking account, but they don’t really understand what their Profit and Loss Statement is and how it works.

Do you know what your net profit is? Do you understand your expenses by department or by areas in your business? Do you know what levers to pull to impact your P&L the way you want to? Most small business owners and CEOs need a deeper understanding in this area.

Here are possible ways to obtain financial knowledge:

- Set a time with your CPA and ask them to explain the monthly P&L in detail. If they can’t, then you need to find one who can!

- Hire an Outsourced CFO. Look for one that focuses on strategy rather than how to process the numbers. They can help you plan out your future and coach you on how to impact your P&L.
- Find a class or seminar in your area from the [Small Business Administration](#) or [SCORE](#).

Sales and Marketing:

Most small business owners are excellent in sales themselves because they built the product or service that their company is founded on, but they don't have the time or want to manage their sales team the way it needs to be managed. A sales team can't be managed with a hands-off approach. They need to be pushed and held accountable, while at the same time provided with marketing tools to drive the results the company needs.

Are your salespeople asking for more “tools” to help them grow? Is your team not developing enough new business? Do you dread every time the phone rings from one of your sales team members?

Try some of these proven practices:

- Update your website – hire someone to help you! It's worth the investment, and make sure it is mobile ready! Everyone does business on their phones today.
- Seek outsourced sales help. Take advantage of the years of sales leadership experience from a [Sales Xceleration Advisor](#) on an interim basis to help your company.
- Look for an outsourced marketing person or agency. Marketing takes a consistent, strategic approach to be effective over the long haul.
- Educate yourself so you understand the sales process or digital marketing better. There are many organizations that offer free training in these areas, just Google them!

People:

Human capital is a critical piece of your company. Do you feel like you have all the right people on your “bus” and in the right seats? Are you compliant with all the laws that your state has for employees? Does your company have the culture you want? Managing people effectively and implementing your company's benefits, retirement plans and hiring practices takes time and expertise!

Consider these options to help you with your people:

- Find a reliable company to help you administer your payroll, benefits, retirement plans, etc. There are many great companies out there today that specialize in this and can help protect you!
- Establish a performance management system or find an [EOS Implementer](#) in your area to help you.
- Find an outsourced human resource professional to help you establish best business practices and systems to help your company.

Time:

I've saved the best and biggest opportunity for last! Time – there is never enough of it! Where does it all go? Unless you can figure out a way to create more hours in a day, you will need to challenge yourself to be more productive with the time you have. Most owners and CEOs at small companies feel stressed and overworked. They fret about having to spend too much time IN their business versus ON their business! [Does this sound familiar?](#)

Try these ideas:

- Learn to delegate! This is where outsourced experts in their fields can really help a small business owner. Let them remove some of the “day-to-day” from your desk so you can focus on your strengths to help your company grow!
- Try some of the ideas in the common challenge areas mentioned above that will give you more time!
- Say “No” to some things. You can't be everything to everyone. You must stay true to what your company excels at and be cautious about chasing things that aren't your company's strength.
- Learn to manage your calendar. Take an Outlook class or tutorial on-line. The better you can manage your calendar, the more productive your days and weeks will become!

If you are challenged by any one or all four of these things – Time, People, Financial Knowledge or Sales and Marketing – please know that you are not alone! Other business leaders face the same challenges that you do every day! All of us at Sales Xceleration are here to help you! We are the experts in the sales arena, but we also have many trusted advisors in our network that can help you in the other areas as well. Reach out to your local [Sales Xceleration Advisor](#) for a free consultation and begin your journey to improve your business

Chapter 3

Research methodology

3.1. Introduction

This study specifies the impact of advertisement on small business growth . This chapter focuses on research methodologies adopted during this study, which involves data collection methods, procedures, sampling techniques used, target population, sample size and the administration of methodologies in this regard the research was conducted learning towards obtaining the required data in a systematic manner so as to further analyzed it to came up with actionable information

3.2. Research design

A **cross-sectional study** was conducted from **Dhaka-Bangladesh** .This study may include special data collection, in which the researcher will use both open ended and close ended questions to get further information from the respondent.

3.3 Research population

The population is the complete collection of all the elements (units) that are of interest in a particular investigation. The population of the study in this research will encompassed of 260 people we focus on administration offices.

3.4. Sample size

Since the target population of this study was 260 of administrations office the sample size will be 157

Where by

$$n = \frac{N}{1+N(e)^2}$$

N= total population

n= number of sample

e= level of significance (0.05)

$$n=260/1+260*(0.05)^2= 157$$

3.5. Sample procedure

This study will employ simple random sampling to select the key of respondents and the researcher will use simple random sampling since the research is targeting the impact of advertisement on small business growth of Dhaka -Bangladesh

3.6. Research instrument

This research will use the following techniques to collect data and the researcher will use close ended questioner method and will distributed to the target of respondents.

3.7. Validity and reliability

Validity and reliabilities are instruments that the researchers used to measure the validity and reliability appropriateness and consistency of the instruments used to the researcher.

The study is repeated under the same conditions Validity and reliability thus measures the extent to which there may be an error in measurements.

3.8 Data gathering procedure

After the research questioner is approved the researcher will distribute the questioner with attached a letter of introduction from the respondents.

After receiving the questioners back, the researcher will analyze the collected data using by the SPSS data analyzing package.

3.9 Data Analysis

Such data will be used to analysis in the computer using by the program of statistical packaging for social science (SPSS). Once the data has been collected the questionnaire data was administered.

3.10 Ethical Considerations

This will mainly be involve seeking permission from administration that allocated to conducted this study .It will also important to highlight for the researcher that his/ her respondent will not meet any harassments from his research because the respondent may be suspect from your study and should clearly describe what your research paper is all about.

Another important thing which the researcher will require to use appropriate technique in order to make sure that the standard of his data collection interpretation was valid.

The research will also consider confidentially all his information that he received will fit the objectives mentioned above.

3.11 limitation of study

The limitation of this study may be varying for one to another and includes:

- **Limited Source of Information:** The research in this area was few therefore was limitation of information on the study/research topic, however the researchers limitation is primary source with this study entitled the impact of advertisement on small business growth of Dhaka-Bangladesh
- **Scarcity of time:** The limitation of time factor to complete the research, however the researchers tried to budget time properly to see that the report was finished in time.
- **Language barrier:** This barrier was faced the respondents

CHAPTER FOUR

EXPERIMENTAL RESULTS AND DISCUSSION

4.1 Introduction

This chapter will cover the presentation of data analysis and interpretation of survey results. The data analysis and interpretation were based on the research objectives. Presentation and analysis of the collected data was computed using frequency and percentages

4.2 Experimental Results

In order to show the distribution of the students on the various question items. Tables and graphs were used in the presentation of data. The students have same questionnaire given them the sample size of the study population was 157 students, while the target population is 260.

