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**ASSESSING THE ADVERTISING PRACTICE OF
MUSHROOM GROWERS ASSOCIATION**

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Chapter One

Introduction

1.1 Background of the Study

Advertising is a paid and non-personal form of presentation and promotion of ideas, goods or services by an identified sponsor. There is not only an identified sponsor, but also an identified media and message behind every advertisement. Through an advertisement, the advertiser intends to spread his ideas about his products/offerings among his customers and prospects. Popularization of the products is the basic aim of the activity (Kumar and Mittal, 2002:1)

Marketing speeds up the exchange process by carefully exchanging the needs and wants of customers offering products and service at a certain price, marketing term available through different channels of distributions and developing a program of communication or promotion to create awareness and interest (France and Stephen,2003:16).

Companies can use different communicational tools generally help to keep in touch with their environment. This tool generally helps the company to create awareness, Interest and action (Blech and Blech: 2003:16).

Mushroom cultivation has become a new activity with the modest beginning in Ethiopia. The global commercial production of mushrooms is worth more than 50 billion USD. World production has increased 10 fold during the last 25 years and global market is still on the increase.

In Ethiopia, the materials required for modern mushroom cultivation activities are abundantly available which would allow the creation of job opportunities and increase income. Thus mushroom cultivation can improve food security at house hold level on sustainable basis. Modern mushroom cultivation activity is currently increasingly gaining momentum in spite of some technical short comings that needs to be addressed from continued and improved supply of quality produce.

The Mushroom Growers Association in Ethiopia (MGAE) strongly believes that strengthening this sub-sector will bring additional income to growers and further job opportunities there by encouraging the proper use of the existing agricultural by products.(Source: (company publication)).

Company Background

MGAE was established on July 17/2008 and legally registered by the Minister of Justice bearing the number 3820 on November 17/2008.

MGAE is a non-profit making association that comprises regular members, student members, institutional members, and honorary members interested in mushroom cultivation and other related activities.

The association is governed by an official registered by laws and managed by an Executive Board member elected by the General Board members elected by the General Assembly and render services for a period of two years.

Objectives of the Association

MGAE was established with the following major objectives.

- Popularize mushroom consumption habit among the rural and urban population of Ethiopia.
- Create a common discussion forum for mushroom growers to exchange experiences and views on their common endeavors.
- Create opportunities in order to expand mushroom production facilities.
- Promote research and extension activities from the improvement of modern mushroom cultivation practices.
- Establish linkage with related local and international associations to strength the activities of the association.
- Protect the rights and benefits of mushroom growers.

1.2 Statement of the Problem

Advertising is an important part of many marketing promotional mixes. Because it is a cost effective method for communicating large audiences, it creates brand image, and symbolic appeals for a companies and potential customers closer and facilitate the exchange process (Tomas, 2004: 400).

The success of a firm doesn't rest on its ability to identify genuine products and service needs in a market place provision of products and services that satisfy these needs and communication with customers about their products are also important (Frances and Stephen 2003:603).

Communication is necessary in exchange activities. The product can not be sold to consumers unless buyers know it. People must know that the

right products are available at the right place and at the right price (S. Chand, 2005:164). And the association is no exception.

Mushroom cultivation can improve many social and economical problems, but there is a problem of low perception of mushroom produces as a food. In Ethiopia mushrooms are not well known for food consumption (Addis Zemen, 2002:9). The main problem of mushroom production in Ethiopia is low awareness of the society of mushroom.

1.3 Basic Research Questions

Considering the statement of the problem discussed above, the student researcher designed the following basic research question.

1. What is the degree/extent of public's perception about mushroom?
2. What should be done to create customer awareness?
3. How much the advertisements undertaken by the growers' association are effective?

1.4 Objective of the Study

This particular study constitutes two objectives—general and specific.

1.4.1 General Objective

The general objective is to assess the advertising practice of mushroom growers association.

1.4.2 Specific Objectives

The research has the following specific objectives.

- ❖ To investigate the degree public perception about mushroom.
- ❖ To examine the efforts done to create customer awareness.
- ❖ To describe effectiveness of advertisement activities undertaken by the growers' Association.

1.5 Significance of the Study

This research can be used as a stepping stone for other researchers in the field and for the Mushroom Growers Association in Ethiopia. It can help as a reference to make decision to meet there objectives. In addition, the output of the study can be used as a reference material for whomever interested in the field.

1.6 Delimitation of the Study

The association started operating on 2008. However due to resource constraints the researcher is confined to studying the advertising activities that are conducted from the year 2009. And the research study is limited only to Addis Ababa.

1.7 Definition of Terms

Mushroom – belongs to a group of organisms known as fungi members of this group resemble plants, but they do not contain chlorophyll, so they draw their food from organic matters.
(Wikipedia: 11july2010)

1.8 Research Design and Methodology

1.8.1 Research Method

The student researcher used descriptive research method to explain the advertisement practices of mushroom producers and the public perception of mushroom produces. Thus, the facts obtained were explained as they are.

1.8.2 Population and Sampling Frame

Population

The population of the study comprised of 50 producers which are members of the Association and external public (the general public) who are living in Addis Ababa classified into 10 sub-cities.

Sampling Frame

According to Matholtra (2006:339) minimum a total number of 200 respondents sample size would be enough for the research. However, the student researcher used sample sizes of 220 to make more reliable sample size, from general public out of the 10 sub-cities of Addis Ababa. And the entire producers are taken as sample which is 50 in number.

Sampling Technique

Stratified random sampling was used to gather information from the general public. This method was selected because the general public is divided in subdivisions, which are important to be considered in the study.

