

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Today's successful Herbal products (medicines) have something in peculiar that is; it seeks to create corporate personality of customers' perception.

Dibb, et al (2006) defines public relation "as managing and controlling the process of using publicity effectively. It is the planned and sustained effort to establish and maintain goodwill and understanding between an organization and its target publics: customers, employees, the media, and shareholders, trade bodies, suppliers, government officials and society in general."

Maggie (2005 - 2006) also stated in customer communication, the Institution of Public Relations defining public relation "as the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics."

Also, Know This.com definition: "public relations involve the cultivation of favorable relations for organizations and products with its key publics through the use of a variety of communications channels and tools. Traditionally, this meant public relations professionals would work with members of the news media to build a favorable image by publicizing the organization or product through stories in print and broadcast media."

Public Relation is said to be the fundamental communication tool used to promote herbal products in Ghana. There are several activities of public relation, according to customer communication CIM (2005 - 2006) public relations covers the following activities:

- i. Corporate image and corporate social responsibility
- ii. Exhibitions, conferences and special events
- iii. Press conferences and press release
- iv. Sponsorship

Herbal products/medicine University of Maryland Medical Center (UMMC) (2011) refers to using a plant's seeds, berries, roots, leaves, bark, or flowers for medicinal purposes.

Plants have been used for medicinal purposes long before recorded history. Ancient Chinese and Egyptian papyrus writings describe medicinal uses for plants as early as 3000 BC. In the early 19th century, when chemical analysis first became available, scientists began to extract and modify the active ingredients from plants.

Later, chemists began making their own version of plant compounds and, over time, the use of herbal products/medicines declined in favor of drugs. Almost one fourth of pharmaceutical drugs are derived from botanicals.

Recently, the World Health Organization (WHO) estimated that 80% of people worldwide rely on herbal medicines for some part of their primary health care. In Ghana, about 1000 plant based medicines are available and are prescribe by herbal physicians. Also, first line of treatment for

60% of children with high fever resulting from malaria is the use of herbal medicine. (WHO, 2003) According to UNDP (2007) Human Development report however, it is estimated that about 80% of the Ghanaian populace relies on herbal preparations for primary health care.

1.2 STATEMENT OF THE PROBLEM

Effective public relation is the engine of most herbal products in Ghana. In view of this, herbal companies mostly rely on public relations to sell their products to their target customers. However, there are some problems associated with public relation in herbal products. Therefore the main problems that necessitated our study are outline below; within the herbal product industry, public relation as a communication tool is difficult to control the message that the target media subsequently publish. No guarantee of gaining any coverage, so opportunities can be restricted. This is especially true if the public relation event happen on a very newsworthy day communication has a short life.

Also, is difficult to measure the effectiveness of public relation activities other than column inches or television seconds generated. Public relation as a communication tool can become newsworthy for the wrong reason (EG. Celebrity gets arrested on drug charge). The study therefore seeks to demonstrate the power of public relation systems; the effects of public relation on herbal products within Kumasi metropolis.

1.3 RESEARCH OBJECTIVES

The main objectives of this study were to:

- I. Evaluate the effects of public relation on herbal products in the Kumasi metropolis.
- II. Identify the opinions of herbal products manufacturers, public relation agencies and customers within Kumasi on public relations.
- III. Find out the assumptions of public relation systems being fact or fiction.
- IV. Draw conclusions about public relation systems being fact or fiction.

1.4 RESEARCH QUESTION

The study seeks also to find answers to the following questions:

- i. How does public relation develop the corporate image – the face of herbal companies in Kumasi?
- ii. How public relation does really communicate the image of herbal companies and all that fall within it?
- iii. What are the effect of public relations and how it affects herbal products within the Kumasi metropolis?
- iv. What gender group patronage the herbal product?

1.5 SIGNIFICANCE OF THE STUDY

The study should,

- i. Help herbal industries to know how public relation was practiced and its effects on customers within Kumasi metropolis.

- ii. Help other manufacturing industries to know the importance of public relation department in on organization.
- iii. Be useful to future researchers and serve as a reference for students and other research institutions.
- iv. Show the significance of the gender difference

1.6 METHODOLOGY

Both primary and secondary data were sourced in order to obtain accurate and reliable data. The primary method of data collection involved the application of questionnaire develops by researchers. The questionnaires were administered to management, and customers of the herbal companies within Kumasi metropolis. Also, interviews and observations would be used.

