

**ASSESSING THE ROLE OF ADVERTISING OF HERBAL MEDICINE TOWARDS
CONSUMER BUYING ATTITUDE
(CASE STUDY OF AMEN SCIENTIFIC HERBAL CENTRE ATWIMA TACHIMAN)**

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STATEMENT OF AUTHENTICITY

We have read the university regulations relating to plagiarism and certify that this report is all our own work and does not contain any unacknowledged work from any other source. We also declare that we have been under supervision for this report herein submitted.

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Supervisor's Declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision laid down by christian service university college

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ABSTRACT

This study in brief looks at the herbal medicine industry and how it uses advertising to affect the buying decision of consumers in Ghana with emphasis on Amen Scientific Herbal Center Atwima-Techiman, Kumasi. The research was designed to examine the extent to which adverts affect the buying attitude of consumers with regards to herbal medicine.

The methodology deals with the population, sample chosen and the research instrument used. The population comprises of consumers of herbal drugs and the management and staff of Amen Scientific Herbal Centre .A sample of sixty (60) respondents was chosen for the study. Questionnaires and interviews were the research instrument applied. Frequency tables, bar charts and pie charts were used to analyse and present data.

Base on the outlined objectives, it was found out that advertisement is one of the major communication tools that can influence the buying attitudes of consumers.

In a nutshell, advertisements on consumer goods should be frequent with an appropriate and persuasive heading for the fact that it draws consumers' attention on the firm's products, thereby giving market power to the firm. It is therefore very essential for the firm to fully focus on advertising because it is an effective tool for creating awareness and positive perception in the minds of consumers.

It is suggested that further research should be carried out by increasing the sample size and extension to other areas like organizational buying behaviour in terms of their decision making process with regards to advertisement. Contributing to this fact that, the researcher had a limited time and financial constraints which did not allow the researcher to operate within a larger area.

DEDICATION

This piece of academic work is dedicated to the almighty God for his guidance and protection throughout the undertaken of this project work.

It is also dedicated to our loved ones especially to our parents, spouses for their moral, prayers and financial support.

Our lecturers and all those who contributed in one way or the other to make this work a success.

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CHAPTER ONE

1.1 BACKGROUND OF THE STUDY

Advertising is the main weapon or tool in every organization for its survival in this era of competition. Consumers are never far from advertisements. Therefore to succeed in winning customers in the face of competition, it is vital for the organization to understand how buyers go about choosing between alternatives (consumer buying behaviors). Buying behavior is the way in which customers act, and the processes involved in making a purchase decision. It can be said to be the act of individuals and firms which are directly related to obtaining, using and disposing off economic goods and services, including the decision that provides and determines these act. Consumer behavior is dynamic throughout the world. Even though, consumers in the world have similar needs, there are substantial differences in the way these need are satisfied .Advertisements of herbal drugs may differ form company to company based on their products produced, product packages, radio and television commercials, and billboards which are all bewitching consumers' attention. One has to look at the variety of products offered across national boundaries and within them and how these products are presented to the understanding of the consumer. In fact, foreign consumers are likely to differ, at least to some extent from domestic consumers in what they buy, why they buy, who decided what to buy, how they buy, when they buy and where they buy. Consumer attitude is a dynamic process that is most consumers, whether an individual or an organization goes through similar mental problems in deciding which products and brands to buy. Many herbal organizations produce many products which are advertised in different ways which affect the consumers buying attitude or decision. The more marketers know the factors affecting their consumers buying decision or attitude, the greater their ability to design attractive strategies and products to define their target market.

Obviously, various consumers often end up buying different product because of differences in their personal characteristics, thus needs, benefits sought, perception, values, past experiences and life styles. Also, consumer buying attitude involves not just understanding what they acquire, use or dispose but often closely tied to why they do so and their acquisition usage and disposition can occur for a number of reasons.

For example, some customers have various body parts pierced because they feel it is a form of self – expression, others do it to fit into a group, still others believe that it is a form of aesthetic beauty, whereas for some, piercing is done to enhance sexual pleasure. They may be physically addicted to the product or they may have the accomplishment that they cannot overcome buying some products. Nevertheless, consumer buying attitude involves more than just buying or purchasing. Although, the manner in which consumers buy products is extremely important to marketers and also is not the only thing of interest.

1.1 BACKGROUND OF THE COMPANY

The firm was established in 1996 when the C. E. O DR. Sheikh Amen Bonsu returned from abroad with the aim of providing safe, efficacious, alternative and complementary medicine to the people of Ghana.

They have a laboratory for the testing of plant and herbal medicines. They use pharmacology and photochemistry methods. Toxicology and dosaging are also tested. They have chemical laboratory where patients are diagnosed of diseases before prescribing any medicine. Drugs are prepared in syrup form and some are in the powdered form. The headquarters which is in Kumasi was established as a result of patient's response of and good testimonies. Within a short time many branches were set up due to demand from traditional council leaders, district

assemblies, opinion leaders and other people who wanted to have a benefit from our services and effectiveness of our treatment.

1.2 STATEMENT OF THE PROBLEM

Consumers react in various ways in their purchase decision making process. They are influenced by a number of factors in each purchase that is made. Competition is now a major factor among herbal producers in the world today. Producers need to advertise their products and services in order to be able to reach out to both customers (existing) and potential customers if they are not to be overtaken by their competitors.

Due to this marketers have developed the tendency of misleading consumers about their products through advertisement. In as much as advertisements help consumers in finding products or choosing between the various brands of products in the market, producers sometimes mislead customers into buying products which do not really service the purpose for which they were advertised.

In the midst of all these, many marketers of herbal drugs are now doing their best to erase this negative perception from consumers mind and to make advertisement an available thing to consumer attitudes towards herbal products.

1.3 OBJECTIVES OF THE STUDY

The research paper endeavors to assess the role of advertisement of herbal drugs on consumers purchase decision in Ghana, Specifically that part of Amen Scientific Herbal Centre Atwima – Techiman.

The main purpose is to bring to view the extent to which adverts colour the decision making process of consumers or how advertisement affect consumer attitudes towards herbal medicine or drugs. The objectives set are:

- i. To find out whether a well planned advertising program can change the buying decisions of consumers of herbal products.
- ii. To find out whether advertising can affect the consumer attitude towards herbal products in the market.
- iii. To find out how consumers respond to advertising relating to their unfulfilled needs.
- iv. To identify how the neglect of advertisement affects an organization's product.
- v. To determine the kind of medium that the firm uses in advertising it's herbal products.

1.4 RESEARCH QUESTIONS

The following research questions have prompted the need to undertake this study entitled, "The Role of advertisement of herbal medicine towards consumers' decision making process". These questions are also raised in order to ascertain facts to make reasonable conclusion and recommendations. The questions are:

- i. Can a well planned advertising program change the buying decisions of consumers?
- ii. Does advertising affect the consumer attitude towards products in the market?
- iii. What is the response from consumers to advertising relating to their unfulfilled needs?
- iv. To what extent does the neglect of advertisement have on an organization's product?
- v. What medium does the firm use in advertisement?

1.5 SCOPE OF THE STUDY

This deals with the areas that the research covers. The main focus is on how advertising of herbal medicine affects purchase decisions of consumers towards the products of Amen Scientific Herbal Centre – Atwima Techiman.

1.6 THE LIMITATIONS OF THE STUDY

This research is limited to questionnaire given out to randomly selected customers of Amen Scientific Herbal Hospital.

- i. Due to limited resources, the researcher was not able to use many herbal centers in Ghana. This is because.
- ii. Researchers couldn't combine the study and academic worth together.
- iii. Obtaining information for the research was difficult because of the fear of the researcher releasing information to competitors.

1.7 SIGNIFICANCE OF THE STUDY

Advertisement has much influence and greater impact on consumer buying attitudes. Therefore, it is better to study the role of advertisement towards consumer's buying attitude so that potential customers would be alerted. It will also educate producers and marketers on how to advertise products in a way that will win many customers.

Also, it will educate consumers on how to identify the best herbal products on the market by making use of advertisement.

The study will also serve as a reference material for students in the tertiary institutions.etc.

1.8 ORGANIZATION OF CHAPTERS

Chapter one is concerned with the introduction, background of the study, objectives of the study, statement of the problem, research questions, scope of the study, the limitations of the study and the significance of the study.

Chapter two discusses the literature review of the topic under study.

Chapter three deals with research methodology.

Chapter four deals with the presentation and analysis of data and research findings.

Chapter five, which is the last chapter, deals with conclusions, summary and recommendations.

CHAPTER TWO

2.0 LITERATURE REVIEW

This chapter explores relevant literature with regards to the concept of consumer attitude towards their purchase decision and the role of advertisement as applied in marketing and the review of work of other writers, and a collection of personalities.

2.1 THE NATURE OF CONSUMER ATTITUDE

The attitude held by consumers have a direct influence on their purchasing decisions and these decisions, in turn, may reinforce a particular attitude or lead to its modification. An understanding of the way in which consumer attitude are formed, reinforced and modified is therefore of prime importance to the marketer. If the marketer is able to identify the attitudes held by different market segments towards his product, and also to measure changes in those attitudes, he will be well placed in his marketing strategy.

Attitude research can also provide a useful basis forecasting of changes in the pattern of purchasing behavior. The concept of attitude has long been of critical importance in attempts to explain man's social behavior. However, for more than other concepts in social science, it is an abstraction that has no one absolute and correct meaning or definition. In an examination of the literature it may be seen that there are many definitions of attitude but the most widely used is probably that of Allport who defines it as "a mental and neutral state of influence upon the individual's response to all objects and situations with which it is related.

Similarly, Best and Coney (1992), define attitude as “an enduring organization of motivation, emotional, perceptual and cognitive processes with respect to some aspect of our environment”. Thus, an attitude is the way we think, feel and act toward some aspect of our environment such as a retail store, television program, or product. Attitudes help consumers to make many kinds of choices. Some of these choices are relatively minor (e.g. what to have for lunch); others are quite important (e.g. what college to attend). Thus a consumer could have an attitude toward a restaurant and an attitude toward a college. Also as mentioned at the onset, a consumer can have an attitude toward a friend or an attitude toward a marketing message (e.g. an ad). Consumers can also have attitudes about themselves (e.g. a self concept).

A consumer's attitudes do not always predict purchase behavior. A person may hold very favourable attitudes toward a product but not buy it, because of some inhibiting factors. Typical inhibitors are not having enough money or discovering that your preferred brand is not available when you want to buy it. Under such circumstances purchase behaviour may ever contradict attitudes. Changing consumer attitudes can be difficult or impossible when change is accomplished, it normally takes a long time and a lot of money. Consider how long it takes to gain widespread acceptance of air bags in cars. They were initially ridiculed but now are frequently demanded by car buyers. When faced with unfavourable attitudes and recognizing how difficult changing them will be, marketers frequently alter the product to conform to the attitudes.