1.8.3 Type of Data used

In this study both primary and secondary data were used to full fill the required information to complete the study.

1.8.4 Methods of Data collection

Primary data were collected through interview and questionnaires. Secondary data were collected from different sources like books, journals, internet and publications of the association (MGAE).

1.8.5 Data Analysis Method

In this study the data were analyzed by using both qualitative and quantitative. Among the quantitative data analysis technique descriptive data analysis technique like frequency and percentage was employed. Qualitative data analysis technique was used to analyze the interview response and some open ended questions.

1.9 Organization of the Paper

The study is composed of four chapters. Chapter one consists of problem statement and its approach together with background of the study, objective of the study, significance of the study, delimitation of the study and research design and methodology. Chapter two is review of related literature. In this chapter attempt has been made to include all literatures very related to and found to be of great help for the research. The third chapter deals with presenting, analyzing and interpreting of data obtained through the data collection instruments. The last chapter – chapter four includes summary of major findings, conclusions made based on the findings, and recommendations forwarded as per the findings and conclusions made.

Limitations of the study is missing

The main draw back factors that affected the student researcher were lack of willingness to give full information about the association and lack of willingness on the side of some respondents to give enough information are the limitations that hinder the researcher.

CHAPTER TWO

Review of the Related Literature

This chapter provides a review of the literature as related to the topics of promotion and the research questions’.

2.1. Overview of Advertising

According to H.Anderson, (2000:319) advertising is the public communication of messages to select audience to inform and influence them. Advertising messages are identified with the advertiser and involve payment to the medium employed, whereas public relations/ publicity does not. Advertising is often mass communication. Although some advertising is directed to specific individuals (such as, for example, in the use of direct mail, trade publications, and professional publications), most advertising messages are placed in public media to be seen by large numbers of people.

According to Rowely, (1998:456), Advertising is a non-personal form of promotion that is delivered through selected media outlets that under most circumstances required the marketer to pay for message placement. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But , this mass promotion approach presents problems since many exposed to an advertising message may not be with in the marketers target market, and this is changing as new advertising technologies and the emergence of new media outlets offer more options for targeted advertising.

As Kotler (2001:646) list out, advertising have qualities and shortcomings.

Advertising qualities

- Advertising can reach masses of geographically dispersed buyers at a lower cost per exposure.
- Beyond its reach, large-sale advertising by a seller says something positive about the seller's size, popularity and success.
- Because of advertising's public nature, consumers tend to view advertised products as standard and legitimate – buyers know that purchasing the product will be understood and accepted publicly.
- Advertising enable the seller to repeat a message many times, and it lets the buyer receive and compare the messages of various competitors.
- Advertising enables the seller to repeat a message many times, and it lets the buyer receive and compare the message of various competitors.
- Advertising is also very expressive, allowing the company to dramatize its products through the artful use of print, sound and color.
- On the other hand, advertising can be used to build up a long-term image for a product and also advertising can trigger quick sales.

Advertising shortcomings

- Although it reaches many people quickly, advertising is impersonal and cannot be as persuasive as company salespeople.
- Advertising is only able to carry on a one-way communication with the audience, and the audience does not feel that it has to pay attention or respond.
- In addition, advertising can be very costly. Although some advertising forms. Such as newspaper and radio advertising, can

be done on smaller budgets, other forms, such as network TV advertising, personal selling has several unique qualities.

2.2 Objective of Advertising

The basic objective of advertising of a concern is to increase its sales volume and profits. However, these can be achieved by adopting a variety of strategies, some of principal objective are listed below

- I. To increase the sales volume by multiplying product uses or increasing the unit of purchases.
- II. To facilitate launching a new product or a new brand in the market.
- III. To support the existing sales force of the organization in order to make the job sales personnel less difficult and more efficient.
- IV. To get more access to such consumers who are otherwise inaccessible o account of topographical or transportation barriers.
- V. To better the dealer relations in order to augment the indirect distribution
- VI. To enter a new market segment which are hitherto untapped?
- VII. To augment the industry's sale for the betterment of the entire society.
- VIII. To eradicate the wrong consumer notions which are other wise based on the minds of the consumers.
- IX. To build up goodwill by ay of non-commercial advertisements without a profit motive.
- X. Finally, to build up an effective brand performance for a particular product or services. (Kumar and Mittal, 2002:3)

Again, advertising objective can classify by the specific communication task to be accomplished with a specific target audience during a specific target audience during a specific period of time.

- **Informative Advertising** – is used heavily when introducing a new product category. In this case, the objective is to build primary demand of the customer.
- **Persuasive advertising** – becomes more important as competition increases. Here, the company's objective is to build selective demand for a brand by persuading consumers that it offers the best quality for their money.
- **Comparison Advertising** – in which a company directly or indirectly compares its brand with one or more other brand in the product line.
- **Reminder Advertising** – is of another type which assists to consumer to recollect the message, ideas, etc. of a particular product.
- **Reinforce Adverting** – which intends to assure the current purchasers that they have opted for the right product (Kotler and others, 2001:664).

2.3 How Does Advertising work?

According to Fill (1999:266) for a message to be communicated successful, it should be targeted at the right audience, capable of gaining attention, understandable, relevant and acceptable. For effective communication to occur, messages should be designed that fit the cognitive capability of the target audience and follow the model of how advertising works. Unfortunately, there is no such single model, despite years of research and speculation by a great many people. However, from all of the word undertaken in this area a number of views have been expressed and the following sections attempt to present some of the more influential perspectives.

2.3.1 Sequential model

A series of model have been developed to assist understanding of how these promotional tasks are segregated and organized effectively.