4.3 Descriptive Analysis

Table:4.3.1 Gender of The Respondents

Table 4.3.1 Sex of respondents

What is your gender?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	120	76.4	76.4	76.4
female	37	23.6	23.6	100.0
Total	157	100.0	100.0	

The above Table 4.3.1 indicates that the sex distribution were 120 (76.4%) male and 37(23.6%) female. this indicates the majority of respondents are male. The following figure 4.1 shows the graph of table 4.1

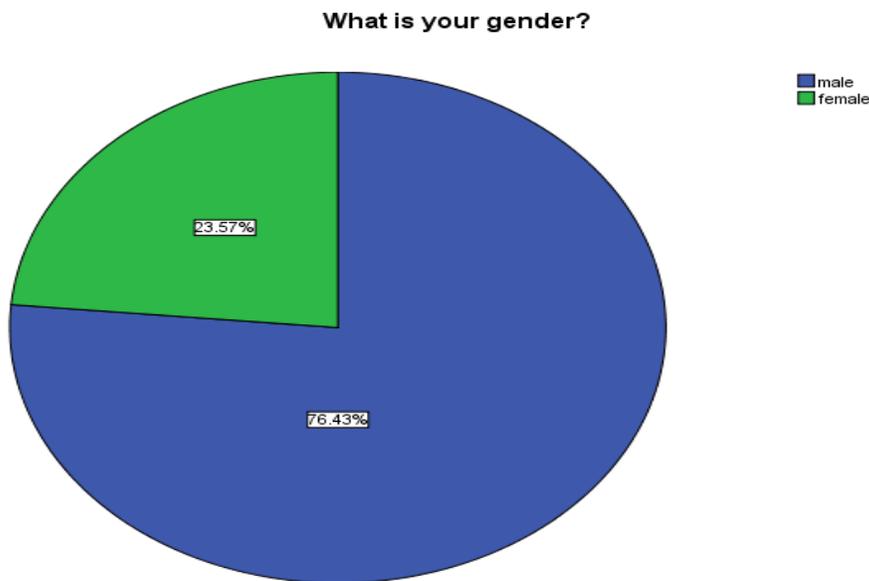


Figure 4.3.1 Sex of respondents

Table 4.3.2 responsible age

what is your Age ?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	32	20.4	20.4	20.4
26-33	23	14.6	14.6	35.0
34-50	63	40.1	40.1	75.2
over 50 years	39	24.8	24.8	100.0
Total	157	100.0	100.0	

The above Table 4.3.2 indicates that the sex distribution were 32 (20.4%) 18-25 and 23(14.6%) 34-50 and 63(40.1) over 50 years and 39(24.8) . The following figure 4.1 shows the graph of Table 4.3.2

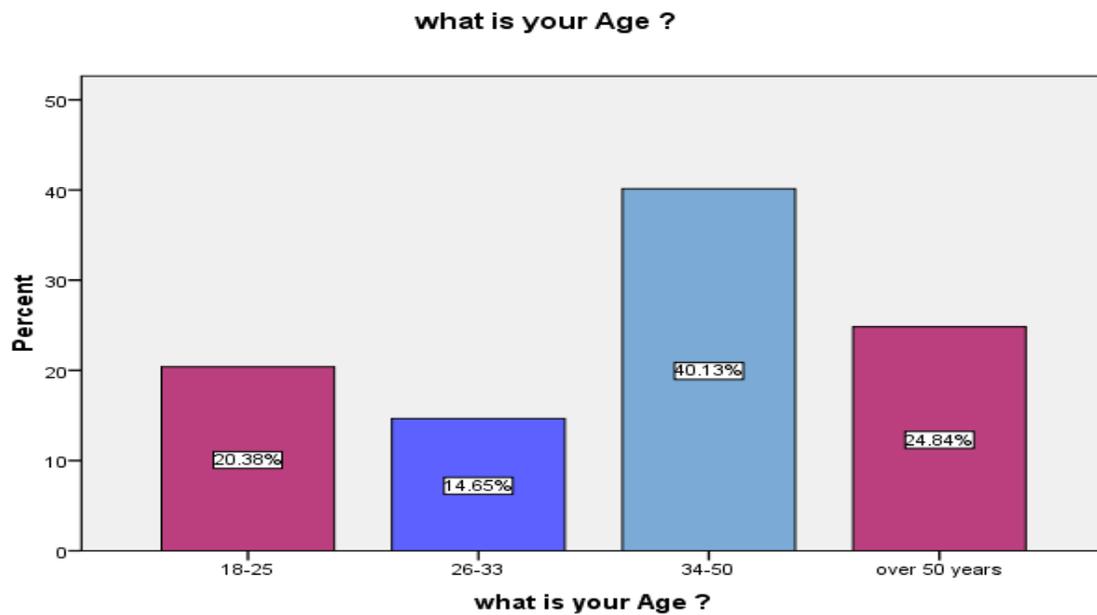


Figure 4.3.2 responsible age

Table 4.3.3 Marital status

what is your Marital status?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	117	74.5	74.5	74.5
marriage	34	21.7	21.7	96.2
Divorced	6	3.8	3.8	100.0
Total	157	100.0	100.0	

The above Table 4.3.3 indicates that the sex distribution were 117 (74.5%) Single and 34(21.7%) marriage and 6(3.8) . The following figure 4.3.3 shows the graph of Table 4.3.3

what is your Marital issues?