Secondary data would be obtained from works of other researchers, from books, journals, reports, and internet.

1.7 SCOPE OF THE STUDY

Due to the broad nature of the herbal industry and public relation in Ghana, the study was limited to only Kumasi area / metropolis. This was because the effect of public relation on the segment area and industry would be the same within the entire country (GH) and industry (herbal products industry).

Also, Kumasi area was the chosen segment for the study because customer base of this geographical area makes it possible researchers to have enough information and samples for our study.

1.8 LIMITATIONS

Some of the limitations of the study include:

- i. It was difficult getting management and employees of herbal companies for relevant information.
- ii. The combination of research work and academic work would slow down the rate of work.
- iii. The cost of the study was relative high especially the aspect of transportation to necessary source of data.
- iv. The research had some difficult in retrieving some questionnaires.

1.9 ORGANIZATION OF CHAPTERS

The study consists of five (5) chapters which were outlined below:

The first chapter deals with the general introduction of the study which includes, Background of the study, Statement of the Problem, Aim and Objectives, Research Questions, Significance of the Study, Methodology, Scope of the Study, Limitations and Organization of Chapters, The second Chapter was about the review of Literature followed by Chapter three which deals with the methodology, Chapter four deals with Data analysis and interpretation and the last chapter which was Chapter five deals with summary of findings, conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Public Relations whether oriented primarily to product support or to the development of corporate goodwill, play an important role within the communication mix. According to (Haywood, 1991), public relation can support marketing in a number of ways, from improving awareness and projecting credibility to the creation of direct sales leads and motivating the sales force and members of the performance network. However, public relation is now recognized as a communication discipline that can develop and maintain a portfolio of relationships with a range of key stakeholder audiences.

By providing all stakeholder with cues by which they can develop an image of an organization, public relations enables organizations to position themselves and provide stakeholders with a means of identifying and understanding an organization. This may be accomplished inadvertently through inaction or deliberately through a planned presentation of a variety of cues. These range from publicity through press releases to the manner in which customers are treated, products perform, events are managed and expectations are met.

The area referred to as crisis communications management has grown in significance during recent years. Public relations play an important role in preparing for and constraining the impact of a crisis and re-establishing an organization once a crisis has passed. By creating campaigns targeted at individual stakeholders, or at least identifying the needs of the performance network

as separate from those of the support network, the effects of intended at the outset can be measured at the close of the different campaigns. (Fill, 1998)

2.2 NATURE OF PUBLIC RELATIONS

Public Relations indicate that it is essentially a task promoting rapport and goodwill between a person, firm or institution and the community at large through dissemination of information.

It uses a two- way communication in dealing with public opinion.

- i. Assesses the attitudes of the public towards the organization.
- ii. Executes communication programmes to gain public understanding and acceptance of the management's point of view.
- iii. PR aims to bring about harmonious and mutually advantageous adjustments between an organization and the community through dissemination of idea and also providing feedback from the public to the management.
- iv. It evaluates public attitudes, identifies policies that interest's public and executes the programme of communication.

Good Public Relations must stand on a sound moral base.

- i. To attract attention
- ii. To win belief
- iii. To impart understanding

A Purposeful Public Relations Program should.

- i. Understanding the organization's nature and purpose thoroughly
- ii. Communicate this understanding to others like publics
- iii. Observe and evaluate the effect of the communication

Elements in Public Relations

- i. Two- way communication
- ii. Mutual Understanding
- iii. Caring for Public Opinion
- iv. Social Responsibility

2.3 THE POWER OF PUBLIC RELATIONS SYSTEMS

Olson, in franchising articles wrote; twenty years ago I first witnessed the magic of great public relations. Dan Dorfman, a renowned investment advisor, wrote an article praising our small business to business franchise, which had 100 – plus owners at the time. Immediately afterward, our phones were ringing off the hook for three weeks! His syndicated column, which runs in 300 newspapers throughout the U.S., named us one of the “top 10 best franchised investments in America”.