- ❖ **Hierarchy of effects model**– represent the process by which advertising was though to work and assume that there are a series of steps a prospect must pass through, in succession, from un awareness to actual purchase. Advertising, it is assumed, cannot induce immediate behavioral responses; rather, a series of mental effects must occur with fulfillment at each stage necessary before progress to the next stage is possible.

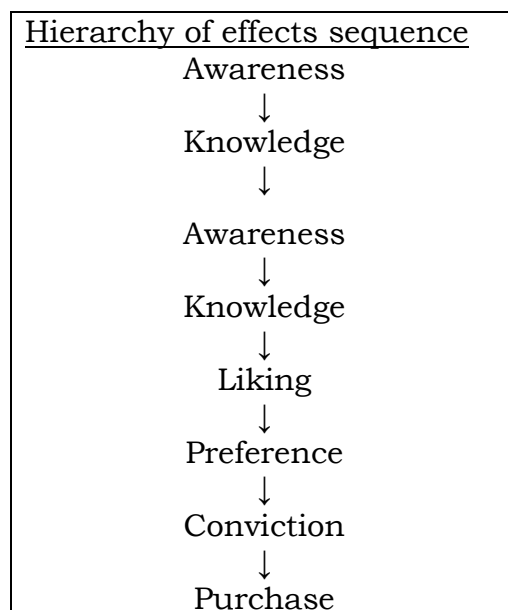


Figure 1 Hierarchy of effects sequence

2.4 Advertising Strategy

As Kotler and others (2001:666-668) stated, Advertising strategy covers two major elements: creating the advertising messages and

selecting the advertising media. In the past, most companies developed messages and media independently. The creative department first created the ad, then the media department selected the best media for carrying the advertisements to the desired target audiences. Separation of the functions often caused friction between creativeness and media planners.

2.4.1 Creating the Advertising Message

No matter how large the budget, advertising can succeed only if commercials gain attention and communicate well.

The changing message environment - good advertising messages are especially important in today's costly and cluttered advertising environment. The average consumer has numerous television channels and radio stations and thousands of magazines to choose from. Add the countless catalogues, direct-mail and online ads and a continuous barrage of other out-of-home media. Consumers are bombarded with ads at home, at work and at all points in between!

To gain and hold attention, today's advertising messages must be better planned, more imaginative, more innovative, more entertaining and more rewarding to consumers. Creative strategy, even intentionally controversial ads, will play an increasingly important role in helping advertisers break through the clutter and gain attention for their products.

❖ Message Strategy

The first step in creating effective advertising messages is to decide what general message will be communicated to customers – to plan the message strategy. Generally, the purpose of advertising is to get target consumers to think about or react to the product or company

in a certain way. People will respond only if they believe they believe they will *benefit* from doing so. Thus, developing an effective message strategy usually begins with identifying target customer *benefits* that can be used as advertising appeals. Ideally, advertising message strategy follows directly from the company's broader positioning strategy.

Message strategy statements tend to be plain, straightforward outlines of benefits and positioning points that the advertiser wants to stress. The advertiser must develop a compelling creative concept – or big idea – that will bring the message strategy to life in a distinctive and memorable way. At this stage, simple message ideas become great ad campaigns. Usually, a copywriter and art director will team up to generate many creative concepts, hoping that one of these concepts will turn out to be the big idea. The creative concept may emerge as a combination of the two.

How should advertising planners evaluate advertising messages? Generally, the creative concept should guide the choice of specific appeals to be used in an ad campaign. Advertising appeals should have three characteristics. First they should be meaningful, pointing out benefits that make the product more desirable or interesting to target customers. Second, appeals must be believable. This objective is difficult because many consumers doubt the truth of advertising in general. One study found that a full on-third of the public rates advertising messages as 'unbelievable'. Advertising also argue that the most meaningful and believable benefits may not be the best ones to feature. However, more recently, a number of companies have challenged conventional wisdom and successful used advertising that stresses honesty in selling to consumers.

Nevertheless, appeals should be distinctive in terms of telling consumers how the product is different from competing brands. Advertisers should therefore pre-test each ad to determine that it has the maximum impact, believability and appeal.

Message Execution

The advertiser now has to turn the 'big idea' into an actual ad execution that will capture the target market's attention and their interest. The impact of the message depends not only on what is said, but also on how it is said. The creative people must find the best style, tone, words and format for executing the message. Any message can be presented in different execution styles, such as the following:

- *Slice of life.* This style shows one or more people using the product in a normal setting.
- *Lifestyle.* This style shows how a product fits in with a particular lifestyle.
- *Fantasy.* This style creates a fantasy around the product or its use.
- *Mood or image.* This style builds a mood or image around the product, such as a beauty, love or serenity. No claim is made about the product except through suggestion.
- *Musical.* The ad is built around a song or some well-known music, so that emotional responses to the music are associated with the product.
- *Personality symbol.* This style creates a character that represents the product. The character might be animated.
- *Technical expertise.* This style shows the company's expertise in making the product.
- *Scientific evidence.* This style presents survey or scientific evidence that the brand is better or better liked than one or more brands.

- *Testimonial evidence or endorsement.* This style features a highly believable or likable source endorsing the product.

2.4.2 Selecting Advertising Media

As Belch and Belch (2004:301), Media planning is the series of decision involved in delivering the advertising message to the prospective purchasers and/or users of the product or brand.

According to Belch and Belch (2004:303), the media plan determines the best way to get the advertiser's message to the market. In a basic sense, the goal of the media plan is to find that combination of media that enable the marketer to communicate the message in the most effective manner to the largest number of potential customers at the lowest cost.