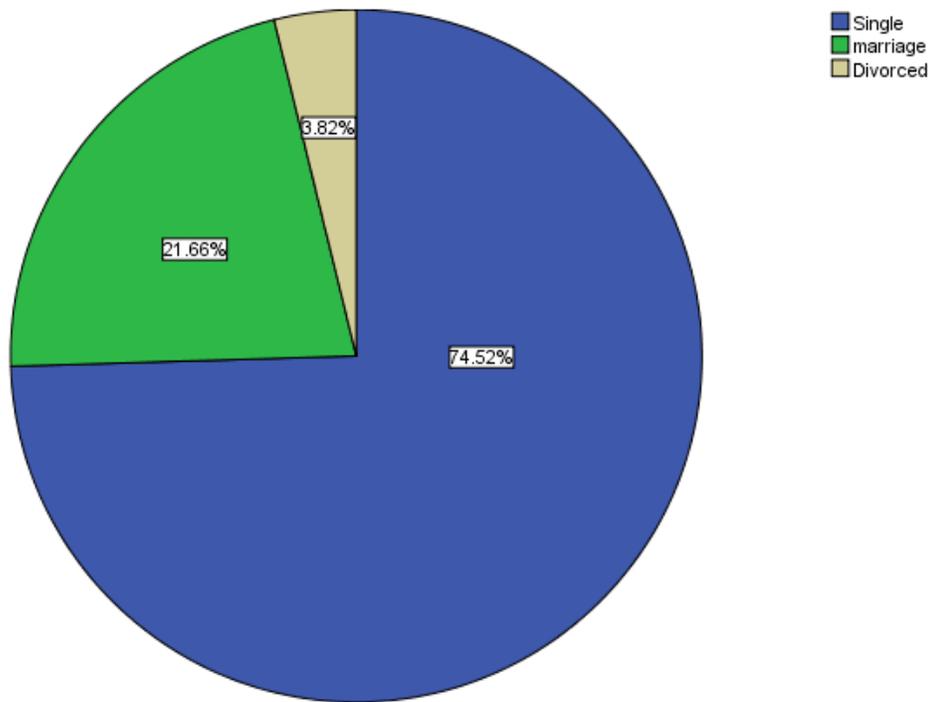


figure 4.3.3 Marital issues

Table 4.3.4 level of education

what is Your level of education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Secondary	66	42.0	42.0	42.0
Diploma	53	33.8	33.8	75.8
Bachelor	17	10.8	10.8	86.6
Master Degree	21	13.4	13.4	100.0
Total	157	100.0	100.0	

The above Table 4.3.4 indicates that the sex distribution were 66 (42.0%) Secondary and 53(33.8%) Diploma and 17(10.8) Bachelor and 21(13.4) Master Degree . The following figure 4.3.3 shows the graph of Table 4.3.4

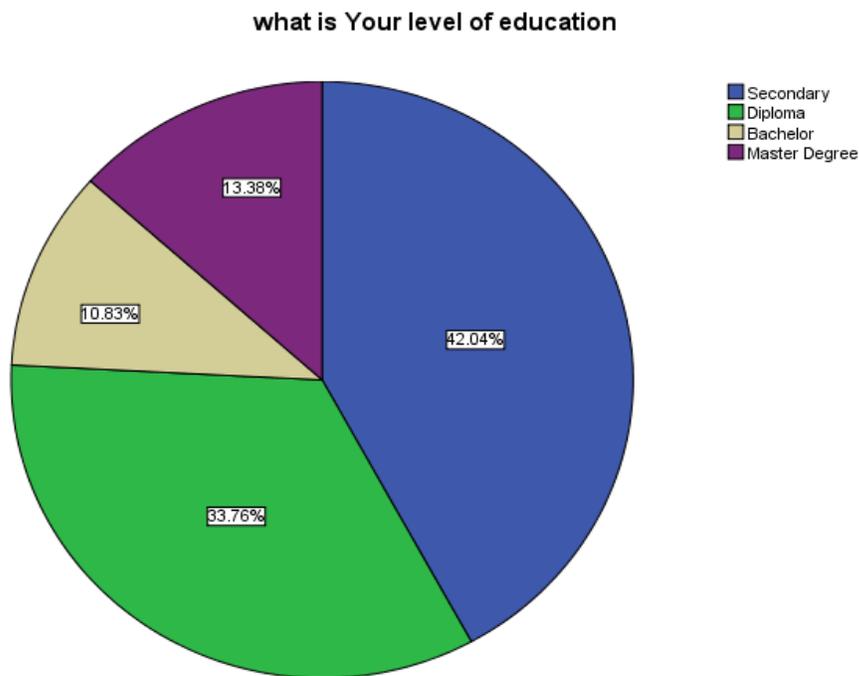


Figure 4.3.4 level of education

Table 4.3.5 how many Experience did you have

how many Experience did you have

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 6 months	59	37.6	37.6	37.6
	6 months-1 year	57	36.3	36.3	73.9
	1 – 2 years	19	12.1	12.1	86.0
	2 years and above	22	14.0	14.0	100.0
	Total	157	100.0	100.0	

The above Table 4.3.4 indicates that the sex distribution were 59 (37.6%) Less than 6 months and 57(36.3%) 6 months-1 year and 19(12.1) 1 – 2 years and 22(14.0) 2 years and above. The following figure 4.3.3 shows the graph of Table 4.3.4

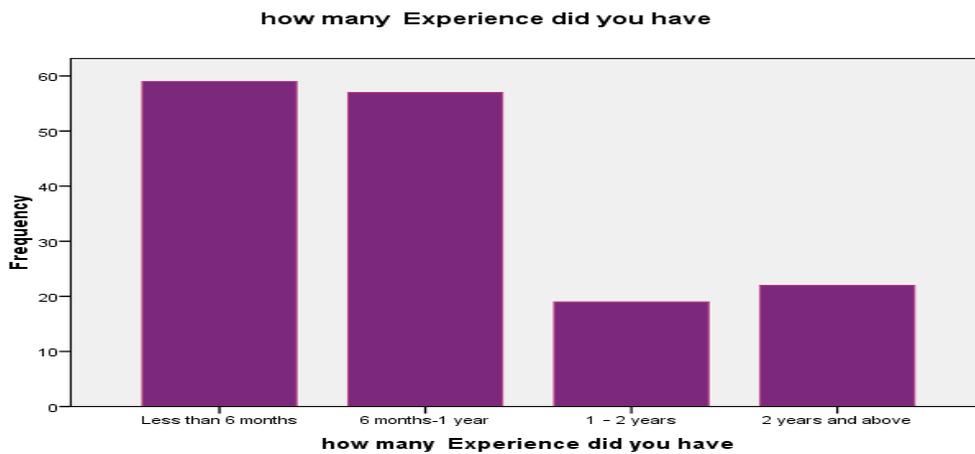


Figure 4.3.5 how many Experience did you have

Table 4.3.6 your current position

where is your current position

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Sales man	49	31.2	31.2	31.2
Manager	60	38.2	38.2	69.4
Others	33	21.0	21.0	90.4
marketer	15	9.6	9.6	100.0
Total	157	100.0	100.0	

The above Table 4.3.6 indicates that the sex distribution were 49 (31.2%) Sales man 60(38.2%) Manager and 33(21.0) Others and 15(9.6.0) marketer and above. The following figure 4.3.3 shows the graph of Table 4.3.6