2.2 CHARACTERISTICS OF CONSUMER ATTITUDES

Hawkins and mothersbaugh (2010) did a study which says consumers are overconfidence, they think they know more than they actually do and this can lead to lower levels of search and lower quality decisions. Attitudes are learned: They are formed as a result of direct experiences with a product or an idea, indirect experiences (such as reading about a product in consumer reports) and interactions with social groups.

Attitudes have an object: By definition, we can hold attitudes only toward something. The object can be general; it can be abstract or concrete. In attempting to determined consumer attitudes. The object of the attitude must be carefully defined. This is because a person might have a favorable attitude toward the general concept (exercise), but a negative attitude toward a specific dimension of the concept (jogging).

Attitudes have direction and intensity: Our attitudes are either favourable or unfavorable toward the object. They cannot be neutral; in addition they have strength. This factor is important for marketers because both strongly held favourable attitudes are difficult to change. Finally attitudes tend to be stable and general sable once formed, attitudes usually endure, and the longer they are, the more resistance to change they become.

People so have a tendency to generalize attitude. For instance, a person who likes the produce section in a particular store or supermarket has a tendency to form a favourable attitude towards the entire store. Michael J. Etzel (2001) Source: Hawkins and mothersbaugh (2010), Michael J. Etzel (2001).

2.2.1 Why Consumer Attitudes Are Formed

The functional theory of attitudes explains the role of consumer attitudes in guiding and shaping social behaviour. It explains the role that attitudes play in helping us deal with everyday life. The functional theory describes where attitudes come from by understanding the human motivation for forming attitudes. Four major functions and knowledge. Each of these functions can be viewed as a kind of appeal that marketers can make to customers via advertising and promotional messages.

The utilitarian function: this function also known as the instrumental function is based on rewards and punishments. This concept is similar to operation conditioning, where consumers learn through repetition and the consequences that follow stimuli. Following this process, there is a tendency for consumers to develop attitudes that lead toward perceived rewards and avoid any perceived punishments.

The value- expressive function refers to a consumer's central values or self concept. Self concept includes the attitudes that consumers have about themselves which serve to obscure an individual's true nature from himself .the value-expressive function enables customers to achieve self-expression in terms of centrally-held values.

Ego-Defensive function: this function allows customers to protect themselves from acknowledging deficiencies. Though ego-defensive attitudes, customers strive to realize personal goals and images. Many personal hygiene ads appeal to the ego-defensive function and promise protection both from embarrassing conditions (e.g. body odor) and from the internal states that might follow from these threats (e.g. feeling of social rejection and unpopularity).

The knowledge function refers to the need for order, meaning and structure. This concept is similar to the notion of knowledge structures. This represents the cognitive component of attitudes which gives coherence and direction to experience. Katz argues that knowledge is sought in order to give meaning to what would otherwise be an unorganized and chaotic universe.

2.2.2 Consumer Attitude toward Advertising

When consumers make decisions, they form attitudes about brands and attitudes about products. It is important to realize that in a decision making situation consumers form attitudes toward objects other than the product itself and these attitudes can influence their ultimate selections. For instance, consumers form attitudes toward the advertisements that they see. These are called attitudes toward the advertisements or ad and defined as a predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during a particular exposure occasion value. Positive feelings are generated by an ad and consumers experience a variety of emotional response when they are exposing to ads.

Determinants of ad include attitude towards the advertiser, evaluation of the ad execution itself. The mood evoked by the ad, and the degree to which the ad affects viewer arousal levels. It is generally agreed that commercials have the potential to stimulate at least two kinds of positive emotions. That is pleasure and arousal negative emotions such as intimidation, are also possible mood- management theory assumes that consumers strive to eliminate or at least diminish bad moods and perpetuate good ones by selections appropriate media. Arnold et al (2002)

2.2.3 Multi Attributes Consumer Attitude Models

Consumer attitude models have been developed to specify and explore the different elements that affect attitudes. For example, an object attributes influence consumer's attitudes. Multi attribute consumer attitude models explore the many attributes that might influence a consumer's decision making process. In a marketing context, these models specify that consumer's attitudes about brands depend on the beliefs they have about a group of brand attributes. That is, consumers reevaluate brands by considering the many attributes that make up a brand. In general, multi attribute models consist of three important elements

- i. Attribute characteristics of the attitude object
- ii. Beliefs cognations about the specific attitude object and
- iii. Importance weights, reflecting the priority consumers places on the object.

2.2.4 Consumer Attitude Components

Attitudes are viewed of having three components:

Cognitive component

The cognitive component consists of a consumer's belief about an object. We have a number of beliefs. Many believes about attribute are evaluative in nature. That is, high gas mileage, attractive styling, and reliable performance are generally viewed as positive beliefs. The more positive beliefs that are associated with a brand and the positive each belief is, the more favourable the overall cognitive component is presumed to be. And, since all of the components of an attitude are generally consistent, the more favourable the overall attitude is Hawkins et al (1995).

Affective component

Our feeling or emotional reactions to an object represent the affective component of an attitude. A consumer who states I like “Diet coke is a terrible soda” is expressing the results of emotional or affective evaluation of the product. This overall evaluation may be simply a vague general feeling developed without cognitive information or beliefs about the product or it may be the result of several evaluations of the products performance on each several attribute.

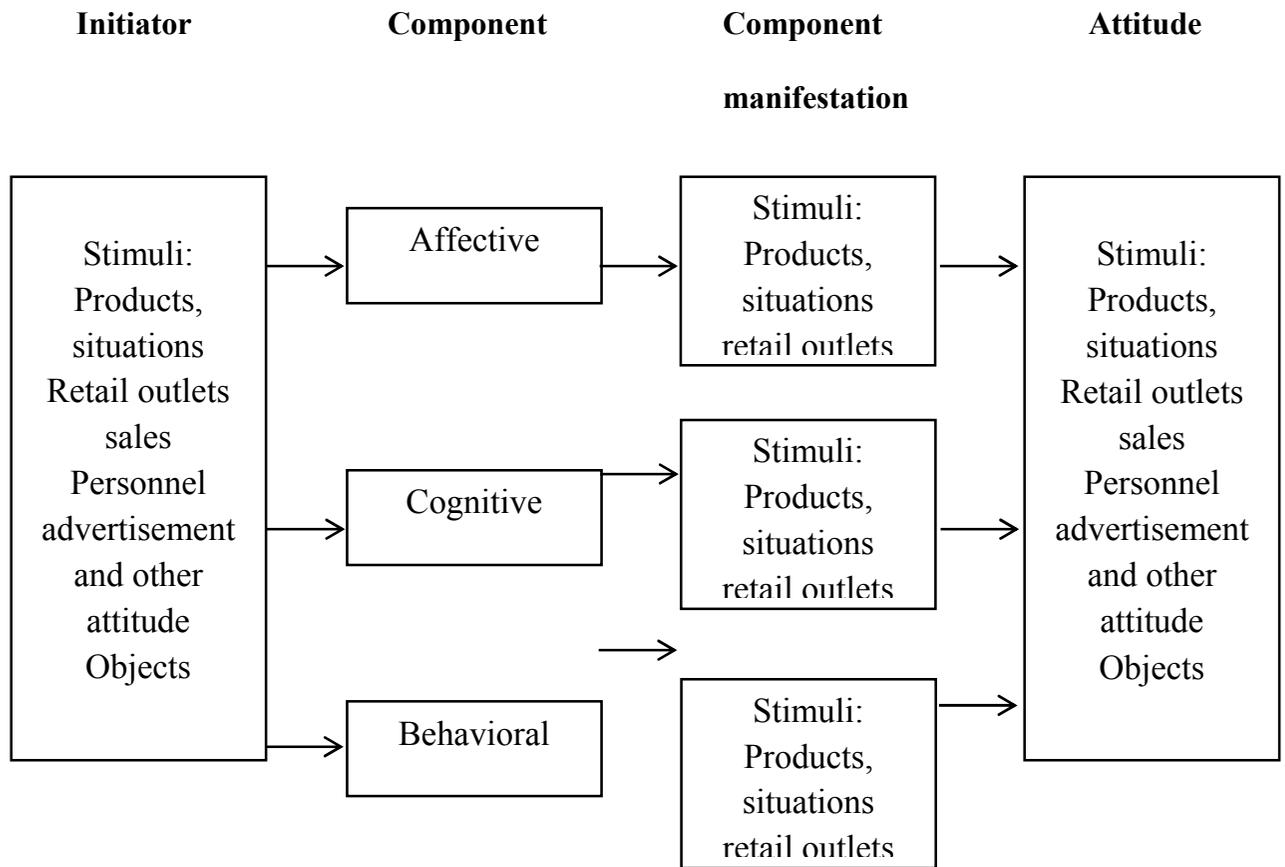
Behavioural component

The behavioural component of an attitude is one’s tendency in a certain manner toward and objects or activity. Series of decisions to purchase or not purchase a product or to recommend it or other brands to friends would reflect the behavioural component of an attitude. Behavioural component provides response tendencies or behavioural intentions our actual behaviours reflect these intentions as the one modified by the situation in which the behaviour will occur.

Component consistency

The entire three component, tend to be consistent, this means that a change in one attitude component tends to produce related changes in the other components. This tendency is the basis for a substantial amount of marketing strategy. As marketing managers, we are ultimately concerted with influencing behaviour. It is often difficult to influence behaviour directly. That is we are frequently unable to directly cause consumers to buy our products. However, consumers will often listen to our sales personnel; attend to our advertisements, or examine our packages; we can therefore indirectly influence behaviour by providing information, music or other stimuli that influence belief or feeling about the product if the three components are indeed consistent with each other.

Figure 1: Attitude components and manifestations



Source: Lapiere, R.T.(1934) Attitudes VS. Actions. Social forced 13,230-237.

2.2.5 Communication Characterizes that influence consumer attitude formation and change

Attitudes are influenced most strongly when the brand has something unique to other and the unique benefits of the brand are the focus of the commercial. The characteristics are;

Source credibility

Influencing attitudes is easier when the source of the message is viewed as highly credible by the target market. This is referred to as source credibility. Source credibility appears to be composed of two basic dimensions which are trustworthy and expertise. A source that has no

apparent region to provide other than complete, objective and accurate information would generally be considered as trustworthy.

Appeal characteristics

Fear appeals make use of the threat of negative consequences if attitudes or behaviours are not attended. While fear appeals have been studied, primarily frequently used in advertising. For fear appeal to be successful, the level of fear included must be so high as to cause the consumer to distort or reject the message. In addition, it is critical that the source of one fear-arousing message be viewed as highly credible.