How do advertisers select appropriate media from the range of media available? Media planner considers many factors when making the media choices. The media habit of target consumers will affect media choice; the nature of the product; cost is also an important consideration in media choice.

According to Kotler and others (2001:671), the main steps in media selection are (1) deciding on reach, frequency and impact; (2) choosing among chief media types; (3) selecting specific medial vehicles; and (4) deciding on media timing.

1. Deciding on Reach, Frequency and Impact

To select media, the advertiser must decide what reach and frequency are needed to achieve advertising objectives. Reach is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time. Frequency is a measure of how

many times the average person in the target market is exposed to the message. The advertiser must also decide on the desired media impact that is, the qualitative value of a message exposure through a given medium.

2. Choosing among chief media types

The media planner has to know the reach frequency and impact of each of the major media types. The leading media have advantages and limitations. How do advertisers select appropriate media from the range of media available? Media planners consider many factors when making their media choices. The media habit of the consumers will affect media choice. The leading media have their own advantage and limitation as shown below.

News paper – the advantage of news paper it is flexibility; timeliness; local market coverage; broad acceptance; high believability. The limitations of news paper are short life, poor reproduction quality, and small pass along audience.

Television – Advantages of television are good mass-market coverage; high geographic and demographic selectivity; low cost. A disadvantage of television is high absolute cost; high clutter; fleeting exposure; less audience selectivity.

Radio – Advantage of radio is good local acceptance; high geographic and demographic selective; low cost. There are some disadvantages audio presentation only; low attention; fleeting exposure; fragmented audience.

Magazines – High geographic and demographic selectivity; credibility and prestige; high quality reproduction; long life; good pass-along readership those are advantages of magazines and there are some limitations, long

ad purchase lead time; high cost; some waste circulation; no guarantee of position.

Direct mail – Advantages of direct mail, high audience selectivity, flexibility, no ad competition within the same medium, allows personalization and limitations of direct mail, relatively high cost per exposure; 'junk mail' image.

Outdoor – Advantages flexibility; high repeat exposure; low cost; low message completion; good positional selectivity and Limitations of outdoor are, no audience selectivity, creative limitations.

Internet – the advantage of internet are high selectivity; low cost; immediacy; interactive capabilities and some of limitations are small, demographically skewed audience; relatively low impact audience controls exposure (Kotler and others (2001:672)).

3. Selecting specific Media Vehicles

The media planner must now choose the best media vehicles that is, specific media within each general media type. In most cases, there is an incredible number of choices. For radio and television, there are numerous stations and channels to choose from, together with hundreds, even thousands, of programme vehicles – the particular programmers or shows where the commercial should be broadcast. Prime-time programmes are the favorites; the cost, however, tend to escalate with the popularity of the programme (Kotler and others (2001:673)).

2.5 Timing of Advertisement Placements

According to Fill (1999:341), the timing of placements is dependent upon a number of factors. One of the overriding constraints is the size of the media budget and the impact that certain placement patterns can bring to an organization's cash flow. Putting cost to one side, many researchers have identified and labeled different scheduling patterns.

2.5.1 Continuity patterns

Continuous patterns involve regular and uniform presentation of the message to the target audience. Over the long term, a continuous pattern is more appropriate for products and services where demand is crisis led. These continuous patterns are often used for mature products, where reminder advertising is appropriate.

2.5.2 Flighting Patterns

Flighting allows advertisers the opportunity to spread their resources across a longer period of time. This may improve the effectiveness of their messages. A flighting pattern may be appropriate in situations where messages need to reflect varying demand, such as that experienced by the retail sector throughout the year. Flighting is also adopted as a competitive response to varying advertising weights applied by rivals. These schedules are used for specific events, such as support for major sales promotions and responses to adverse publicity or one-off market opportunities.

Flighting patterns can also be used to respond in short and often heavy periods of investment activity. Because of the seasonality of the product advertising at other times is inappropriate and a waste of resources. This approach can also be used to respond quickly to a competitor's potentially damaging actions, to launch new products or to provide

unique information about a particular event such as a result of merger activity, or to promote information about a particular event such as an impending share offer.

2.5.3 Pulsing Patterns

Pulsing seeks to combine the advantages of both the previous patterns. As a result it is the safest of all the options, but potentially the most expensive. It allows advertisers to increase levels of message activity at certain times of the year, which is important for times when sales traditionally increase.

Whereas flighting presents an opportunity for individual to forget message during periods of no advertising, pulsing helps to prevent the onset of forgetting, to build high levels of awareness and to provide a barrier that hold back competitor attack.

2.6 Evaluating Advertising

According to Kotler and others (2001: 674), the advertising program should regularly evaluate both the communication impact and the sales effects of advertising. Measuring the communication effects of an ad or copy testing tells whether the ad is communicating well. Copy testing can be done before and after an ad is printed or broadcast. Before the ad is placed, the advertiser can show it to consumers, ask how they like it and measure recall or attitude changes resulting from it. After the ad is run, the advertiser can measure how the ad affected consumer recall or product awareness, knowledge and preference.

- The change in brand awareness is determined by the number of customers who were previously unaware of the brand and the number who notices the advertisement and are now aware of the

brand, or by the difference in the number of customers who are aware that the brand exists before and after the campaign. If there is a little or even a decline in brand awareness, the advertiser has to determine whether the reason is the poor impact achieved by the communications campaign or that customers forget because of poor recall or inadequate advertising investment.