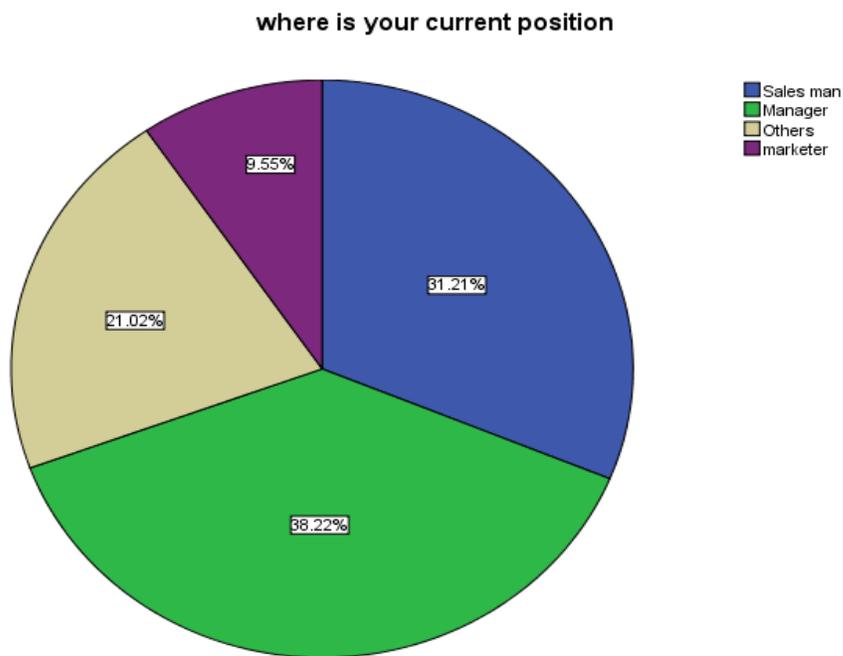


Figure 4.3.6 your current position

Table 4.3.7 Does Advertising contributes a success of small business popularity.

Does Advertising contributes a success of small business popularity.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	25	15.9	15.9	15.9
Agree	90	57.3	57.3	73.2
neutral	8	5.1	5.1	78.3
disagree	11	7.0	7.0	85.4
strongly disagree	23	14.6	14.6	100.0
Total	157	100.0	100.0	

The above Table 4.3.7 indicates that the sex distribution were 25 (15.9%) Strongly Agree 90(57.3%) Agree and 8(5.1) neutral and 11(7.0) disagree and 23 (14.6%) and strongly disagree.

The following figure 4.3.7 shows the graph of Table 4.3.7

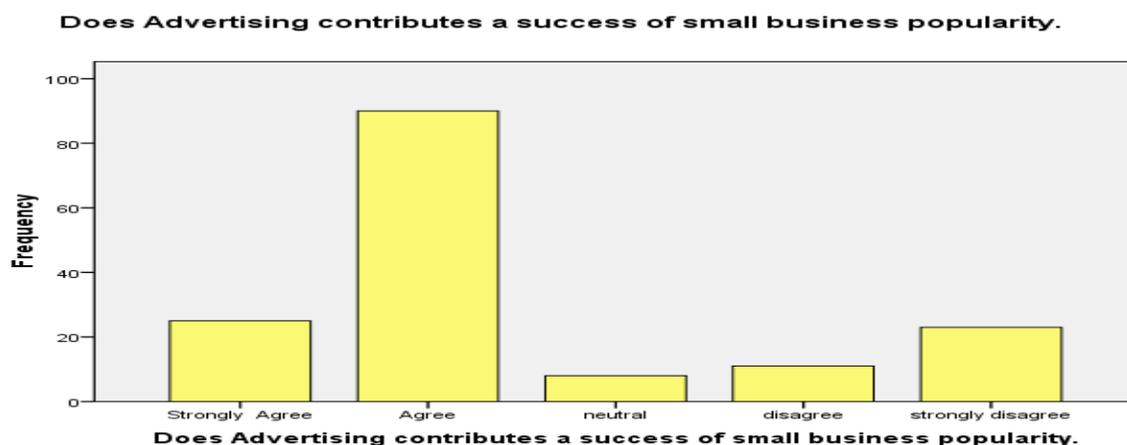


Figure 4.3.7 Advertising contributes a success of small business popularity.

Table 4.3.8 Advertising support & contribute Small Business customer’s growth

Advertising support & contribute Small Business customer’s growth

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	62	39.5	39.5	39.5
agree	39	24.8	24.8	64.3
neutral	30	19.1	19.1	83.4
disagree	13	8.3	8.3	91.7
strongly disagree	13	8.3	8.3	100.0
Total	157	100.0	100.0	

The above Table 4.3.8 indicates that the sex distribution were 62(39.5%) Strongly Agree 39(24.8%) Agree and 30(19.1) neutral and 13(8.3) disagree and 13 (8.3%) and strongly disagree. The following figure 4.3.8 shows the graph of Table 4.3.8

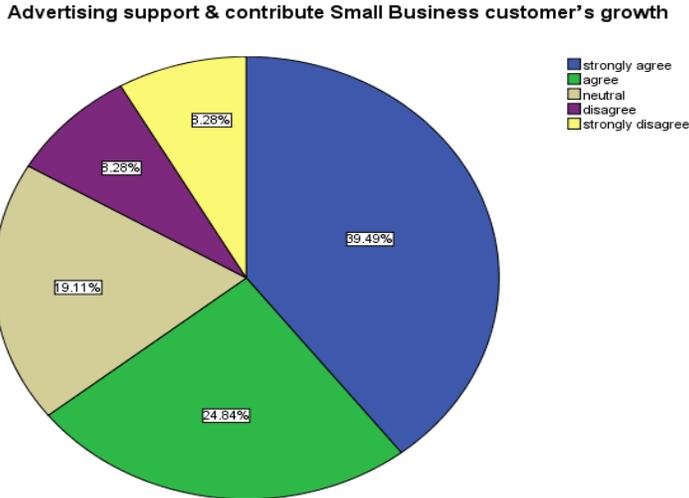


Figure 4.3.8 Advertising support & contribute Small Business customer’s growth

Table 4.3.9 Advertising takes part a role of potential customers in small business
Advertising takes part a role of potential customers in small business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	49	31.2	31.2	31.2
agree	28	17.8	17.8	49.0
neutral	32	20.4	20.4	69.4
disagree	27	17.2	17.2	86.6
strongly disagree	21	13.4	13.4	100.0
Total	157	100.0	100.0	

The above Table 4.3.9 indicates that the sex distribution were 49(31.2%) Strongly Agree 28(17.8%) Agree and 32(20.4) neutral and 27(17.2) disagree and 21(13.4%) and strongly disagree. The following figure 4.3.9 shows the graph of Table 4.3.9