Humorous appeals

At almost the opposite end of the spectrum from fear appeals are message appeals built around humor. Humor in an ad appears to have the following impacts:

- i. Attracts attention
- ii. Does not generally affect comprehension
- iii. Does not generally increase persuasion
- iv. Does not increase source credibility
- v. Increase liking of the ad
- vi. The nature of the product attracts the appropriateness of using humor.

Emotional appeals

Emotional or feeling ads are being used with increasing frequency. Emotional ads are designed primarily to elicit a positive affective response rather than provide information or agreement. Emotional ads such as those that arouse feelings or warmth trigger a psychological reaction. They are also liked more than neutral ads and produce more positive

attitudes toward the product. Emotional advertisement may enhance attitude formation or change by maintain attention.

- i. The ad's ability to attract and maintain attention
- ii. The level of mental processing given by the ad
- iii. Ad memorability
- iv. Liking of the ad
- v. Product liking through classical conditioning
- vi. Product liking through high investment process

2.2.6 Consumer Attitude Measurement

Since attitudes are hypothetical constructs, they are not directly observable and their strength attempt of quantification of attitudes is necessary if we are to compare individuals as groups and also to determine behavioural changes in individuals when they have experienced attitude change. To be able to determine the effect on attitudes of e.g. advertising and sales promotion, is obviously to vital importance to the marketer, but the measurement of the direct behavioural expression of an attitude (that is the action arising from the holding of an attitude) is usually extremely difficult.

As a result, attitude measurement techniques concentrate on what individuals describe as being their "feelings" towards the attitude object concerned. The most widely used approach to attitude measurement has been the attitude scale. These consist of sets of statements or words relating to an attitude item. They are usually concerned with measuring the valence that is the degree of positive and negative feeling of the attitude.

2.2.7 Theories of Consumer Attitudes

Attitude theories seek to explain how various attitudes are related and how they operate to form a basis for individual behaviour. Since marketing seeks to reinforce positive attitudes and change negative attitudes to a product, it is important to be able to explain the variables influencing attitudinal structure and change. The traditional theories are based on the premise that the individual theories are based on the premise that the individual strives to maintain consistency among currently perceived attitudes and, when an inconsistency occurs, tension arises which results in pressure to return to a consistent state. The balance congruity and cognitive dissonance theories outlined below are all consistency theories.

Balance theory

This was developed by Heider who considered attitude systems as being either balanced or imbalanced. According to this theory attitudes towards persons or objects have positive or negative values, and there is a tendency for individuals to change attitudes when the attitude system becomes imbalanced as a result of attitudes not being similarly signed. This theory is simple and easy to understand. It examines the relationship in terms of positive and negative signs only and does not attempt any quantitative evaluation of the degree of attitude feeling.

Congruity theory

This theory according to Osgood et al (1995) deals with positive and negative attitudes. Unlike balance theory, it attempts to provide some idea of the strengths of these attitudes through measurement. The theory is concerned with the effect of one person taking a positive or negative position towards another person or object and measures the evaluation of that position on a scale from + 3 (highly favourable) to – 3 (highly unfavourable) with a rating of “O” being a neutral attitude. If congruity (that is consistency of attitudes) is to be achieved

there must be evaluation of the person and object discrepancy between them. The congruity theory of principle is often used in advertising and sale promotions. Advertisers often use stars and other celebrities to promote their products and services.

Theory of cognitive dissonance

This theory was formulated by Festinger and is based on the premise that attitudes held by an individual tend to be consistent and that the 'individual' actions are usually consistent with his attitudes. In taking any decision, for example, to purchase a product, the individual encountered a conflict situation in which he has to weigh up the positive and negative attitudes to the various alternatives.

Dissonance theory deals with inconsistencies that occur between two cognitions after a decision has been made. This following a decision, information about the positive features of rejected alternatives and about the negative feature of the chosen alternative, can be produce dissonance.

The theories of attitudes help modify attitudes that strongly influence the purchase of a particular product class, so as to bring consumer attitudes in line his company offering which is an implication to the marketer. Another implication to the marketer is that it could try to change consumer's choice criteria adding to the product characteristics already established as being important to the consumer.

2.2.8 Levels of Commitment to Consumer Attitude

Consumer vary in their commitment to an attitudes, the degree of commitment is related to their level of involvement with the attitude object.

Compliance

At the lowest level of involvement compliance, an attitude is formed because it helps in gaining rewards or avoiding punishment from others. This attitude is very superficial; it is likely to change when the person's behaviour or attitude is no longer monitored by others or when another option becomes available.

Identification

A process of identification occurs when attitudes are formed in order to conform to another person or group. Advertising that depicts the social consequences of choosing some products over others is relying on the tendency of consumers to imitate the behaviour of desirable models.

Internalization

At a high level of involvement, deep-seated attitudes are internalized and become part of the person's value system. These attitudes are very difficult to change because they are so important to the individual. E.g. many consumers had strong attitudes toward a particular herbal medicine but reacted quite negatively when the company attempted to switch to the new herbal formula. This allegiance to herbal medicine was obviously more than a minor preference for these people; the brand had become intertwined with their social identities taking on patriotic and nostalgic properties (Michael R. Solomon 1999).

2.2.9 Value of Consumer Attitude Measurement in Information Research

In today's business world, more marketers are making attempts to better understand their customers' attitudes and feelings toward their products, services, and delivery systems, as well as those of their competitors. After the scientific elements and considerations that must be employed in the process of developing solid scale measurements, there are some specific

types of scale commonly used in marketing research. These scales are used to collect attitudinal, emotional, and intentional responses from people. These scales have a common link in that they are normally used to collect state-of-mind and state-of-intention data from respondents. They include non comparative rating and comparative ranking scales. (Hair Jr. et al 2000).

2.3 CONSUMER ATTITUDES TOWARD WEB SITES ON THE INTERNET

Marketers and web designers need to know which features of a web site create positive attitudes toward returning to the site and which features create negative attitudes. In 1997 a research firm called survey site interviewed visitors to 87 web sites in different categories including news, entertainment travel, and health. Survey site placed a feedback icon in each site for two weeks. Visitors who clicked on the icon could their experiences. Participants also were asked if they intended to make a repeat visit to the site. Survey site identified about 40 factors that could potentially influence peoples' intentions to make a repeat visit.

They condensed these to 12 factors in two broad categories-design features of the web site and emotional experiences during the visit. The most influential factor in determining a repeat visit was "good content " – content that is relevant or interesting to the participant, other factors related to good content included the quality of the layout, the ease of getting information, and the uniqueness of the site. Frivolous context had the strongest association with peoples' intentions no to return to the site.

The second most important factor in people's intentions to return to the site was whatever they enjoyed their first visit (positive attractive reactions). Enjoyment could be due to various factors, such as the novelty of the experience, interesting design features, or the sheer fun of

the visit. According to the respondents, the overall quality of the graphics was not an important consideration in influencing their intentions to return. And, sites that were “like all the rest “did not receive high attitude and intention scores. Peter et al (1999).

2.3.2 The Consumer Decision- Making Process

The consumer’s purchase decision is generally viewed as consisting of sequential steps or stages through which the buyer passes in purchasing a product or service this model shows that the decision making process also involves a number of internal psychological processes such as motivation, perception, attitude formation, integration and learning are important to advertising and promotional planners as they influence the general decision making process of the customer. The processes consumers go through in making a purchase varies considerably between their decision making process. The following are the stages of the purchase decision model (Solomon, 1999)

2.3.3 Problem Recognition

The first stage in the consumer decision-making process is that of problem recognition. At this stage, the consumer perceives a need and becomes motivated to solve the problem. The problem recognition state initiates the subsequent decision processes. It occurs when the consumer recognizes a need for a product. This need can vary in terms of seriousness of importance. (Solomon 1999). Problem recognition is the perceived difference between an ideal state and an actual state. The ideal state is a perception, expectation, or an aspiration of their circumstances to be across each consumption context. The actual state is the consumers’ perception of the situation existing now.

Sources of problem recognition may range from very complex and may result from changes in the consumer's current or desired state. In addition, these causes may be influenced by internal as well as external factor some are as listed below:

- i. Out of stock
- ii. Dissatisfaction
- iii. New needs or wants
- iv. Related products
- v. Marketer-induced problem recognition
- vi. New products

2.3.4 Information Search

The second stage in the consumer decision-making process is information search on consumers perceive a problem or need that can be satisfied by the purchase of a product or service, they begin to search for information needed to make a purchase. The initial search efforts often consist of an attempt to scan information stored in memory to recall past experiences or knowledge regarding various purchase alternatives.

The search process has two dimensions:

Internal search, which involves recalled stored information, feelings and experiences that are related to the product or service from long-term memory. The degree of search can vary from simple recall of brand names to more extensive searches for relevant information, feelings and experiences.

In general, the efforts consumers devote to internal search depend on their motivation, ability and opportunity to process information. If the level of perceived risk, felt involvement, etc is high, consumers will be more motivated to engage in effortful internal search.

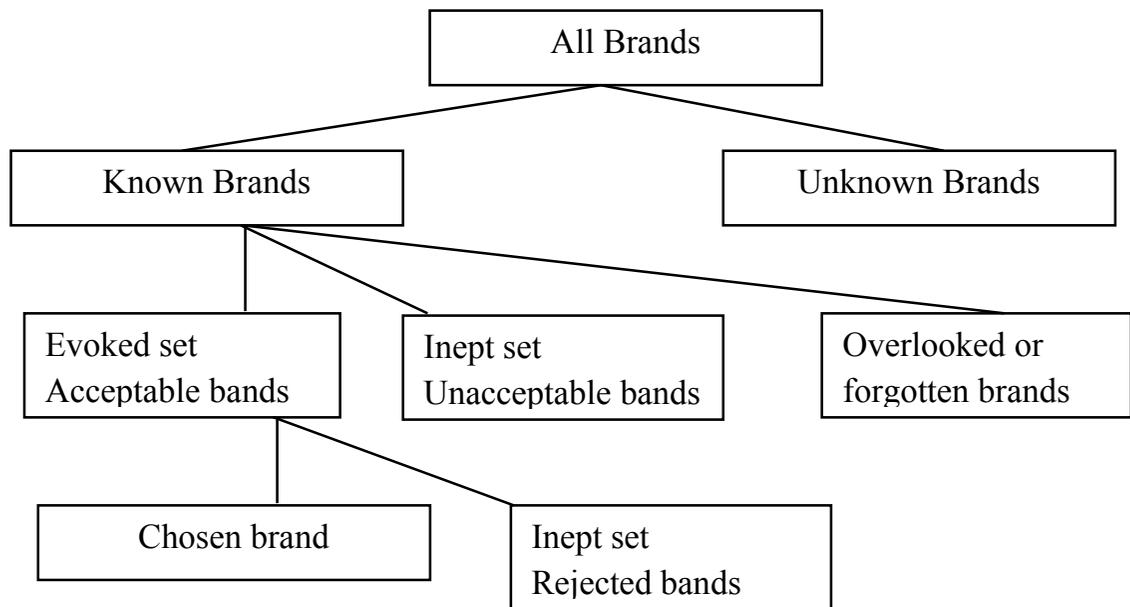
External search, which involves searching for relevant information from the social environment to reinforce or validate information recalled from memory.