Eleven sales later, he sat down and realized what had happened and what can for happen for franchisors with excellent public relations reaching the right buyer audience at the right time. Simply put, public relation sells their franchises. Since then, he has discovered these general truths about using public relations as a recruitment tool. (Olson, 2012)

(Geoff Simon SSPR) public relations in his article also wrote businesses of all sizes spend a significant chunk of change attracting attention to their services or products. Large companies are able to spend huge amounts on communication campaigns, though they love free publicity as much as anyone. But small and mid-sized businesses need to target their marketing money wisely to get as much bangs as possible for every buck.

For smaller businesses, free publicity may well be the difference between failing, merely surviving, or shooting for the moon. Even for large companies, obtaining free positive publicity can mean success in a fiercely competitive market. The public is overwhelmed by thousands of advertising messages. Free publicity in the form of print or broadcast articles about a company, its executive or staff members, or its products or services can attract the attention of potential customers in a way that one more advert just can't.

Public relations professionals are always coming up with clever ideas for getting their clients noticed, especially in the form of free and powerful publicity. Keep in mind that your goal is to attract the public's attention in a way that will draw them to your door and keep them coming back. The public is your current and potential customer base, and public relations is all about reaching them in a way that will encourage both sales and customer loyalty. (Geoff Simon, 2012)

A major purpose of public relations is to place media articles about you and your business in local, national, and trade publicity. Such articles lend your business credibility in the eyes of the public and position you as experts in the field. People often think about using a product for the

first time after reading an article about it in a newspaper or a magazine. Another function of such publicity or public relation is to create an appealing image for your company, to encourage customers' identification and loyalty. (Geoff Simon, 2012)

2.3.1 Local Media Exposure

Marketing expects now advice that the trading area for most businesses consists of consumers within a 10-minute drive of their store. Even most national companies, exist for consumers primarily as local businesses. In other words, local media exposure is one of the most valuable forms of advertising available.

Instead of spending all of your marketing budget on expensive advertising programs, look for ways to win free publicity from local media exposure. Because your business is local, it is not at all difficult to make it newsworthy at the local level.

The most obvious way to do that is to take advantage of the fact that most local newspapers have a business section that routinely reports on events and activities that routinely reports on events and activities that you will be engaging in just in the normal course of doing business:

- i. Grand openings
- ii. Expansions New hires
- iii. Special events
- iv. Promotion
- v. Community service involvement

Any of these can be translated into a news story that frames your business in an appealing light and attracts customers to your door. But let's face it to reach most potential customers you need to get off the business page. Here are a few tips for creating a local buzz for business by helping local newspapers and TV and radio shows see company as a story. (Geoff Simon, 2012)

2.3.2 Do Not Underestimate the Power of Press Release

The press release is a public relations workhorse. Carefully targeted, well – written press releases save reporters’ time and trouble by creating newsworthy angles about a business that media can use to fill column inches or airtime. There are many opportunities for sending out press releases. And new opportunities can always be created:

- i. New products and services
- ii. Contests and promotions
- iii. Awards or industry recognition
- iv. Grand openings and open houses
- v. Speaking engagements
- vi. Involvement with local charity events, funds – raisers, or local community
- vii. Service events
- viii. Resulting of interesting or controversial customer survey

If you or your public relations/marketing specialist has developed a relationship with reporters, then it becomes even easier to get your press releases the attention you want. One way to establish such relationship is to consistently provide them with stories they can use. In other words, do not just send out press release – create stories. Once you have got that relationship with a reporter, editor, newscaster, or talk show host, he or she will be especially receptive to your press release. (Geoff Simon, 2012)

2.3.3 Think Feature Article

Feature stories are particularly useful in bringing your business to the attention of potential customers, especially since many feature stories are accompanied by full-color photographs! All you have to do is identify a human interest angle that will attract the attention of the average newspaper reader. Especially for small and mid-sized local businesses, company owners and executives are real people and members of the community. A human angle featuring an executive or even a regular staff member is easy to come up with.

Imagine a feature article, complete with before and after pictures of the owner or one or more of most successful clients. Therefore would be a statement to the company's door!

Call the radio station and the local television station. Again, the point is that your business, your executives, your staff and your customers are members of the community. Sometimes they are very prominent members of the community whose actions are newsworthy for that reason. But even if the individual is not prominent, that does not mean he or she is not newsworthy. Local broadcast media need to fill airtime just as print media need to fill column inches.