- The nature of consumers' attitudes towards a brand can be ascertained before and after a campaign. An informative ad allows consumer to learn more about product/brand benefits. If the message is poorly targeted, or conveys an undesirable or unbelievable message, consumers are antipathetic towards the brand. They do not develop any liking for the product. Advertisers may have to redesign the copy to generate interest among customers or improve message content in order to enhance the level of comprehension of brand benefits among target customers.
- Consumers who are sympathetic towards advertised brand benefits would manifest their favorable response in the form of stated brand preference. Similarly, before-an-after the campaign studies would enable changes in consumer brand preference to be determined. Reasons for brand rejection should be identified so that communication weaknesses can be determined.
- It is usually difficult to measure the sales effect of a campaign. Questions such as 'what sales are caused by an ad that increases brand awareness by 20 percent and brand preference by 10 percent?' are not easy to answer. Sales or trials are affected by many factors besides advertising, such as product features, price and availability. One way to measure the sales effect of advertising is to compare past sales with past advertising expenditures. Another way is through experiments. More complex

experiments could be designed to include other variable, such as differences in the ads or media used.

- If the customer is satisfied with brand he or she has bought, this will lead to repeat purchase on another buyer buying occasion. The extent to which advertising or a specific 'reminder' campaign affects repeat purchase is difficult to measure because of the difficulty of separating out the immediate and long-term effects of advertising. 'before-and-after' type studies and controlled experiments can be used, nonetheless, to direct changes in purchase and usage frequency. Again, advertisers should obtain consumer feedback to increase their understanding of the impact of communications on repeat purchase. Advertising may not be blamed for non-repeat purchase.

CHAPTER THREE

Data presentation, Analysis and Interpretations

This chapter deals with the presentation, analysis and interpretation of data gathered from the respondents of the general public, producers who are members of Mushroom Growers Association (MGA) in Addis Ababa and General Manager of the association through questionnaire and interview respectively. From the 220 questionnaires that were distributed for the general public only 150 were completely filed and returned, and from the 50 questionnaires distributed to the producers only the 40 were collected and used for the purpose of drawing conclusions.

3.1. Respondents' General Characteristics

Table 1: General characteristics of the general public respondents

No.	General character	No. of general public respondents	percentage
1	Gender		
	• Male	60	40%
	• Female	90	60%
	Total	150	100%
2	Age		
	• 18-27	45	30%
	• 28-37	55	36.7%
	• 38-47	25	16.66%
	• 48-57	20	13.33%
	• 58 and above	5	3.33%
	Total	150	100%
3	Educational background		
	• Under 12 th grade	10	6.67%
	• 12 th complete	25	16.67%
	• Diploma	72	48%
	• Degree	31	20.66%
	• Above degree	12	8%
	Total	150	100

As it can be seen from the item 1 of table one above 60 (40%) respondents are male and 90(60%) are female. This shows that the majority of respondents are female which indicates that in order to communicate the association's focus should be on this group because of their major influence in purchasing decision.

According to Item 2 of table one, 45(30%) of the respondents were between the age of 18 - 27, 55(36.7%) were between 28 - 37, 25 (16.66%) were between 38 - 47, 20(13.33%) were between the age of 48 - 57 and there were 5 (3.33%) above 58. This shows that majority of the respondents are matured, decision makers in household purchase and they should be addressed as target customers during promotional campaign.

On the other hand on item 3 of the same table, 10 (6.67%) of the respondents' were under 12th grade, 25 (16.67%) were 12th complete, 72 (48%) of the respondents were Diploma holder, 31 (20.66%) of the respondents were Degree holder and 12 (8%) of the respondents were above degree.

3.2. Analysis and interpretation of general public responses on the association's advertising practice.

Table 2: Advertisement Experience by the public

Item	Respondents	
	No.	%age
Did you watch or hear any form of advertisement in any media about mushroom?		
• Yes	40	26.67%
• No	110	73.33%
Total	150	100%

As it is clearly observed from the table 2, respondents were asked if they watched or heard any advertisements of the association. The question was raised just to first make sure that the targeted respondents have experienced the association's ads in any form. Thus, 110 (73.33%) of the respondents didn't watch or hear the association's advertisement and the rest 40 (26.67%) respondents have seen advertisements of the association. This implies that the majority of the general public didn't watch or hear any advertisements that were done by the association.

Table 3: The Ads' Convincing power

Item	Respondents	
	F	%age
The advertisement you heard and /or watched is convincing enough to go and buy mushroom.		
• Agree	-	-
• Strongly agree	-	-
• Neutral	-	-
• Disagree	-	-
• Strongly disagree	10	25%
	30	75%
Total	40	100%

According to table 3, respondents were asked about the convincing power of the advertisements and thus, 30(75%) strongly disagreed with the existence of the conviction power of the advertisements and 10 (25%) replied disagree. This implies that the promotions of the association were not convincing enough for the public.

Table 4: Respondents attention to the ads

Item	Respondents	
	F	%age
When you watch or listen to any media do you pay attention for the association's advertisement? <ul style="list-style-type: none">• Yes• No	33 117	22% 78%
Total	150	100%

As it can be clearly observed from the table 4 above that, respondents were asked when they watch or listen to any media if they paid attention for the association's advertisement and thus, 33 (22%) had positive reply while the remaining 117 (78%) had negative response. This indicates that majority of the general public does not give attention to the advertisement communicated by the association.

Table 5: Knowledge about mushroom

Item	Respondents	
	F	%age
Do you have any knowledge about mushroom? <ul style="list-style-type: none">• Yes I have• No, I don't have	60 90	40% 60%
Total	150	100%

According to table 5, 90(60%) replied that they have no knowledge about mushroom and the remaining 60(40%) of the respondents have the knowledge about mushroom. This implies the association and individual mushroom growers have got a lot of works left to help the public have adequate level of knowledge about mushroom.