The sources of external search include;

- i. Personal sources: Family, friend neighbour, relatives' opinion, leaders, market mavens etc. through word-of-mouth communications within the social system.
- ii. Commercial sources: sales people, advertisement, dealers, exhibitions, points of – sale display etc.
- iii. Publicity: Editorial coverage features etc in the mass media sales conferences etc.
- iv. Experiential: evaluating, examining, using the product or seeing the product being used.

2.3.5 Alternative Evaluation

In this stage, the consumer compares the various brands or products that have been identified as being capable of solving the consumption problem and satisfying the needs or motives that initiated the decision process. The various brand identified as purchase options to be considered during the alternative evaluation process are referred to as the consumer's evoked set. The evoked set is generally only a subset of all brands of which the consumer is aware of.



Source: consumer behavior. A European outlook (shiffman et al 2008, page 80)

Consumer's compare various products and features and reduce the list of option to a manageable number which is known as evaluation criteria. They select certain featured that are important and use them to judge alternatives. Advertising is important in this evaluation process because it helps sort out products (Herbal drugs) on the basis of tangible and intangible features. Marketers of new brands or those with a low market do this through methods such as comparative advertising whereby a brand is compared to market leaders, this encouraging the customer to consider it when making a purchase. (Solomon, 1999).

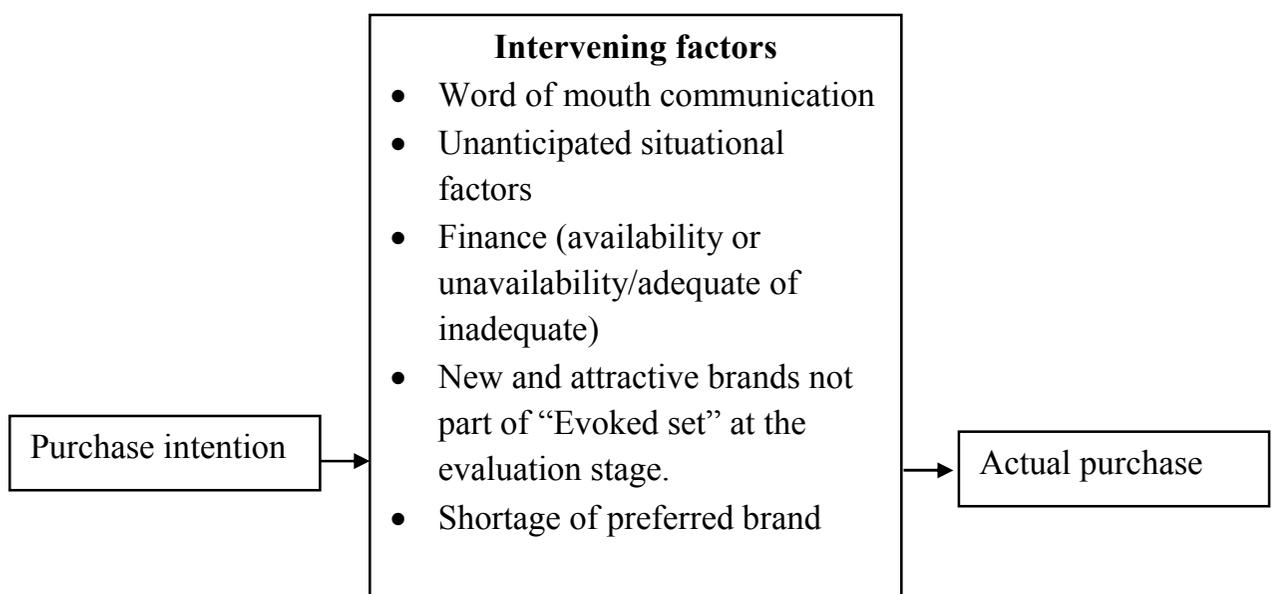
2.3.6 Purchase Decision

At the same point in the buying process, the consumer must stop searching for and evaluating information about alternatives brands in the evolved set and purchase decision. A purchase decision is not the same as actual purchase. Once a consumer chooses which brand to buy, he or she must still implement the decision and make the actual purchase. To facilities this, a consumer may also need to decide on when to buy, where to buy, how much money to spend,

etc. Often, there is a time delay between the formations of a purchase such automobile, personal computers or consumer durable, houses, etc. For non-durable products which include many low involvement items such as fast moving consumer goods (FMCG's), the time between the purchase decision and the actual purchase may be short. Marketers strive to develop and maintain loyalty among consumers. They use reminder advertising to keep their brands name in front of consumers to maintain prominent shelf positions and displays in store and run periodic promotion to deter consumers from switching brands competitors use a variety of techniques to encourage consumers to try their brands such as new product promotion offers. For these types of decisions, marketers must ensure that consumers have in their minds, awareness of their brands so they quickly recognized during purchase and consider it. Marketers must also recognize that these types of decision are influenced at the actual point of purchase (Solomon 1999).

Intervening factors

Some crucial factors generally intervene between the time when the purchase intention was formed and the actual purchase. The following diagram illustrates the nature of such interviewing factors:

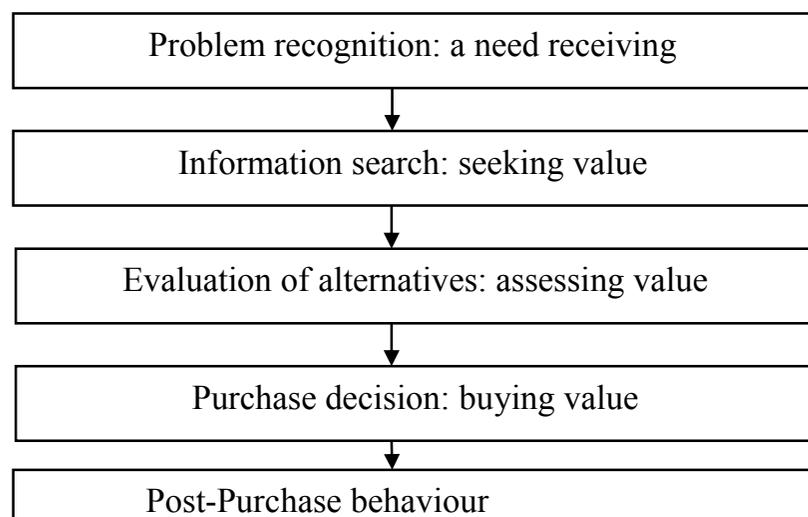


Source: Herper et at (2002)

2.3.7 Post Purchase Evaluation

The consumer decision process does not end once the product or service has been purchase. After using the product or service, the consumers compares the level of performance with expectation and sees whether satisfied or dissatisfied. Satisfaction occurs when the consumer's expectation is met, over satisfied or delighted when consumer expectation is exceeded, while dissatisfied results when performance falls shorts of expectations. The post purchase evaluation process is very important to the marketers because the feedback required from actual use of a product or service will influence the possibility of repeat purchase or elimination of the brand from the consumer's "Evolved set" (Solomon 1999). This experience determines whether consumers will purchase the product or return it or refuse to purchase the product again. Marketers must recognize the importance of the post purchase evaluating stage. Dissatisfied consumers who are still experiencing dissonance are not only unlikely to repurchase the marketer's product, but they may also be a source of negative word-of-mouth information that might deter other from purchasing the product or service. The best guarantee of favourable post purchase evolution among consumer is to provide consumers with a quality product or service at always to meet their expectations or exceed their expectations.

Consumer purchase decision process



Source: (marketing: Berkowitz Redulius 6th edition (1997) page 150)

2.3.8 The Nature of Advertising

Albert Lasker, generally regarded as the father of modern advertising defines it as “salesmanship is print driven by a reason why “but Lasker, the owner of Lord and Thomas (the predecessor of Fvot, Cone and Belding) espoused that definition around the turn the 20th century, long before the advent of radio and television, when the nature and scope of advertising were quite limited today. Advertising might be defined as a communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process. According to Bovee and Arens (1996) Pg. 14; Advertising is the non-personal communication of information, usually paid for and usually persuasion in nature about products (goods and services) or ideas by identified sponsors through various media. Several aspects of the definition should be noted. First, in paid aspect of this definition should be the fact the space or time for an advertising message generally must be bought sponsors pay for must advertising. The non-personal component indicates that advertising involves mass media (e.g. television, radio, magazines, newspapers) where by a message can be transmitted to large groups of individuals, often at the same time. The non-personal nature of advertising means there is generally opportunity for immediate feedback from the message recipient (except in direct response advertising).

2.3.9 The Types of Advertising

Advertising is complex because so many different advertisers try to reach so many different types of audiences. The type of advertising includes:

- i. Brand advertising
- ii. Retail or local advertising
- iii. Political advertising
- iv. Directory advertising

- v. Direct-response advertising
- vi. Business- to business advertising
- vii. Institutional advertising
- viii. Public service advertising
- ix. Interactive advertising

2.4 THE TYPES OF ADVERTISEMENT

As you look through any magazine, watch television, listen to radio, or browse on the web the variety of advertisement received or hear may give you the impression that they have few similarities. Advertisements are prepared for different purposes, but they basically consist of two types' product and institutional (Batra, Aaker, 1996).

2.4.1 Product Advertisement

This focus on selling a good or services, product advertisement takes three forms.

- i. Pioneering (or informational)
- ii. Competitive (or persuasive)
- iii. Reminder)

Pioneering advertisement tell people what a product is, what it can do, where it can be found, the key objective of pioneering advertisement is to give information to the target market .

Competitive market promotes a specific brand features and benefits, the objectives of this message is to persuade the target market to select the firms brand rather than that of a competitor.

Reminder advertising is used to reinforce previous knowledge of a product. It is good for products that have achieved a well-recognized position and are in the mature phase of their product life cycle (Batra, Asker, 1996)

2.4.2 Institutional Advertisement

The objective of institutional advertisement is to build good will or image for an organization rather than promote a specific good or service. Often this form of advertising is used to support the public relation plan or counter adverse publicity, or alternative forms of institutional advertisement are often used. This includes;

- i. Pioneering institutional advertisement: it is used for announcement about what a company is, what it can do, or where it is located.
- ii. Advocacy advertisement: it states the position of a company on an issue

Competitive institutional advertisement: it promotes the advantage of one product class over another and is used in the market where different product class competes for the same buyer.