When pitching a story to broadcast media, you have to consider their particular needs. An executive or staff member who does not speak well in public might still serve nicely as the subject of a newspaper feature article with photographs. But if a radio interview or a spot on the local newscast, you want to put your best speakers forward. If you are going for T.V coverage, you also have to think about how to "give good video"

One way to make a speaker appealing to the broadcast media is to position him or her as an expert whether on a topic directly related to your business or on topic of general interest to the media. Of course, you still need to find the angle that makes the “story” newsworthy or appealing from a human interest angle.

For the human interest angle, think kids, past, old people, charity, community service, hobbies – the list is endless. (Geoff Simon, 2012)

2.4 THE EFFECTS/IMPACT OF PUBLIC RELATION

We live in a time of immense environmental complexity and change and consequently, corporations have been forced to significantly alter their strategies to better compete and survive. Mergers, acquisitions and divestiture represent a major dimension of corporate change over the past several decades. Globalization has been still another catalyst in the rise of corporate identity programs.

According to (Greisman, 2011) Sr. Vice president of master card; if reputation is not everything, it's the closest thing to it. How a company is perceived – such as trustworthy or not, easy to do business or not, well managed or not, good investment or not, good corporate citizen or not. It affects business success. Public opinion or image is a powerful force that impacts the earnings of corporate through their actions such as boycotts, strikes, products recalls, and memo's from constituents. Image is gained by what one does and not by what one says. It's how we choose business partners. There are several surveys in the market based on corporate emotional appeal, financial performance, product and services, vision and leadership, workforce environment and

social responsibilities but identify and analyze the impact of public relation on corporations.
(Sarah Smith et al, 2012)

2.4.1 Objectives of Public Relation

Like other aspects of marketing promotion, public relations are used to address several broad objectives including:

- i. Building product awareness – when introducing a new product or re-launching an existing product, marketers can use the public relation elements that generate consumer's attention and awareness through media placements and special events.
- ii. Creating interest – whether a public relation placement is a short product article or is included with other product in “round up” article, stories in the media can help entice a targeted audience to try the product. For example, around the holiday's season, a special holiday food may be promoted with public relation through promotional releases sent to the food media or through special events that sample the product.
- iii. Providing information – public relation can be used to provide customers with more in depth information about products and services through articles, collateral materials, newsletters and websites. Public relation delivers information to customers that can help them gain understanding of the product.
- iv. Stimulating demand – a positive article in a newspaper, on a TV news show or mentioned on the internet often results in a discernable increase in product sales
- v. Reinforcing the brand – in many companies, the public relations function is also involved with brand reinforcement by maintaining positive relationship with key audiences, and thereby aiding in building a strong image.

Today it is ever more important for companies and brands to build a good image. A strong image helps the company build its business and it can help the company in times of crises as well. (Sarah Smith et al, 2012)

2.4.2 Impact of Public Relation on Corporation

Public relations offers several advantages not found with other promotional options. First, public relation is often considered a highly credible form of promotion. One of public relation key points of power rest with helping to establish credibility for product, company or person in the minds of targeted customer groups by capitalizing on the influence of a third party – the media. Audiences view many media outlets as independent sources that are unbiased in their coverage, meaning that the decision to include the name of the company and the views expressed about the company is not based on payment that is advertisement but on the media outlets judgment of new product in the business section of a local newspaper may have greater impact on readers that readers perceive the news media as presenting an impartial perspective of the product. Second, a well – structured public relation campaign can result in the target market being exposed to more detailed information than they receive with other forms of promotion. That is, media sources often provide more space and time for explanation of a product.

Third, depending on the media outlet, a story mentioning that a company may be picked up by a large number of additional media, thus, spreading a single story to many locations.

Finally, in many cases public relation objectives can be achieved at very low cost when compared to other promotional efforts. This is not to suggest public relation is not costly. It may

be especially when a marketer hires public relation professionals to handle the work. But when compared to the direct cost of other promotions in particular advertising, the return on promotional expense can be quite high. (Sarah Smith et al, 2012)

2.4.3 MARKET LANDSCAPE AND PUBLIC RELATION

Marketers have at their disposal several tools for carrying out public relation. The key tools available for public relation include:

- i. Media Relation
- ii. Media Tours
- iii. Newsletters
- iv. Special Events
- v. Speaking Engagement
- vi. Sponsorship
- vii. Employee Relations
- viii. Community Relation & Philanthropy

Before choosing among the various tools, marketers should begin by identifying their targeted audiences and key messages they wish to send. These should align with the message and audiences identified for product being promoted or corporate goods for non – specific product promotions such as corporate image promotions.