For those who response “yes” knowledge of mushroom majority of the respondents reflect that they can get additional income from the sector rather than using mushroom in every day meal. Majority of the society is not motivated to start consuming mushroom.

Table 6: Consumption of mushroom as food

No.	Item	Respondents	
		F	%age
1	How did you start to consume mushroom as food?		
	• Through promotion	11	7.33%
	• word of mouth	21	24%
	• Reading books	3	2%
	• I never used	110	73.33%
	• other	5	3.34
	Total	150	100%
2	If your answer for question No 1 above is I never consumed, what is the reason? Because:		
	• I don't know about edible mushroom	96	87.27%
	• I don't know they are available in the market	14	12.73%
	• I don't like mushroom	-	-
	• I don't have ability to buy (purchasing power)	-	-
	• Other	-	-
	Total	110	100%

According to the information in item one of table 6 above, 110(73.33%) never consumed, 21 (24%) as a result of word of mouth, 11 (7.33%) of the respondents started to consume mushroom through promotion, 5 (3.34%) they give answers like they eat mushroom for the first time in restaurant and pizza corner in their served meal and finally 3 (2%) after

reading books. So, it is clearly shown that the individuals that consume mushroom get the information from the people they know through word of mouth.

Regarding the reason why they never consumed. 96 (87.27%) of the respondents replied that they don't know about edible mushroom and the remaining 14 (12.73%) never consumed because they don't know they are available in the market. Therefore, it indicates that the general public has little or no knowledge about mushroom; this also indicates the existence of little or no effort on the part of the association to communicate about mushroom to the public.

Table 7: Awareness creating programs

Item	Respondents	
	F.	%age
How do you assess the Mushroom Growers Association's advertising practice in creating awareness about mushroom?	-	-
• very good	-	-
• good	-	-
• fair	5	12.5%
• poor	25	62.5%
• very poor	10	25%
Total	40	100%

As it can be clearly observed from the table7 above, 25 (62.5%), 10(25%) and 5 (12.5%) of the respondents believe the advertising practice of the association meant for creating awareness was poor, very poor and fair respectively. This indicates that the advertising of the association was not enough to create awareness.

Table 8: suitable media selection

Item	Respondents	
	F	%age
In your opinion which medium shall the association use to place effective advertisement?		
• Television	96	64%
• Radio	48	32%
• News paper	-	-
• Billboard	-	-
• other	6	4%
Total	150	100%

As it can be seen from table 8 above, 96 (64%) of respondents recommend the company to use television, 48(32%) radio, and 6(4%) other promotional methods like sales promotion. This shows that majority of respondents recommend the association to advertise by using television and radio.

Table 9: Adequacy of the Advertisements

Item	Respondents	
	F	%age
Do you think the association Advertising practice is enough to create public awareness about mushroom?		
• Yes	-	-
• No	147	98%
• I don't know	3	2%
Total	150	100%

According to table 9, 147 (98%) of respondents reported that the association's Advertising practice is not enough and 3 (2%) of the

respondents have a neutral thought. This indicates that the promotional campaign of the association is not enough in respect to awareness creation.

For the “No” response on major issues such as “do you think the association promotional campaign is enough to create public awareness about mushroom?” respondents suggest that the association has to do more advertisements in terms of creating awareness to the public.

3.3 Analysis on the producer’s response

Table 10: Producers’ experience in the business.

Item	Respondents	
	F	%age
How many years do you spent as a producer of mushroom?		
• <1 Year	6	15%
• 1-3 yrs	21	52.5%
• 4 – 6 yrs	8	20%
• 7 – 8 yrs	3	7.5%
• >9yrs	2	5%
Total	40	100%

As it can be observed for table 10, 6(5%) of the respondents are less than one year since they started producing mushroom, 21(52%) of the respondents have between 1-3 years, 8 (20%) of the respondents have 4-6 years, 3 (7.5%) of the respondents have 7-8 years producing, 2 (5%) respondents have 9 and above years of experience. The majority of the producers are between the years of 1-3, this show that the mushroom production business is yet an infant sector in Ethiopia.

Table 11: producers’ perception of the public awareness

No	Item	Respondents	
		F	%age
1	Do you think the public is well aware of mushroom production? <ul style="list-style-type: none">• yes• No	1	2.5%
		39	97.5%
		Total	40
2	Do you think the public is aware of the uses of mushroom? <ul style="list-style-type: none">• yes• No	1	2.5%
		39	97.5%
		Total	40

When asked about their perceptions of the public’s awareness, 39(97.5%) of the respondents replied the public is not aware of mushroom production and to the remaining part of the respondents 1(2.5%) of producers replied that the public is well aware of mushroom production. This shows that the general public is not well aware of mushroom production.

Regarding item 2 of table 1, the respondents’ response on the public awareness of mushroom use, 39 (97.5%) thought the public don’t have the awareness in relation to the uses of mushroom and 1 (2.5%) respondent thought the public is well aware. This shows that the general public is not well aware of the uses of mushroom.

The open ended questions that are asked for the producers on major issues such as “do you think the public is well aware of the uses of mushroom?” respondents reflect that “No” generally their reason was the

culture of the public makes it hard to understand and accept new things, much has to be done regarding on the uses and consumption habit of mushroom for the public largely residing in the urban areas of the country.