The goal of this advertisement is to increase demand of consumers.

Reminder institutional advertisement: it simply brings the company's name to the attention of the target market (Batra & Aaker, 1996)

2.4.3 Designing the Advertisement

An advertising message usually focuses on the benefit of the product that is important to a prospective buyer in making trial and adoption decisions. The message depends on the general form or appeal used on the advert and the actual words included in the advert.

Message content: most advertising messages are made up of both informational and persuasion elements. These two elements are so interlined that it is sometimes difficult to

separate them. Information and persuasive content can be combined in the form of appeal to provide the basic the basic reason for the customer to act. Although the marketers can use many different sizes of appeals, include fear appeals, sex appeals and humorous appeals. Fear appeals suggest to the customer that he or she can avoid some negative experience through the purchase and use of a product or through a change in attitude. Ehen using fear appeals the advertiser must be sure that the appeal is strong enough to get the audience's alternation and concerned, but not strong that it will lead them to "turn our" the message.

Sex appeals also suggest to the audience that the product will increase the attractiveness of the user. Unfortunately, many commercials that used set appeals are successful at gaining the attention of the audience, they have little impact on how consumers think, feel or act. Some advertising advert even argues that such appeals get in the way of successful communication by distracting the audience from the purpose of the advert. Humorous appeal implies that either directly or more subtly that the product is more funny or exciting with competitors offending. Unfortunately for the advertiser humor turns to wear out quickly that is boring the consumer.

2.4.4 Major Steps in Selecting Advertising Media

Deciding on reach, frequency and impact

Choosing among major media types

Selecting specific media vehicles

Deciding on media timing

2.4.5 Selecting the Right Media

Every advertiser must decide where to place its advertisements. The alternatives are the advertising media. The means by which the message is communicated to the target audience,

newspaper, magazines, radio and television are examples of advertising media. This “media selection” decision is related to the target audience types of product Nature of the message, campaign objectives, available budgets and the cost of the alternative media. Fashions are best advertised in colour magazines and automobile performance is best demonstrated on television.

A message announcing a major sale tomorrow will require radio or newspapers; a message with a lot of technical data might require magazines, direct mailings. Or an online advert and website. Cost is another factor in media choice. Network television is very expensive, where newspaper or radio advertising cost much less but also reaches fewer consumers. Three media benefiting greatly are outdoor advertising, cable television and digital satellite television systems (Batra & Aaker, 1996)

2.4.6 Selection Criteria

Choosing between these alternative mediums is difficult and depends on several factors. First knowing the media habit of the target object is essential to deciding among the alternatives. Second, occasionally products attributes necessitate the certain media that may be used. Then the final factor is selection a media is cost (Batra A, 1996)

2.4.7 Different Media Alternatives

This table summarises the advantages and disadvantages of advertising media.

Table 1

MEDIUM	ADVANTAGES	DISADVANTAGES
Television	Good mass-market coverage; low cost per exposure; combines sight, sound, motion; appealing to the sense.	High cost to prepare a run ads; short exposure time and perishable message difficult to convey complex information.
Newspapers	Flexibility, timeliness, good local market coverage, broad acceptability; high believability.	Short life span, poor production and quality, can't target specific audiences, can't control ad position on page.
Radio	Good local acceptance; high geographic and demographic selectivity; low cost; can use sound, humor.	No visual excitement; short exposure message; difficult to convey complex information.
Outdoor	Flexibility; high repeat exposure; low cost; low message competition; good positional selectivity.	Little audience selectively, message must be short and simple creative limitations.
Internet	high selectivity, low cost, immediacy, interactive capabilities through video and audio.	Small, demographically skewed audience, relatively low impact, audience control exposure.

Source: Williams F. Arens Contemporary advertising, 7th edition pg. 268

2.4.8 Scheduling the Advertising

There is no correct schedule to advertise a product but three factors must be considered. First, is the issue of buyer turn over, which is how often new buyers enter the market to buy the product? The higher the buyer turnover the greater is the amount of advertising required. A second issue in scheduling is the purchase frequency that is companies must consider the forgetting rate, the speed with which buyers forget the brand if advertising is not seen (Welis, Prensky, 1996).

2.4.9 Effects of Advertisement on Consumer Attitude

For many businesses, advertising performs several functions, and its effects may be dramatic. Consumer attitude differs from person to person based on the attitudes toward the advertisement. This refers to consumers general liking or disliking for a particular advertisement stimulus during a particular advertising exposure. Attitude toward advertisements depend on a number of factors, including the consumer's mood, the emotions the advertisement elicits to the consumer and the consumer likes for the television program in which the advert is embedded (Batra & Aaker, 1996).

2.5 FACTORS TO BE CONSIDERED WHEN SELECTING ADVERTISING BUDGET

Stage in the product life cycle

New products typically need large advertising budgets to build awareness and to gain consumer trial; mature brands usually require lower budgets as a ratio to sales.

Market share

High market share brands usually need more advertising spending as a percentage of sales than do low- share brands. Building the market or taking share from competitors requires larger advertising spending than those simply maintaining current share.

Competition and clutter

In a market with many competitors and high advertising spending, a brand must advertise more heavily to be heard above the noise in the market.

Advertising frequency

When many repetitions are needed to present the brand's message to consumers, the advertising budget must be larger.

Product differentiation

A brand that closely resembles other brands in its product class requires heavy advertising to set it apart. When the product differs greatly from competitors advertising can be used to point out the differences to consumers (Kotler et al 1996).

2.5.1 Functions of Advertising

Provides products and brand information

Although many ads are devoid of information, providing the consumer with relevant information will aid decision making is the main function of advertising. The information given depends on the needs of the target audience. In the case of purchasing of a herbal product, needed information might be price and outlet location. For technical products the information is likely to be very detailed.

Provides incentives to take action

In most instances consumers are reluctant to change their buying behaviour. Even if they are somewhat dissatisfied with their current product, a habit has been established and learning about a new product is difficult. Advertising sometimes gives the consumer reasons to switch a brand that is the goal then convenience, high quality, lower price, warranty all these might be addressed in advertising.

Provide reminders and reinforcement

Much ad is directed at keeping current customers. Customers forget why they bought a particular brand of herbal product of automobile. Advertising must constantly remind the customers about the more of a brand, and its benefits, values, and so forth. These same messages help reinforce the consumer's decision. Most television adverts provide this function (Wells et al 2003).

2.6 SETTING ADVERTISING OBJECTIVES

Advertising objectives provide the foundation for all remaining advertising decisions. The three major reasons for setting advertising objectives include;

- i. The process of setting objectives literally forces top marketing and advertising management to agree upon the course advertising is to take for the following planning period, as well as the tasks it is to accomplish for a brand.
- ii. Objective setting guides the budgeting, message creation, and media selection aspect of advertising strategy.
- iii. Advertising objectives provide a standard against which results can be measured (Czinkita et al 2000).

Advertising may be designed to accomplish goal such as the following;

- i. To make target market aware of a new brand
- ii. To facilitate consumer understanding of a brand's attributes
- iii. To influence purchase intentions and
- iv. To encourage product trial.

CHAPTER THREE

3.0 METHODOLOGY

This chapter deals with the general research design, it covers the population and the research sample, the research instruments for data collection and the administration of the instruments.

3.1 POPULATION

The population for this research is made up of consumers of herbal drugs, firms that produce herbal drugs. Specifically Amen Scientific Herbal Centre-Atwima-Techiman. The consumers outside the firm were purposively selected from Kwadaso and Atwima Techiman. In all a total of 60 were selected for this exercise.

3.2 SAMPLE AND SAMPLING TECHNIQUE

The researcher selected a sample of sixty (60) respondents. The sixty (60) respondents were from Amen Scientific Herbal Centre-Atwima-Techiman and consumers of herbal drugs in Kwadaso and Atwima-Techiman all suburbs of Kumasi in the Ashanti Region, and questionnaires were used for both consumers and the firm. Purposive sampling technique was employed and the sample selection process was made based on the subject.

3.3 RESEARCH INSTRUMENT

For the purpose of this study, the researcher made use of methods that helped in the collection of data for the study. The research instruments used by the researcher were questionnaires and interviews. The research calls for gathering both primary and secondary data. The technique of primary questionnaires, structured and unstructured or close-ended and open-ended questions were used to make respondents select responses from a limited range of option as a way of obtaining specific kinds of responses. Open –ended type of

questions were used to give an opportunity to the respondents to express their own subjective views on specific questions or issues related to the research objectives. For clarification of responses and to obtain other confidential information related to the project work, the researcher also used personal interview schedules for selected management staff. This research is an investigative one and as such, questions were framed in a way to ascertain the most accurate information on the effectiveness of advertising on herbal medicine.

3.4 PROCEDURE FOR DATA COLLECTION

In order to get respondent to answer questions during administering of questionnaires and interviews, the researchers created a close support with the respondents. The researchers collected data from two (2) main sources. Primary data was collected from primary sources and secondary data was collected from secondary sources. Primary data is collected from an original source. It is gathered specifically for the current study or investigation and initiated by the researcher.

Secondary data can be grouped into two. These are internal secondary data and external secondary data. Internal secondary has been gathered previously for a particular purpose but which can be used by the researcher for the present project work. External secondary data refers to data collected by some other organization for some other purpose but which can be used to facilitate the researcher's current surveyor project work. It includes newspapers, magazines, management report, internet, etc.

The researcher used both sources of data collection. Data collection was by administering questionnaires to the selected respondents constituting the study sample and through unstructured interviews with five (5) management staff of the organization.

Visits were to five (5) selected management staff and selected consumers mainly from Kwadaso and Techiman, in Kumasi and some employees of Amen Scientific Herbal Centre- Kumasi and questionnaires were personally delivered to them to ensure high and quick rate of response. Data collected from the field were analyze and interpreted and conclusions were drawn.

3.5 METHOD OF DATA ANALYSIS

After collecting the data, the researcher examined them carefully and edited to check contraction and ensure consistency. This is to ensure that relevant points are not lost in the research work. Frequency tables were used in the analysis and presentation of the data collected. These simple statistical tools was chosen to ensure better understanding of the data collected and also to enable quick and easy conclusions to be drawn from the data. Pie charts and bar chart were employed.