The key messages are used in the development of public relation materials and supporting programs describe below.

The purpose of key message is to provide a consistent point of view over time and across numerous public relations methods that reinforce product positioning (customer's perceptions) and reach the desired target audience.

Company image sets the stage for how receptive a target audience is for your messages. For service businesses, your image takes on an even greater importance because you are essentially the company's raw material, machinery, inventory and product all rolled into one. Therefore employees comprises company's image. Some people confuse reputation with company image. Your reputation is only one component of an overall image. For example, you may have a reputation for always delivering quality products on time but your company image also includes the quality of your presentation materials, your advertising and pricing. . (Sarah Smith et al, 2012)

2.4.4 Impact of Public Relation on Finances (Profitability)

Public relations can help create a unified message that helps marketing and business development, this can help define product or service from the customers-point of view, get you on the speaker's panel at trade shows and conventions, get articles about your firm in the relevant trade publications and help with collateral material development. Events as a publicity tool have been used as an integral part of the public relation business for years and can be far more effective than bombarding editors with press releases. Many companies focus on staying events mainly because their products get lost trying to get undeserved publicity. Events, on the other hand, create great photo opportunities if timely and of interest to the community. Enthusiasm and persistence are critical assets when it comes to communicating your message to

the public. When it comes to working firms, Webster suggests “it is essential that clients don’t bluff about their knowledge and therefore their expectations of the public relation process”. The public relation firm can’t help unless you adequately communicate the scope of your knowledge about the business. Good public relation work, including Press Coverage, Goodwill Generated and Increased impact on public perception of your firm can be powerfully effective. According to media experts, articles are believed and remembered four to six times more than advertising. . (Sarah Smith et al, 2012)

2.4.5 Market Monitoring: Competition and Impact of Public Relation

Monitoring public comments about a company and its product is becoming increasingly important especially with the explosion of information channels on the internet. Today monitoring includes watching what is written and reported in traditional print and broadcast media and also keeping an eye on discussions occurring through various internet outlets such as forums, chat rooms, blogs and other public messaging areas. Marketers must be prepared to respond quickly to erroneous information and negative opinions about product as it can spin out of control very quickly through the new technology channels. Failure to correct misinformation can be devastating to a product or company’s reputation.

It should be noted that specialized monitoring services can be contracted to help companies keep track of “buzz” about the company and its product. (Sarah Smith et al, 2012)

2.4.6 Crisis Management

Marketers need to be prepared to respond quickly to negative information about the company. When a problem with a product arises – in fact or substantiated only by rumor – a marketer's investment in a product and brand can be serious jeopardy. Today, with the prevalence of the internet and wireless communications, negative information can spread rapidly. Through monitoring, marketers can track the issues and respond in a timely fashion. To manage response effectively, many companies have crises management plans in place that outline steps to take and company spokespeople to speak on behalf of the company should any event occur. (Sarah Smith et al, 2012)

2.4.7 Social Media and Public Relation

Until recently, most public relations activity involves person to person contact between public relation professionals and members of the media such as journalist and television news reporters. However, several trends are developing that alter the tasks performed by the public relation people. In most cases, these changes are the results of new internet technologies that are quickly gaining widespread acceptances among internet users and are becoming new media outlet in their own right.