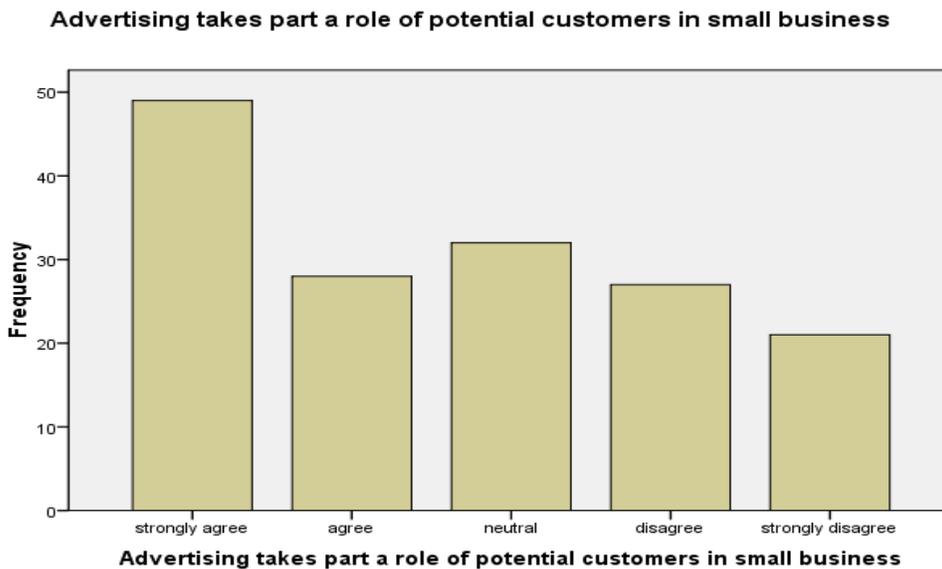


Figure 4.3.9 Advertising takes part a role of potential customers in small business

Table 4.3.10 Small businesses cannot be developed without advertisements

Small businesses cannot be developed without advertisements

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	62	39.5	39.5	39.5
agree	49	31.2	31.2	70.7
neutral	9	5.7	5.7	76.4
disagree	20	12.7	12.7	89.2
strongly disagree	17	10.8	10.8	100.0
Total	157	100.0	100.0	

The above Table 4.3.10 indicates that the sex distribution were 62(39.5%) Strongly Agree 49(31.2%) Agree and 9(5.7) neutral and 20(12.7) disagree and 17(10.8%) and strongly disagree. The following figure 4.3.11 shows the graph of Table 4.3.10

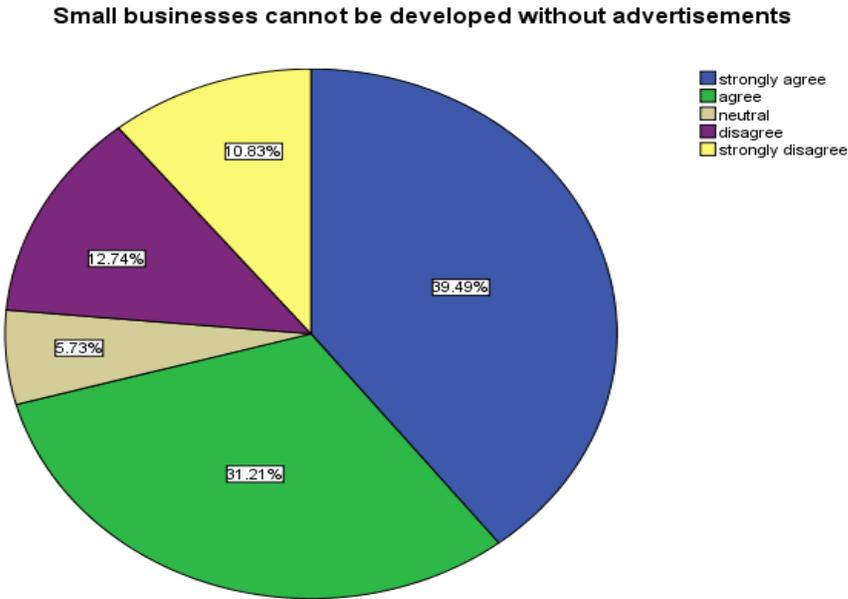


Figure 4.3.10 Small businesses cannot be developed without advertisements

Table 4.3.11 Does online communication to the customers increases brand loyalty of the business
Does online communication to the customers increases brand loyalty of the business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	62	39.5	39.5	39.5
agree	39	24.8	24.8	64.3
neutral	36	22.9	22.9	87.3
disagree	16	10.2	10.2	97.5
strongly disagree	4	2.5	2.5	100.0
Total	157	100.0	100.0	

The above Table 4.3.11 indicates that the sex distribution were 62(39.5%) Strongly Agree 39(24.8%) Agree and 36(22.9) neutral and 16(10.2) disagree and 4(2.5%) and strongly disagree. The following figure 4.3.12 shows the graph of Table 4.3.11



Figure 4.3.11 Does online communication to the customers increases brand loyalty of the business

Table 4.3.12 Does radio communication increases the brand and product popularity

Does radio communication increases the brand and product popularity

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	44	28.0	28.0	28.0
agree	37	23.6	23.6	51.6
neutral	33	21.0	21.0	72.6
disagree	14	8.9	8.9	81.5
strongly disagree	29	18.5	18.5	100.0
Total	157	100.0	100.0	

The above Table 4.3.12 indicates that the sex distribution were 44(28.0%) Strongly Agree 37(23.6%) Agree and 33(21.0) neutral and 14(8.9) disagree and 29(18.5%) and strongly disagree. The following figure 4.3.14 shows the graph of Table 4.3.12

Does radio communication increases the brand and product popularity

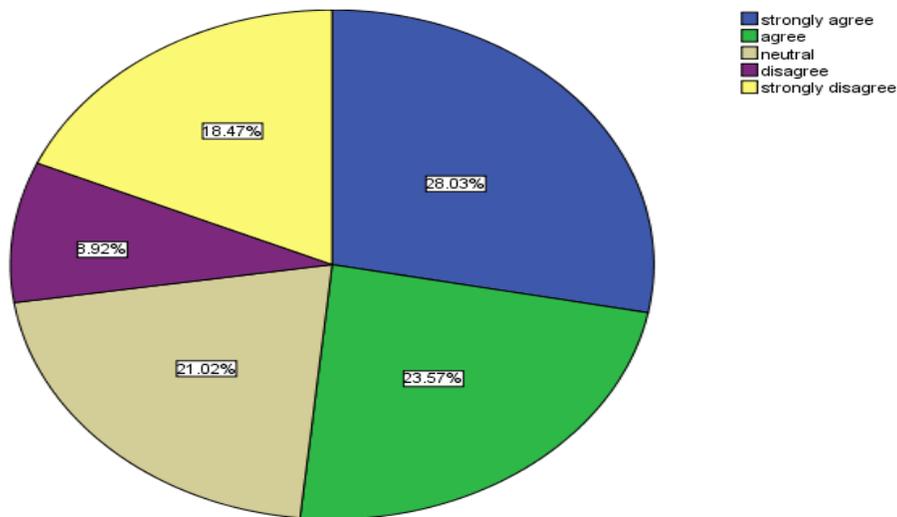


Figure 4.3.12 Does radio communication increases the brand and product popularity