CHAPTER FOUR

4.0 DATA ANALYSIS, FINDINGS AND RESULTS

This chapter explains information gathered from the field through questionnaires. These are analyzed to emphasize response form respondents using various forms of graphical representations. This chapter is also divided into sub-headings to throw more light on questions asked on field. The first part deals with management and staff of Amen Scientific Herbal Hospital while the second part deals with consumers of herbal medicine.

4.1 Table 1. GENDER INFORMATION OF RESPONDENTS FROM FIRM

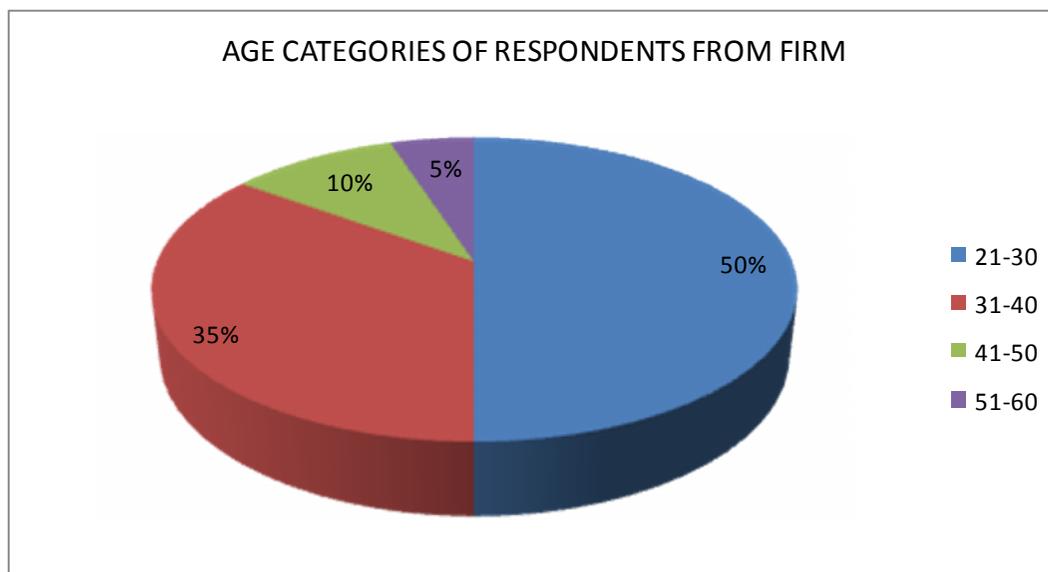
SEX	FREQUENCY	PERCENT
Male	9	45
Female	11	55
Total	20	100

Source: Field survey March, 2013

On the issue of gender, it was realized that, there was an equivalent distribution across the staff. The female constituting a slightly significant dominance of 55% whilst the male were 45%.The outcome of the distribution is attributed to the sampling technique used for the study. This confirms that there are more females than males within the organization

4.2 AGE CATEGORIES OF RESPONDENTS FROM FIRM

FIGURE 4.1



The age of the respondents was found to be fairly distributed among all the age categories used for the study. Majority of the respondent fell within the age of 21-30 years inclusive, which forms 50% of the total sample of the respondent and the least was found to be within the age distribution of 51-60 years which also constitute 5%

4.3 EDUCATIONAL QUALIFICATION

Table: 2

EDUCATIONAL QUALIFICATION	FREQUENC Y	PERCENT
Basie Education	–	–
Technical/ Post secondary	2	10
Diploma/ HND	10	50
Bachelor's degree	6	30
Post-Graduate Diploma/masters	1	5
PHD	1	5
TOTAL	20	100

Source: Field Survey March, 2013

The study indicates that diploma qualification is the highest representing 50%, followed by Bachelors degree. Then comes post graduate diploma / masters and PHD having 5%. Base on the study, Amen scientific herbal centre employ well educated personnel in the running of the business.

4.4 THE EFFECT OF NON USE OF ADVERTISEMENT ON THE FIRM

Table 3

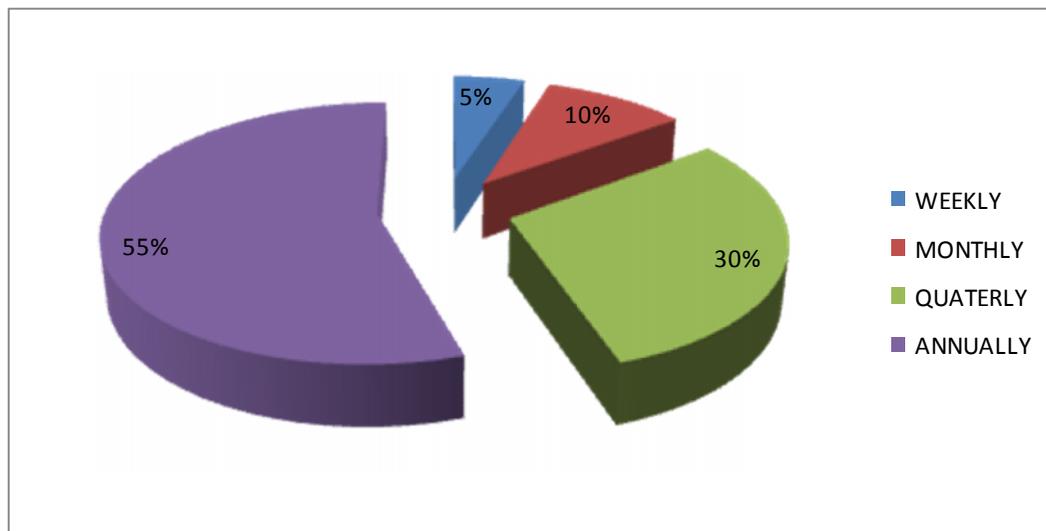
	FREQUENCY	PERCENT	VALID PERCENT
Very favorable	2	10	10
Favorable	4	20	20
Unfavorable	6	30	30
Very unfavorable	8	40	40
Total	20	100	100

Source: Field Survey March, 2013

The study reveals that 30% of the respondents neglected doing advertising on the services of the firm depicting very favourable.70% of the respondent also indicated unfavorable to neglect advertisement on the firm’s product. This shows advertisement forms part of the success factors and to succeed in the herbal medicine industry, advertisement should be part of your strategy.

4.4 HOW THE FIRM MEASURE ADVERTISING IMPACTS ON ITS PRODUCTS

FIG. 2



Base on the study, the impact of advertising on the firm’s products annually seems to be greater than the impact of advertising on weekly, monthly and quarterly basis. The chat indicates that the firm measure their products annually with regards to the impact advert color their products.

4.5.1 How the Firm Compare Its Advertising Models with Other Firms in the Same Industry

Table 4

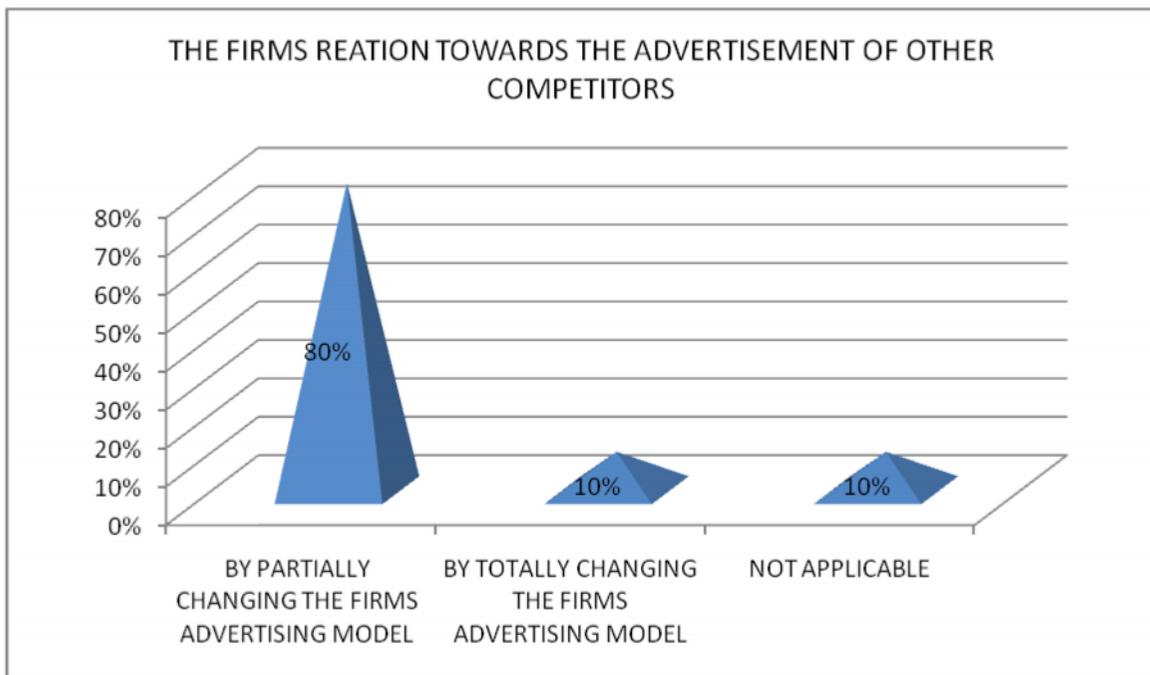
	FREQUENCY	PERCENT	VALID PERCENT
Yes	5	25	25
No	15	75	75
Total	20	100	100

Source: Field Survey March, 2013

This shows the comparison of advertising models of firms in the same industry. Base on the information gathered, majority of the respondent indicating 75% thinks the firm does not compare its advertising model with other firms in the same industry.

4.6. HOW THE FIRM REACT TO ADVERTISEMENTS OF OTHER COMPETITORS

FIG. 3



The chart represents the firm reaction towards the advertisement of other competitors. From this, 80% of the respondents agreed on partially changing the firms advertising model, and 10% of the respondents agreed on totally changing the firms advertising model. 10% of the respondents indicating that, they do not agree on the change of the firm's advertising model. This brings to the fore that the firm partially changes their advertising models with respect to competitors own.

4.7 THE RESPONSE ABOUT THE PURCHASE OF THE FIRM'S PRODUCTS

Table 5

	FREQUENCY	PERCENT	VALID PERCENT
Positive	19	95	95
Negative	1	5	5
Total	20	100	100

Source: Field Survey March 2013

Analyzing the response about the purchase of the firms' products, 95% were positive of their responses and 5% of the respondents depicted negative about the firms' product. This shows clearly that consumers accept and are satisfied with the firm's product.

4.8 THE MEDIUM USED BY THE FIRM IN ITS ADVERTISEMENT

Table 6

MEDIUM	FREQUENCY	PERCENT
Radio	2	10
Television	1	5
Television & Radio	4	20
Online	1	5
All medium above	12	60
None	–	–
Total	20	100

Source: Field Survey March, 2013

The study shows that 60% of the respondents indicated the use of radio, television and online media in the advertisement of the firm's products. Apart from the use of all media to advertise their products, Television and Radio is the next media used frequently with a percentage of 20% of the respondents indicating it.