- i. Blogs
- ii. Discussion Forums
- iii. RSS Feeds
- iv. Podcasting
- v. Search Engine Optimization

Many (72%) believe social media complement traditional news media and even higher number (89%) think blogs and social media influence coverage in traditional news media. Most (84%) believe blogs and social media have made communications more instantaneous because they encouraged organizations to respond more quickly to criticism. Results clearly show traditional news media receive higher scores than blogs and social media in terms of accuracy, credibility, telling the truth and being ethical. Findings also show (75%) expect traditional news media to be honest, tell the truth and be ethical, but only (44%) hold these same expectations for blogs and other social media. (Sarah Smith et al, 2012)

2.5 DEVELOPMENT OF THE CORPORATE IMAGE

The visual manifestation of the corporate image has many facets, but each must support the other to support the overall ‘personality’ of the organization. Therefore the logo, branding strategies used, organizational culture and corporate activities all play their part in creating the corporate image or personality. (Maggie, 2005 - 2006)

The corporate image becomes the ‘synonym for the reputation which can be the single most significant point of differentiation between competing companies’ (Dolphin, 2000). Our image portrays to our stakeholders who we want to be. Many organizations actually have strap lines to convince us of this and every communication, which emanates from the organization, supports this claim.

Dolphin (2000) also made the point that corporate image is concerned with a mental impression. If the public think well of an organization they are more likely to do business with it and a well-regarded organization can build upon success to be stronger and step ahead of the competition.

The development of the image has to start with the visual identity or logo. The development of a logo is essentially the corporate badge and it can be used to create instant recognition for the organization and its products/services. This differentiates those products from others in the same field and conveys a consistent imagery across the products/services it markets.

The logo is then used as the basis of the organization's corporate literature which, when used to communicate with the stakeholders of that organization, reinforces the corporate image in the minds of those connected with the organization. The logo will appear on all literature such as letter headings, business cards, brochures and annual reports to again convey that consistent message about the organizations. The colors and symbols used within the logo can then be used in uniforms, buildings, headquarters, vehicles, newsletters and everything that bears the company name to overlay the image.

Under public relations, in developing the logo every small part must be considered in how it can support or change the perception of the corporate image. Size, color, typeface, graphics and strap lines all combine to create the image, which encapsulates and communicates the corporate image. (Jones and Cheeseman, 2005)

2.6 COMMUNICATING THE CORPORATE IMAGE AND CORPORATE SOCIAL RESPONSIBILITY

Once the visual depicting the image has been developed we must consider how to communicate the image to give weight and credibility to the organization's chosen personality. Within the stakeholder groups' corporate communications tends to diversify the communication channel slightly to appeal more to the recipient needs. Therefore;

- i. Business related stakeholders such as suppliers, distributors and the city receive gifts such as calendars, key rings, desk items and umbrellas carrying the logo. Business dinners or sponsored charity events will be ideal opportunities to further develop the caring side of the personality.
- ii. Community related stakeholders such as employees; local government and so on can be targeted similarly by sponsorship of local events and teams. Scholarships and bursaries for employee's families can be awarded.
- iii. Customer related stakeholders – the way that the organization deals with customer complaints is another form of communicating the image. The no quibble guarantee and well-trained front line staff communicate the organization cares.
- iv. Corporate social responsibility is a significant contemporary marketing issue Alliances with ethical and environmental issues or charities can develop the caring side of the corporate image, for example The Body Shop support Fair Trade Organizations who source ingredients from around the world making sure that they are harvested by laborers who get a fair wage and good living conditions. The (January 2005 issue of CIM marketer magazine) was totally dedicated to this issue and it was debated on one

of the (www.shapetheagenda.com) forums. Corporate social responsibility activities should be relevant to the business. A company that invests in schemes that have no connection smacks of opportunism and jumping on the corporate social responsibility bandwagon. Relevant opportunities such as toy companies sending unsold stock to child care homes indicates commitment and behavior in relation to a moral code. (Jones and Cheeseman, 2005)

2.7 PUBLIC ACTIVITIES

2.7.1 Corporate image and Corporate Social Responsibility

Corporate image is the reputation which can be the single most significant point differentiation between competing companies (Dolphin, 2000). Corporate image is concerned with a mental impression and the development has to start with the visual identity or logo.

Corporate social responsibility is a significant contemporary marketing issue Alliances with ethical and environmental issues or charities can develop the caring side of the corporate image. (Jones and Cheeseman, 2005)

2.7.2 Exhibitions, Conferences and Special Events

Exhibitions, trade fairs and mobile roads shows are all used to combine an element of personal selling with a chance to display your wares within an industry arena.

Conferences are places to be seen and network with other people within the industry. The emphasis is on information gathering and sharing.