Table 12: Advertising practice of the association

Item	Respondents	
	F	%age
How do you evaluate the Advertising practices of the association in terms of influencing public perception?		
● very good	-	-
● good	2	5%
● fair	8	20%
● poor	16	40%
● very poor	14	35%
Total	40	100%

As it can be seen in table 12, 16(40%), 14 (35%) and 8 (20%), of producers' respondents, rate the association effort as poor, very poor and fair respectively. The remaining 2(5%) respondent rated the association as being good in its Advertising effort to influence the perception of the public. The majority of the producers' response is "poor" and "very poor" which indicate that the association's promotional practice in terms of influencing public perception is very low.

Table 13: Acquiring new customers through the Association

Item	Respondents	
	F	% age
Have you ever got a new customer because of the advertising practices that are made by the association?		

• yes	13	32.5%
• No	27	67.5%
Total	40	100%

Producers were also asked about whether they have acquired customers through their association’s promotional efforts and as a result significant proportion of respondents (i.e. 67.5%) replied that they never got additional number of customers and only 32.5% of them assured that they have got new customers due to the efforts. This indicates that the majority of the producers are not benefited from the advertisement transmitted by the association. In addition this shows that the promotions that are conducted by the association don’t reach to the target customer effectively.

Table 14: Respondent’s response on the perception of the public towards mushroom?

Item	Respondents	
	F	%age
How do you evaluate the perception of the public towards mushroom products as food consumption?		
• very good	-	-
• good	-	-
• fair	5	12.5%
• poor	30	75%
• very poor	5	12.5%
Total	40	100%

According to table 14, 30 (75%), 5(12.5%), and 5(12.5%) respondents think that the public perception of mushroom as a food is “poor”, “very poor” and “fair” respectively. This indicates that majority of the public is not well aware of mushroom to consume in their meal.

Table 15: the association effort to provide information.

Item	Respondents	
	F	%age
How do you rate the effort exerted by the association in providing information about mushroom and mushroom production to the customers and also to the producers?		
• very good	1	2.5%
• good	2	5%
• fair	6	15%
• poor	31	77%
• very poor	-	-
Total	40	100%

It was also asked that how producers rate the effort of the association to provide information about mushroom and mushroom production. To this end, it was reflected that more than 80% of the respondents were not that much satisfied with the work of the association, this can easily be seen from the table above where only one producer and other 1 and 2 producers thought the association's effort is very good and good respectively.

Table 16: Adequacy of advisements made by the association.

Item	Respondents	
	F	%age
Do you think the advertising practice of the association is enough?		
• yes	1	2.5%
• No	39	97.5
Total	40	100%

As shown in the above table 17, respondents respond on the question of promotional practice of the association, almost all the respondent's reply it is not enough. To substantiate this, the mega share of respondents (97.5%) of them believed that the promotional practice of the association is inadequate, Where as only 1 (2.5%) of the respondents indicated the adequacy of the practice. This indicates that the association is expected to do more advertisements in the future in terms of creating awareness in the mind of the general public.

For the "No" response on the question "do you think the advertising practice of the association is enough?" their suggestion was further promotional campaign has to carry out by the association in terms of creating public awareness and changing the habit.

Table 17: Evaluating the effectiveness of advertisement.

Item	Respondents	
	F	%age
Have you ever evaluated the association advertisement effectiveness?		
• yes	1	2.5%
• No	39	97.5
Total	40	100%

As shown in the above table, 39 (97.5%) said that they do not evaluate their promotion's effectiveness and only 1 (2.5%) replied "yes".

3.4. Major Findings from Interview

The student researcher has interviewed the association's general manager to get some basic ideas towards the association's advertisement practices.

- The first was what are the major problems that your association is facing at the moment? According to the information obtained from the manager, the major problems faced by the association currently are technology problem like production materials, market challenge getting the right demand for the producers, and also lack of government assistance.
- The other question was what type of advertising practice his association implements and which advertising Medias he applies for. The manager replied, the advertising practices the association implements include advertising the products by using the print media and also it implements electronic media like news paper and television respectively.
- In regard to the main objectives of his association's advertising practices he replied. That the association advertising practice focuses on informing the society about health benefit of mushroom, creating an additional income and nutritional value of mushroom.
- For the question "Is there anything you perform specifically to create public awareness about mushroom produces?" The manager replied, no, the association does not perform special kind of awareness creation program.
- In case of how he measure the effectiveness of your promotional program? As per the manager answer, is measured with the public response towards the association promotion, the customer feedback, and also the producers are getting new customers.

- For the question do you think your advertisement program is helpful to create customer awareness? The association manager replies, the advertisement program is not enough to create public awareness, we have to do more.

- In regard to the association performing as per its promises in relation advertisement the manager answered, No, this is because of the financial constraint, the bureaucracy of the television program, and also some cultural practice challenge.

Chapter Four

Summary, Conclusions and Recommendations

This chapter is devoted to summarize the major findings of the study, the conclusions derived from those findings and the recommendations forwarded by the student researcher.

4.1. Summary

The study attempted to address the three basic questions posed in the first chapter of the paper. In this regard all pertinent data and information were collected. The major findings of the study are summarized accordingly.

Summary Findings

With regard to the association's advertisement, 110 (73.33%) of the respondents didn't watch or heard the association advertisement and the rest 40 (26.67%) respondents have seen an advertisement of the association.

According to the information obtained from respondents, 30(75%) strongly disagreed with the existence of the conviction power of the advertisements and 10 (25%) replied disagree.

With regard to attractiveness of the association advertisement 117 (78%) were respond "no" and the remaining 33 (22%) were answer "yes".

Almost with regard to the knowledge of mushroom 90(60%) of the respondents have no knowledge about mushroom and the 60(40%) of the respondent's were have the knowledge about mushroom.

The respondents were respond they start to consume mushroom, 21 (24%) as a result of word of mouth, 11 (7.33%) of the respondents

started to consume mushroom through advertising, 5 (3.34%) replied other and finally 3 (2%) after reading books.