Table 4.3.13 Does calling for to repairing of the some firm product contribute of small business growth

Does calling for to repairing of the some firm product contribute of small business growth

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	38	24.2	24.2	24.2
agree	24	15.3	15.3	39.5
neutral	38	24.2	24.2	63.7
disagree	36	22.9	22.9	86.6
strongly disagree	21	13.4	13.4	100.0
Total	157	100.0	100.0	

The above Table 4.3.13 indicates that the sex distribution were 38(24.2%) Strongly Agree 24(15.3%) Agree and 38(24.2) neutral and 36(22.9) disagree and 21(13.4%) and strongly disagree. The following figure 4.3.15 shows the graph of Table 4.3.13



Figure 4.3.13 Does calling for to repairing of the some firm product contribute of small business growth

Table 4.3.14 Does phone consult to the customer the way of use the product or service enhance business growth

Does phone consult to the customer the way of use the product or service enhance business growth

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	22	14.0	14.0	14.0
agree	22	14.0	14.0	28.0
neutral	44	28.0	28.0	56.1
disagree	56	35.7	35.7	91.7
strongly disagree	13	8.3	8.3	100.0
Total	157	100.0	100.0	

The above Table 4.3.14 indicates that the sex distribution were 22(14.0%) Strongly Agree 22(14.0%) Agree and 44(28.0) neutral and 56(35.7) disagree and 13(8.3%) and strongly disagree. The following figure 4.3.14 shows the graph of Table 4.3.14

Does phone consult to the customer the way of use the product or service enhance business growth

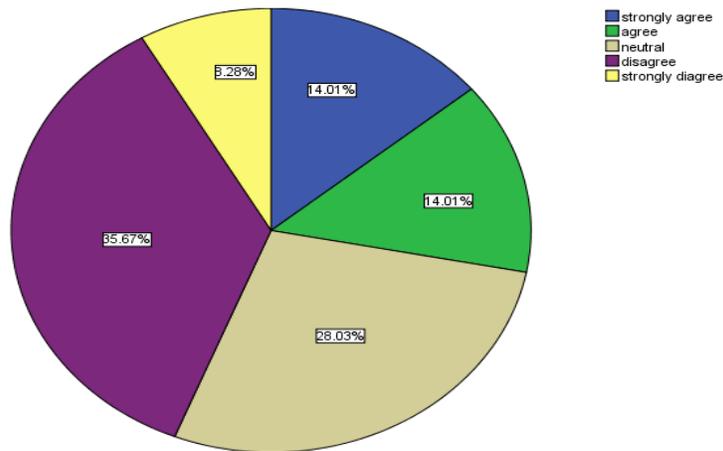


Figure 4.3.14 Does phone consult to the customer the way of use the product or service enhance business growth

Table 4.3.15 Does positive relationship between media advertising and small business growth

Does positive relationship between media advertising and small business growth.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	39	24.8	24.8	24.8
agree	5	3.2	3.2	28.0
neutral	86	54.8	54.8	82.8
disagree	5	3.2	3.2	86.0
strongly disagree	22	14.0	14.0	100.0
Total	157	100.0	100.0	

The above Table 4.3.15 indicates that the sex distribution were 39(24.8%) Strongly Agree 5(3.2%) Agree and 86(54.8) neutral and 5(3.2) disagree and 22(14.0%) and strongly disagree. The following figure 4.3.14 shows the graph of Table 4.3.15

Does positive relationship between media advertising and small business growth.

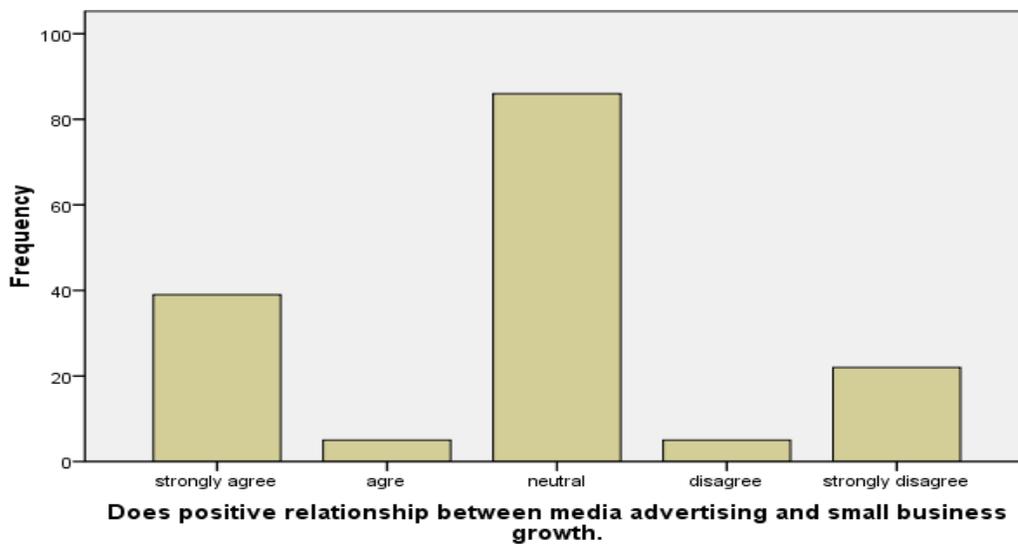


Figure 4.3.14 Does positive relationship between media advertising and small business growth

Table 4.3.15 Does Positive relationship between media and advertisements and business growth help firms' growth quickly.

Does Positive relationship between media and advertisements and business growth help firms' growth quickly.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	45	28.7	28.7	28.7
agree	45	28.7	28.7	57.3
neutral	43	27.4	27.4	84.7
disagree	15	9.6	9.6	94.3
strongly disagree	9	5.7	5.7	100.0
Total	157	100.0	100.0	

Does Positive relationship between media and advertisements and business growth help firms' growth quickly.

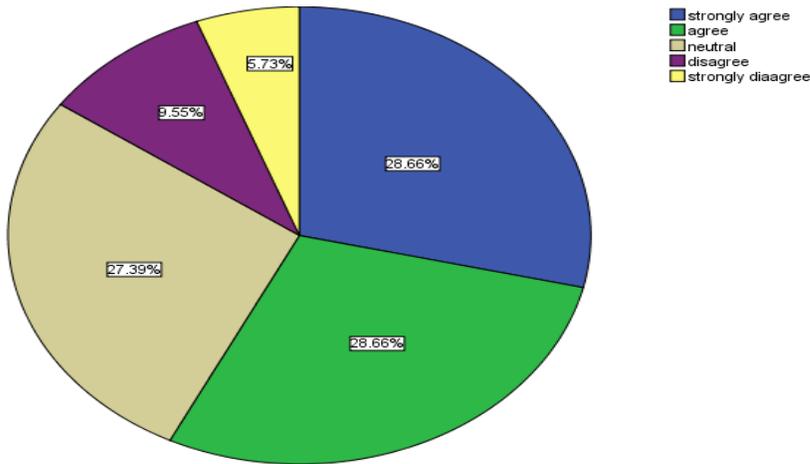


Figure 4.3.15 Does Positive relationship between media and advertisements and business growth help firms' growth quickly.