4.9 THE FIRM'S RESPONSE TO CRITICISMS FROM CONSUMERS ABOUT THE FIRM'S ADVERTISING MODELS.

Table 7

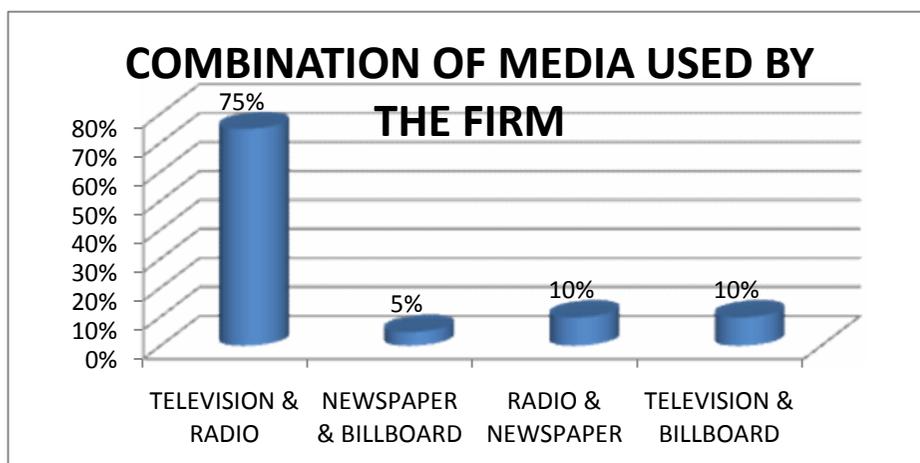
	FREQUENCY	PERCENT	VALID PERCENT
Yes	17	75	75
No	3	15	15
Total	20	100	100

Source: Field Survey March 2013

The study reveals that 75% of the respondents answered Yes and the rest of the respondents answered No. This means that firms react to criticisms from customers about the firms advertising models.

4.10 COMBINATION OF MEDIA USED BY THE FIRM

FIG. 4



The study reveals that Television and Radio with a percentage of 75 is the highest used media by the firm while Newspaper and Billboard with a percentage of 5 is the least used media by the firm.

4.11 HOW ADVERTISING INCREASES THE SALE OF THE FIRM'S PRODUCTS

Table 8

	FREQUENCY	PERCENT	VALID PERCENT
Yes	19	95	95
No	1	5	5
Total	20	100	100

Source: Field Survey March, 2013

From the study, 95% of the respondents answered yes meaning that advertisement really increases the sale of the firm's products whilst 5% of the respondents answered No which means advertisement does not really increase the sale of their firm's products representing This indicates that through advertising, consumers get to know about the firms products and that their purchases boost the sale of these products with increasingly accompanied with high profit.

4.12 GENERAL INFORMATION FROM INDIVIDUAL CONSUMERS

Table 9

SEX	FREQUENCY	PERCENT	VALID PERCENT
Male	18	45	45
Female	22	55	55
Total	40	100	100

Source Field Survey March, 2013

From the study 45% of the respondents were males and 55% were females. This indicates that most of the respondents were females.

4.13 AGE OF RESPONDENTS OF CUSTOMERS

Table 10

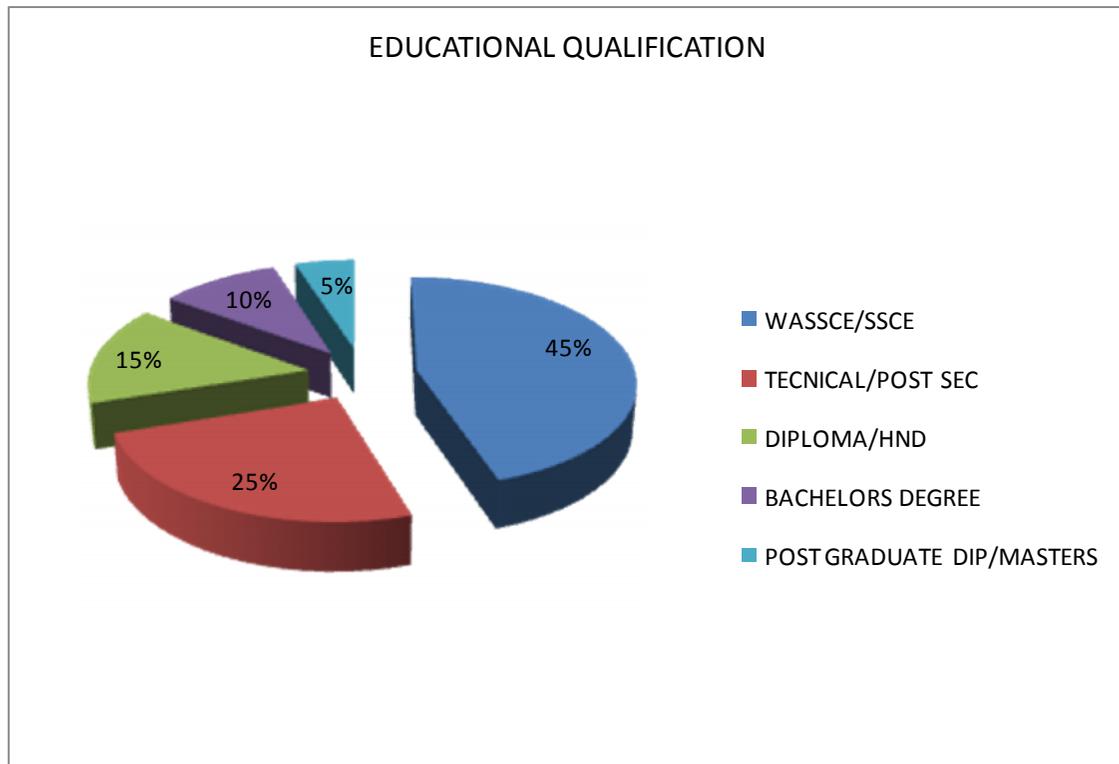
AGE	FREQUENCY	PERCENT	VALID PERCENT
21 - 30	2	5	5
31 – 40	12	30	30
41 – 50	14	35	35
51 – 60	6	15	15
60 and Above	6	15	15
Total	40	100	100

Source: Field Survey March, 2013

From the study, 5%, of the respondents were between 21– 30 and 35% were between 41– 50. This indicates that 41-50 is the maximum age category with 21-30 being the lowest age category with regards to consumers who answered the questionnaire.

4.14 EDUCATIONAL QUALIFICATION

Figure 5



This study indicates 45% of the respondents were Basic Certificate holders which is the highest, and 5% holding Masters/Post-graduate degree which is the lowest. This means that consumers of herbal medicine were more of those who have completed SSCE. This indicates the general acceptance of the herbal medicine among the general public. It should be noted however that the assertion that the uneducated are the group that uses herbal medicine is not true.

4.15 HOW CUSTOMERS GET TO KNOW ABOUT THE USAGE OF HERBAL DRUGS

Table 11

	FREQUENCY	PERCENT	VALID PERCENT
Through advertisement	26	65	65
Through friends/relatives	14	35	35
Total	40	100	100

Source: Field Survey March, 2013

From this study, it is shown that 65% of the respondents knew the usage of herbal drugs through advertisements and 35% of the respondents knew the usage of herbal drugs through friends and relatives. This indicates that advertisement of herbal medicine plays a major role in terms of creating awareness, informing and also educating consumers about the usage of the product.

4.16 THE PURCHASE OF HERBAL DRUGS BASED ON ADVERTISEMENT

Table 12

	FREQUENCY	PERCENT	VALID PERCENT
Always	16	40	40
Not always	24	60	60
Total	40	100	100

Source: Field Survey March, 2013

This show that 40% of the respondents depicted that they always purchase herbal drugs based on advertisement whilst 60% indicated they do not always purchase herbal drugs based on advertisement. This analysis indicates that advertising is not only a marketing communication tool that changes the attitude of consumers to make purchase.

4.17 THE EFFECT OF ADVERTISEMENT OF HERBAL DRUGS TOWARDS CONSUMER BUYING DECISION.

Table 13

	FREQUENCY	PERCENT	VALID PERCENT
Positive	30	75	75
Negative	10	25	25
Total	40	100	100

Source: Field Survey March, 2013

The study exhibits that 75% of the respondents said they are affected positively and 25% said they are negatively affected. This means that a greater number of consumers are touched positively when it comes to advertisements of herbal drugs towards their buying attitude. This also means advertisement can be a tool to win customers to make a purchase if is well designed.

4.18 RESPONDS FROM CUSTOMERS TO CONTINUE BUYING HERBAL DRUGS BECAUSE OF ADVERTISEMENT?

Table 14

	FREQUENCY	PERCENT	VALID PERCENT
Yes	16	40	40
No	24	60	60
Total	40	100	100

Source: Field Survey March, 2013.

From the study, 60% answered No and 40% answered Yes. This indicates the limited interest that majority of the respondents have bought traditional medicine.

4.20 SATISFACTION WITH PRODUCTS OF HERBAL COMPANIES

Table 15

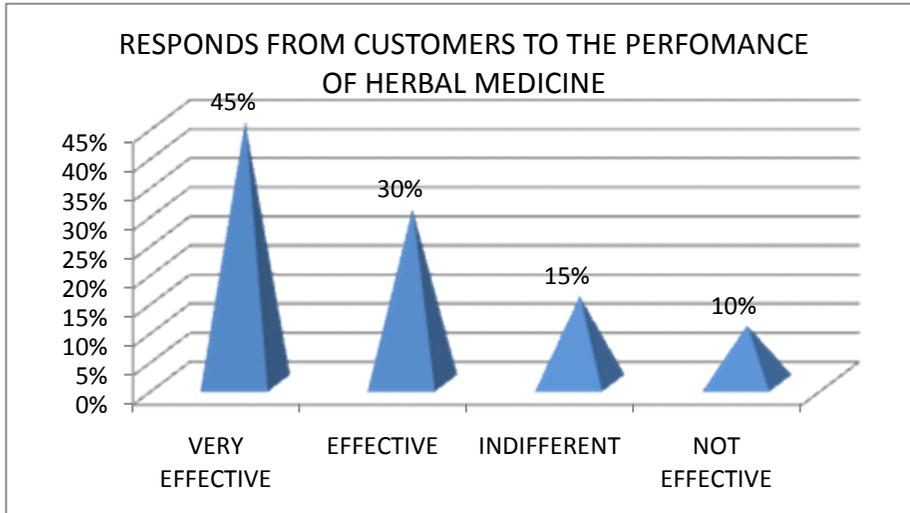
	FREQUENCY	PERCENT	VALID PERCENT
Yes	34	85	85
No	6	15	15
Total	40	100	100

Source: Field Survey March, 2013

The research shows that, 85% of the respondents were satisfied with the products of herbal companies and 15% said they were not satisfied with herbal medicines. This emphasize that herbal medicine is very effective and that consumers are satisfied with it.