Regarding the reason why they never used. 96 (87.27%) of the respondents replied because they don't know about edible mushroom and the 14 (12.73%) never used because they don't know they are available in the market.

According to the information gathered from respondent's, 25 (62.5%), 10(25%) and 5 (12.5%) of the respondents believe the advertising practice of the association meant for creating awareness was poor, very poor and fair respectively.

To make the association advertisement more effective 96 (64%) of respondents recommend the company to use television, 48(32%) radio, and 6(4%) other promotional methods like sales promotion.

The association promotional campaign in terms of creating awareness, (98%) of respondents respond the promotion is not enough and 3 (2%) of the respondents response "I don't know".

Producers' response summary

According to the information gathered from the producers, 6(5%) of the respondents are less than one year since they start producing mushroom, 21(52%) of the respondents are between 1-3 years, 8 (20%) of the respondents are 4-6 years, 3 (7.5%) of the respondents are 7-8 years, 2 (5%) respondents are 9 years and above.

In relation to the public awareness of mushroom production the respondent's respond 1(2.5%) respond "yes" the public is well aware of mushroom production and the remain 39(97.5%) respondent's response "No" the public is not well aware.

Regarding to the public awareness of mushroom use, 39(97.5%) of the respondents replied the public is not aware of mushroom production and to the remaining part of the respondents 1(2.5%) of producers replied that the public is well aware.

In terms of influencing public perception the association advertisement evaluate, , 30 (75%), 5(12.5%), and 5(12.5%) respondents think that the public perception of mushroom as a food is “poor”, “very poor” and “fair” respectively.

According to the information gathered, 27(67.5%) replied that they never got additional number of customers and only 13(32.5%) of them assured that they have got new customers due to the efforts.

With regard to the information gathered, 5(12.5%) respondents reply on the public perception of mushroom as a food is “fair”, 30 (75%) respond “poor” and 5(12.5%) replies the public awareness is “very poor”.

The effort exerted by the association to provide information the respondents response,1 (2.5%) “very good”, 2 (5%) respond “good”, 6 (15%) respond “fair”, 31 (77%) respond “poor”.

According to the information gather 14(35%) of the respondents make their own promotion with out the involvement of the association and 26 (65%) of the producer answered “no”.

Regard to the promotional practice of the association 1 (2.5%) response “yes” it is enough, but the 39 (97.5%) of the respondents were answered “no” it is not enough.

According to the information gathered from respondents 39 (97.5%) respond that they do evaluate their advertising effectiveness and only 1 (2.5%) replied “yes”.

Summary of the interview findings

According the information obtained from the manager, the major problem faced by the association currently are technology problem, market challenge, and also lack of government assistance.

The advertising strategies the association implements include promoting the products by using the print media and also it

implements electronic media. Like news paper and television respectively.

The main objective of the association advertising practice focuses on informing the society about health benefit of mushroom, creating an additional income and nutritional value of mushroom.

The association does not perform special kind of awareness creation program.

Evaluation of advertising effectiveness is measured with the public response towards the association promotion, the customer feedback, and also the producers are getting new customers.

The advertising program is not enough to create public awareness, we have to do more.

4.2. Conclusions

Based on the objective of this study and the research findings obtained through the survey conducted with the general public and producers, the student researcher can conclude that the association's advertising practice is experiencing many weak sides.

- The majority of the general public didn't watch or hear any advertisement that was conducted by the association. Hence, the association's effort to bring positive results through ads is weak.
- The association's advertisement program is not enough to create public awareness. Thus, it requires the association to exert its level best to create an adequate level of awareness on the part of the public about mushroom.
- From the findings one can also reasonably conclude that the advertisements of the association have got the least power to convince the public as to the benefits of mushroom.
- Some of the findings lead to a conclusion that the promotional campaign of the association was not attractive enough and thus it could not reach its target customers.
- Let alone being aware of edible mushroom, the general public still requires a strong communication effort to gain knowledge in connection with mushroom.
- The association does not have helpful system to measure the effectiveness of the promotional program?

4.3. Recommendations

- The general public does not have the knowledge and the information of the availability of mushrooms in the market place, as it discussed in the review of related literature, even the most useful and need-satisfying product will be a marketing failure if no one knows it's availability. Thus, promotion becomes essential, rather a duty, of the manufacturers to help the customers know from where, how, when and at what price the product would be available. A basic purpose of promotion is to let potential customers know about need-fulfilling products.
- The industry is a new sector to the society, so building awareness should be the first objective of the association, new products and new companies often unknown to a market, which means initial promotional efforts must focus on establishing an identity. In this situation the association must focus the promotion to effectively reach customers, and tell the market who they are and what they have to offer.
- The association has to give more emphasis on the awareness creation when they design their promotion objectives.
- Informative promotion is more appropriate to create awareness in the general public.
- The association has to plan to make their promotions more attractive that can get the public attention. To gain and hold attention, today's advertising messages must be better planned, more imaginative, more innovative, more entertaining and more rewarding to consumers.
- The association needs to have appropriate mechanism to evaluate advertisement effectiveness.
- The association has to use electronic media especially television to promote about mushroom more effectively.

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Declaration

I, the undersigned, declare that this senior essay is my original work, prepared under the guidance of Ato DAWIT MELAK. All source of material used for the manuscript have been duly acknowledged.

Name MIHRET ESTFANOS

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Place of Submission **St. Mary's University College**

Date of Submission _____

Advisor Declaration

The paper has been submitted for examination with my approval as the university college advisor.

Name _____

Signature _____

Date _____