Table 4.3.16 Does negative relationship between media advertisements and small business growth

Does negative relationship between media advertisements and small business growth

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	27	17.2	17.2	17.2
agree	61	38.9	38.9	56.1
neutral	22	14.0	14.0	70.1
disagree	24	15.3	15.3	85.4
strongly disagree	23	14.6	14.6	100.0
Total	157	100.0	100.0	

The above Table 4.3.16 indicates that the sex distribution were 27(17.2%) Strongly Agree 61(38.9%) Agree and 22(14.0) neutral and 24(15.3) disagree and 23(14.6%) and strongly disagree. The following figure 4.3.16 shows the graph of Table 4.3.16

Does negative relationship between media advertisements and small business growth

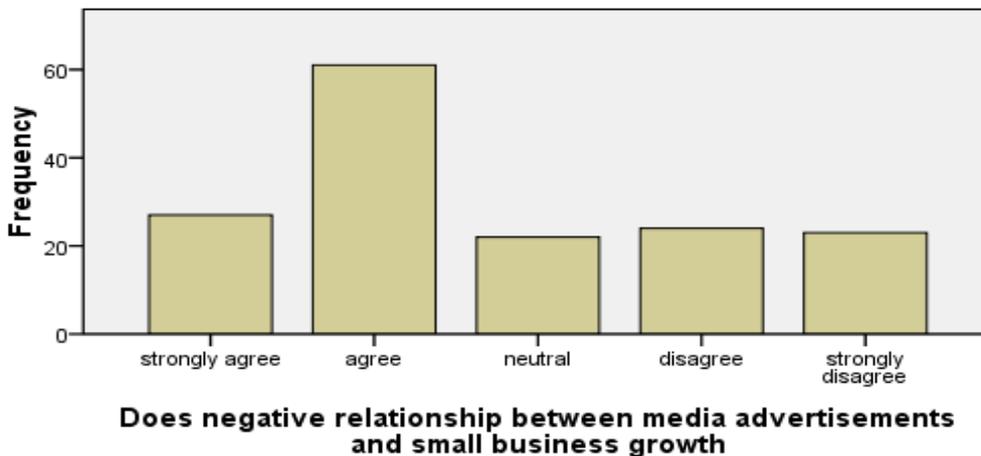


Figure 4.3.16 Does negative relationship between media advertisements and small business growth

Table 4.3.17 Does Negative relationship between. media advertisements and business suppress steps

Does Negative relationship between. media advertisements and business suppress steps

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly agree	25	15.9	15.9	15.9
agree	22	14.0	14.0	29.9
neutral	81	51.6	51.6	81.5
disagree	20	12.7	12.7	94.3
strongly disagree	9	5.7	5.7	100.0
Total	157	100.0	100.0	

The above Table 4.3.17 indicates that the sex distribution were 25(15.9%) Strongly Agree 22(14.0%) Agree and 81(51.6) neutral and 20(12.7) disagree and 9(5.7%) and strongly disagree. The following figure 4.3.17 shows the graph of Table 4.3.17

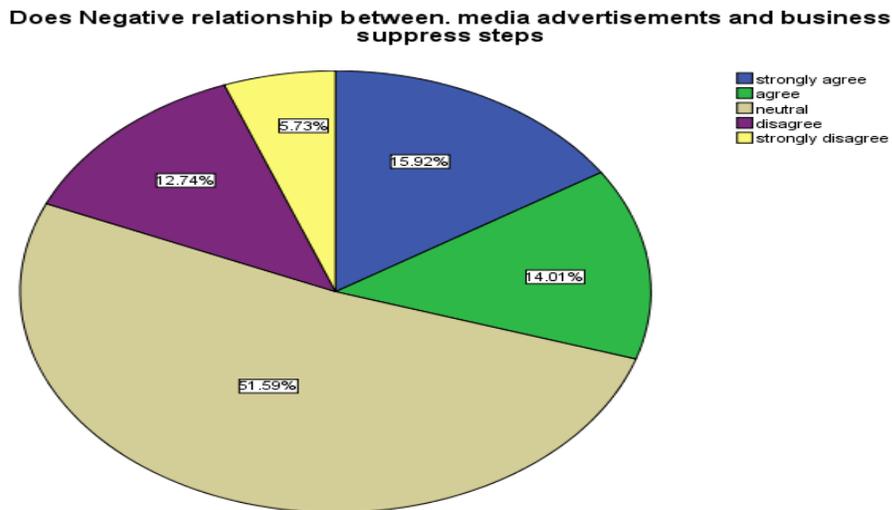


Figure 4.3.17 Does Negative relationship between. media advertisements and business suppress steps

CHAPTER FIVE
DISCUSSION
CONCLUSION AND RECOMMENDATIONS

5.0 INTRODUCTIONS

This chapter discusses the findings of the study as presented in chapter four. It also presents the conclusions arising from the study as well as the recommendations; this chapter has the following sections. Section 5.1 introduces conclusions arising from the study. Section 5.2 presents the recommendations of the study. The study investigates the Impact of Advertising on Small Business Growth in Dhaka Bangladesh.

5.1 Conclusion

In this study, an attempt has been made to find out the impact advertising on small Business Growth in Dhaka,

Advertising is one of the most essential parts in business growth development and success. It is hence vital for owners to understand what kind Business they are developing and how to maximize their overall business performance.

Based on the questionnaire and the investigator conducted it is evident that the advertising was found to be best advertisements and have a good relationship between advertising makers media and business owners for advertising business

Based on result of the study, it is showed that advertising media given has helped the business achieve its objectives

5.2 RECOMMENDATIONS

Based on the findings and the conclusions of the study, the investigator offers the following recommendations

- ❖ First, Business owners should see the general opportunities can give for their business weather bringing new inventory
- ❖ Second, business woners must be ready to hire the right employee in order to achive for their businesses goals
- ❖ Third, small business owners have to relate directly advertising media makers in order to get the tangible advertisinment that can connect new custommers.
- ❖ Fourth, business owners have to import the inventory before releasing media in order the customer to see what you are advertising is really.
- ❖ Fifth, advertising media makers should be encouraged to see themselves as an integral part of the business. So they should be included in the decision making processes of business development further more in order to keep them satisfied and interested with their work tasks the author suggested that business owners have good vision and mission.