4.21. THE PERFORMANCE OF THE MEDICINE

. FIG. 6



The study reveals that, 45% of the respondents recommended that the medicine is very effective which is the highest whilst 10% recommended that the product performance is not effective which is the lowest. This clearly depicts that herbal medicines are very effective and that its consumption helps release one from the sickness intended for.

4.22 RESPONDS FROMS CUSTOMERS OF WHERE THEY PURCHASE THE MEDICINE

Table 16

PLACE	FREQUENCY	PERCENT	VALID PERCENT
Pharmaceutical and chemical shop	24	60	60
Van and vehicle	10	25	25
Sales person	6	15	15
Total	40	100	100

Source: Field Survey March, 2013

Based on the study, 60% responded to purchasing their products at the pharmaceutical shops representing the highest and 15% responded to purchasing medicine from sales persons representing the lowest. This is an indication that herbal drugs are bought mostly in pharmaceutical shops.

4.23 THE APPROPRIATE MEDIUM FOR ADVERTISING HERBAL DRUGS

Table 17

MEDIUM	FREQUENCY	PERCENT	VALID PERCENT
Radio	24	60	60
Newspaper	2	5	5
Television	10	25	25
Billboards	4	10	10
Total	40	100	100

Source: Field Survey March, 2013

From the study, 60% recommended that radio is the medium appropriate for advertising herbal drugs representing the highest whilst 5% recommended that newspaper is the medium appropriate for the advertising of herbal drugs representing the lowest. This shows that, in terms of reaching the target market, radio is more appropriate to use.

DISCUSSIONS

The main purpose of this research was to bring to view the extent to which adverts colour the buying decision of consumers or how advertisement affect consumer attitudes towards herbal medicine or drugs. The main findings on this research paper are that:

1. A well planned advertising program can change the buying decisions of consumers of herbal products.
2. Advertising can affect the consumer attitude towards herbal products in the market.
3. Consumers respond to advertising relating to their unfulfilled needs.
4. The neglect of advertisement affects an organization's product.
5. The medium that the firm uses in advertising its products was mostly radio and television.

Based on the objectives been linked with our information gathered, it was find out that advertising is one of the marketing communication tools that can change the buying attitude of a consumer. And with reference to product advertisement by (Batra and Asker, 1996), advertisement tells people what a product is, what it can do, where it can be found. Actually the objective of advertisement is to give information about the product to the target market. From (Batra and asker, 1996), advertisement also persuades the target market for them to select the firms brand rather than that of competitors. They explain that, advertisement is used to remind the consumers about the existence of the firms' product.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 SUMMARY OF FINDINGS

This research paper was to study the effects of advertisement of herbal drugs on consumer buying attitude in Ghana, specifically Amen Scientific Herbal Center. It was to find out the extent to which adverts affect the decision making process of consumers towards their buying attitude. Also the study was to find out how producers and marketers of herbal drugs will advertise their product in ways that will win many consumers and how consumers will identify the best herbal product on the market by making use of the advertisement.

Data was collected from two main sources, primary source and secondary sources. The data were analyzed using frequencies and percentages. From the hypothesis tested, it was revealed that advertising affects consumer motives to buy. It was also realized that advertising have other factors that affects consumer decision making process and consumer purchasing habits. Some of the factors that affect consumer buying attitude were friends, family/relatives, business and the economy.

From the research, it was also found out that advertisement affects the consumer motives, attitudes and perceptions. In this essence, advertisement helps the consumer to remember, locate, identify and make a choice from competing products. Consumer attitude is the most important activity which needs to be undertaken by the firm that wants to be successful. Therefore, knowing the consumer attitude would enable the marketer to determine how advertising programs would be design to affect consumer buying attitude or their decision making process.

5.1 CONCLUSION

Advertisements on consumer goods should be frequent with catchy heading because it will draw consumers attention to a particular advertising of products, give market power because advertisements affects consumers perception, cognition and mental files of consumers. Hence, when firms are going to promote their products, they should adopt advertising as the main promotional tool. Since herbal drugs are local medicine produced and prepared in Ghana the best combination of medium is television and radio.

This is because television provides a catchy message and demonstrates the product on the screen and it is easier listening and seeing the products clear, and radio is also a ubiquitous medium which can be found in almost householders in Ghana than television and other mediums like newspapers, magazines, billboards.

Radios are in a several homes and can be found in cars as well. All the media used are good but radio is the most appropriate medium used for advertising herbal drugs in Ghana. Also herbal products producers are not like technical producers who design the advertising strategy which they need to consider past experience, culture, social status and the buying attitude of consumers. This is because consumer attitude is a dynamic process that affect their decision making process. The more marketers know the factors that affect their consumer buying attitude the greater their ability to design attractive strategies and products to define their target market.

Also, huge investment in advertisements does not lead to increase sales, because if the goods that are advertised does not serve the purpose and satisfy the consumer's needs it will discourage others from buying the same good.

Consumers do not usually get the satisfaction from advertised goods because what producers tell them about their goods through adverts is not what the consumer actually finds when the goods are bought and used.

5.2 RECOMMENDATIONS

Consumers react in various ways in the decision making process. They are influenced by a number of factors in each purchase that is made. Competition is now a major factor among herbal industries in Ghana today. Specifically, Amen Scientific Herbal Center. Based on recent findings on the topic, the role of advertisements of herbal drugs on consumer decision making process, the following recommendations have been made.

The firm should focus on advertising because it is one of the effective tools through which herbal drugs could be brought to the attention of the consumer. Producers of herbal products should practice what they preach, that is the goods should meet the standards as being advertised. New products introduced into the market should be fully tested to make sure they meet standard of consumers.

There is the need for advertisers, to study consumers buying attitudes, motive and perception about advertisement so as to design the advertisement to meet their wants. There should be integration and coordination of advertising and other marketing strategies such as pricing, promotion, product and place by the firms. Firms need to advertise their products in order to be able to reach out to both their customer and potential customers so that they are not overtaken by their competitors. This is because, advertisement differentiate product of the same kind in the industry from one another.

In the midst of all these, producers and marketers of herbal drugs should now do their best to put enough knowledge on consumers' mind about herbal drugs and make advertisements an unavoidable tool in consumer decision making process.

5.3 SUGGESTIONS FOR FUTURE RESEARCH

The researcher looked at assessing the role of advertisement of herbal medicine towards consumer buying attitude of Amen Scientific Herbal Center in the Kumasi metropolis. It is suggested that further research be carried out by increasing the relative size of the sample rather than the same size. This is more so because of limited time and financial constraints which did not allow the researcher to operate within a larger area.

Findings from the modest attempt could be stimulated on extending to other area like organizational buying behavior in terms of their decision making process with regards to advertisement.

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APPENDIX A

QUESTIONNAIRE FOR MANAGEMENT AND STAFF

Purpose: This questionnaire is designed to collect information from you regarding your company's advertising activities. Please you are assured of the confidentiality of your responses and your identity will not be disclosed in any way. The information you give will be used for only academic purpose.

Instructions: please provide brief answers where required. Please tick the appropriate box where necessary.

1. Gender: Male Female
2. Which of the following age categories do you belong to?
21 – 30 31- 40 41 – 50 51 – 60 60 and above
3. What is your educational qualification?
'WASSCE/SSCE 'Technical/post-secondary Diploma/ HND Bachelor's degree
Post-Graduate Diploma/masters PhD
4. When was the firm established?
5. How would you rate the effect of non use of advertisement have on the firm?
Very favorable Favorable Unfavorable Very Unfavorable
6. How often does the firm measure its advertising impact on its products?
Weekly Monthly Quarterly Annually None
7. Does the firm respond to advertisement of other competitors? Yes No
8. Does the firm compare its advertising models with other firms in the same industry?
Yes No

9. How does the firm react to advertisement of other competitors?

By partially changing the firms advertising model []

By totally changing the firms advertising mode []

Not applicable []

10. What is the response from customers about the purchase of the firms' products?

Positive [] Negative []

11 What medium does the firm use in its advertisement?

Radio [] Television [] Radio and television [] Newspaper [] Online []

All medium above []

12. Does the firm react to criticisms from customers about advertising models?

Yes [] No []

13. How often does the firm advertise its products?

Everyday [] Twice in a week [] Weekly [] Monthly [] other (please specify)

15. Which combination of media does the firm use appropriately?

Television & Radio [] Newspaper & Radio [] Television & Newspaper []

Billboard & Radio []

16. Does advertisement really increase the sale of your firm's product? Yes [] No []

17 Recommend an advertising medium you see appropriate that can increase sales other than

Radio, Television, Newspaper, Billboard?

APPENDIX B

QUESTIONNAIRE FOR CUSTOMERS

Purpose: This questionnaire is designed to collect information from you regarding advertisement of herbal medicine towards your purchase decision. Please you are assured of the confidentiality of your responses and your identity will not be disclosed in any way. The information you give will be used for only academic purpose.

Instructions: please provide brief answers where required. Please tick the appropriate box where necessary. ✓

1. Gender: Male Female

2. Which of the following age categories do you belong to?

21 – 30 31- 40 41 – 50 51 – 60 60 and above

3. What is your educational qualification?

WASSCE/SSCE Technical/post-secondary Diploma/ HND

Bachelor's degree Post-Graduate Diploma/Masters

4 How did you get to know about the usage of herbal drugs?

Through advertisement through friends/relatives Other

5. How often do you purchase herbal drugs based on advertisement?

Always Not always None

6. What effect does the advertisement of herbal drugs have towards your buying decisions?

Positive Negative

7. Would you like to continue buying herbal drugs because of advertisement?

Yes No

8. Would you recommend herbal drugs to others?

9. Why did you choose herbal drugs or products over others?

10. Are you satisfied with the products of herbal medicine? Yes [] No []

11. If you answered yes in question 10, please specify why?

12. What treatment was the medicine used for?

13. What was the performance of the medicine?

Very effective [] Effective [] Indifferent [] Not effective []

14. Where did you purchase the medicine?

Pharmaceutical/Chemical shop [] Van/Vehicle [] Sales person []

15. Which medium do you think is appropriate for advertising herbal drugs?

Radio [] Television [] Newspaper [] Billboard []

16. Please recommend any supplementary advertising medium that can be used to reach customers effectively?