4.2 DISCUSSION / FINDINGS

The age of the majority 76.4% the total respondent aged between 18-25 years old, while 33.9% of the total aged 26-33 years old, while 10.7 % of the total respondent aged between 33-50 while 1.8% aged above 50 years old, gender characteristics the results shown that 76.43% of the respondents were male while females only formed 23.57%, this indicates that the male are the mostly work in small business in Dhaka Bangladesh, the job experience the workers of small business owners and workers 37.6% respondents are the most experienced less than six month in their field, and 36.3 % are 6 month-1 year experienced and 1-2 years 12.1% and 14.0 % of the respondents are experienced about 2 years and above, the education 42.0% of the respondents in this study are secondary while 33.8% of the respondents are Diploma and 10.8% are Bachelor While 13.4% are Master Degree and 3.6 is no certificate so that the most respondents who contributed of this study are bachelor degree, the job position of small business such as manager and marketers and Seles the majority of the respondents 31.2% whether Seles (38.2%) the managers (21.0%) are the marketers and rest respondent was others (9.6%).

5.2.1. Objective One: To identify whether the Marketing Advertising can contributes the success of Small Business popularity

The first objective of this study was to find out the impact of advertising on small business growth in Dhaka Bangladesh. From data analysis and interpretation relating to this objective revealed the following major findings: It reveals that most of the respondents strongly agreed that advancements have greatly helped the business growth in Bangladesh, and also most of them agreed that the advertisements has a positive impact on accounting business growth in Bangladesh.

5.2.2 Objective Two: To examine whether the Communication Advertising can support & contribute Small Business customer's growth

The second objective of the study was to explain to identify the Communication between Advertising media and business growth. From data interpretation, the researcher obtained nearly about (%50) of the respondents agreed that there is relationship between the communication and business growth of small business.

5.2.3 Objective Three: To examine the relationship between advertising media on small business growth?

The third objective of the research was to examine to examine the relationship between advertising media on small business growth? According to the Data analysis of the research the following points can be mentioned: Most of the respondents (37.5.7%) strongly agreed that Positive Relationship between Media and Advertisements and Business growth Helps firm's Growth Quickly in Dhaka Bangladesh.

REFERENCES

- ., D. P. ((1983)). *he making of modern advertising*. Washinton: T. Basic Books.
- Arens, W. (1999.). *Contemporary Advertising*. Boston: 7th ed. Irwin McGraw-Hill, .
- Beverley Ann Tudor. (1855,1986). "Retail Trade Advertising in the 'Leicester Journal' European Journal of Marketing . *the 'Leicester Chronicle'* , p: 41-56.
- Ciochetto. ((2013)). Globalisation . *Advertising in Emerging Economies* , p. 95.
- Croteau, D. a. (2006.). *Corporate Media and the Public Interest*. Oaks,: 2nd edition,Pine Forge Press,.
- Daniel Starch. ((1927)). Advertising Principles. *Advertising Principles* , pp. 485.
- Eskilson, S. J. ((2007)). Graphic Design:.. *A New History*. Yale University Press , p. 58.
- Hower.and In N. W. Son. ((1869-1949).). The History of an Advertising. *The History of an Advertising Agency:* , (p. p 188.).
- O'Guinn, T. C. (1998). *Advertising. Cincinnati:*. South-Western College: Publishing center, .
- Ralph Hower. (1869-1949). The History of an Advertising Agency:.. In N. W. Son, *The History of an Advertising Agency:* (p. p 185.).
- Richards, J. I. (2002). Searching for a Definition. Journal of Advertising,., *Oracles on* , pp. 63-77.
- Susan Smulyan. (1920-). Selling book:.. *The commercialization of American broadcasting* , p.125.
- Wells, W. J. (2002). *Advertising Principles & Practice*. America: Prentice Hall,.

APPENDICES

APPENDIX (A)

Questionnaire of the study

Dear respondent; Greetings! My name is **Zakaria Mohamud Yusuf**. I am currently undergoing a master degree in management information system at dhaka international University. As partial fulfillment of the degree, I am required to conduct a research about. **The impact of Advertising on Small Business Growth in Dhaka- Bangladesh**. I am pleased to inform you that you have been selected to participate in my study. I hope that you could complete the questionnaire as honestly and objectively as possible. This questionnaire is aimed and designed to gather information about the impact of advertising on small business growth. The result of this survey questionnaire will only be used for academic purpose and your opinion will be treated confidentially. Your attitude to this subject matter is extremely important for this study. If you are interested in the study or its results, please, do not hesitate to contact me for further information by my email at zakimaxamud2@gmail.com or call me at +252615885732. Thanks for giving up your valuable time to assist me in this research. Yours sincerely,

Your voluntary participation is highly appreciated.

SECTION A: Background Information

Please provide your personal information in the questionnaire and tick (√) where appropriate:

1. what is your Gender

A) Male

B) Female

2. what is your Age ?

A) 18-25

B) 26-33

C) 34-50

D) over 50 years

3. what is your Marital issues?

A) Single

B) Married

C) Divorced

4.what is Your level of education

A) Secondary

B) Diploma

C) Bachelor

D) Master Degree

5. how many Experience did you have

A) Less than 6 months

B) 6 months-1 year

C) 1 – 2 years

D) 2 years and above

6. where is your current position

A) Sales man

(B) Manager

C) Others

D) Marketer

SECTION B: To identify whether the Marketing contributes to identify whether the Marketing Advertising can contribute the success of Small Business popularity.

1=Strongly Agree 2=Agree 3=Neutral 4=Disagree 5=Strongly Disagree

Please tick the appropriate one

No	Elements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Does Advertising contributes a success of small business popularity.					
2	Advertising support & contribute Small Business customer's growth					
3	Advertising takes part a role of potential customers in small business					
4	Small businesses cannot be developed without advertisements,					

SECTION C: to examine whether the Communication Advertising can support & contribute Small Business customer's growth?

1=Strongly Agree 2=Agree 3=Neutral 4=Disagree 5=Strongly Disagree

Please tick the appropriate one

No	Elements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Does online communication to the customers increases brand loyalty of the business					
2	Does radio communication increases the brand and product popularity					
3	Does calling for to repairing of the some firm product contribute of small business growth					
4	Does phone consult to the customer the way of use the product or service enhance business growth					

SECTION D: To examine the relationship between advertising media on small business growth?

3=Strongly Agree 2=Agree 3=Neutral 4=Disagree 5=Strongly Disagree

Please tick the appropriate one

No	Elements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Does positive relationship between media advertising and small business growth.					
2	Does Positive relationship between media and advertisements and business growth help firms' growth quickly.					
3	Does negative relationship between media advertisements and small business growth					
4	Does Negative relationship between. media advertisements and business suppress steps					

Thank you for your kind co-operation.