Special events or corporate entertaining can also offer public relation opportunities. Having a corporate box at a race meeting, premier league football club are all activities that can aid the wheels of business run more smoothly. (Jones and Cheeseman, 2005)

2.7.3 Press Conferences and Press Release

Press conferences are meetings called to announce a major news event and press release (news release) is a publicity mechanism, usually consisting of a single page of typewritten copy. (Jones and Cheeseman, 2005)

2.7.4 Sponsorship

Sponsorship is another communication tool that can be used to put an organization's name across to a variety of publics and promote an image. Organizations can sponsor the arts, sporting events, individual sportsmen or women or even television programs. (Jones and Cheeseman, 2005)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter will explain the research methodology that will be used. The techniques, procedures and processes to be used in collecting the data, the sample size or population to be covered and how the data will be analyzed.

3.2 RESEARCH DESIGN

Research design was the plan that researchers will follow to answer the research objectives. The research design attempts to provide the best information possible subject to the various constraints under which the research was conducted. The research was descriptive and analytical research which seeks to describe phenomena, gives a clear picture of trends, an event or situation.

The researchers used this method due to the fact that other researchers have researched into this area and as such available information was analyzed to come out with the power of public relation on herbal product within Kumasi metropolis. The quantitative and qualitative forms of research design were used for the analysis in order to ascertain true reflections of the data collected.

3.3 RESEARCH APPROACH

This study was regarded as a descriptive research. Since the purpose of this study was to find out the effect of public relation on herbal product within Kumasi metropolis and as such the research questions are stated in a way where the answers would rather contribute to the understanding of public relation. Moreover, the researchers want to gain in-depth information through the specific research objectives which in return would contribute to academic knowledge.

3.4 RESEARCH STRATEGY

The purpose with this study was to find out the power of public relation on herbal product within Kumasi metropolis.

Yin (2003), states that a case study gives the researcher the opportunity to conduct direct observations and systematic interviewing. The central tendency among all types of case study that was, it tries to illuminate a decision or set of decision; why they were taken, how they were implemented and with what result. As further explained by the author case studies were most useful when “how or why” question was being asked about a contemporary set of events over which the investigator had little or no control.

Considering the reasons that were mentioned above, case study was the most appropriate to use in order to answer the research questions and with this we could reach our purpose of the study.

3.5 POPULATION OF THE STUDY

A research population was generally a large collection of individuals or objects that was the main focus of a scientific query. It was for the benefit of the population that researches were done.

However, due to the large sizes of populations, researchers often cannot test every individual in the population because it was too expensive and time-consuming. A research population was also known as a well-defined collection of individuals or objects known to have similar characteristics. All individuals or objects within a certain population usually had a common binding characteristic or trait (Experiments resources, 2008). The population for the study mainly consists of the public or customers/users of the herbal products in Kumasi as well as management of the herbal companies.

Kumasi is the second largest city in Ghana, with over 1.5 million people. It has a latitude of 6, 6833(640'59.988" N), longitude of -1, 6167 (137'0.012" w) and an altitude of 252 m.

3.6 DATA COLLECTION METHOD

Data collection was the term used to describe a process of preparing and collecting data – for example as part of a process improvement or similar project. The purpose of data collection was to obtain information to keep on record, to make decisions about important issues to pass information on to others. Primarily, data was collected to provide information regarding a specific topic.

Our main method of data collection was the personal designed questionnaire and secondary data.

3.7 SOURCES OF DATA

The research collection of data was from the following sources:

- I. Primary data would be collected and analyzed
- II. Secondary data would be collected.

3.7.1. Primary Data

A close-ended questionnaire would be administered to salesmen to gather data. Additionally, a one – on –one in-depth unstructured interview was used in gathering data. The flexibility in this method would allow us to gather rich information the respondents in order to know what was really pertaining in the herbal industry; we would get into one – on – one contact with some marketing managers and sales force.

3.7.2. Secondary Data

This was data which had been gathered and assembled for the general purpose of general reference but were generally for research at hand. Secondary data would be first backed up to primary data. Secondary data would be examined to get the needed information and these would includes

- I. Published and unpublished work
- II. Articles
- III. Journals
- IV. Brochures
- V. Text books at the library
- VI. Intensive browsing and goggling on the internet will provide us more useful information for our study.

3.8 SAMPLE SIZE

This answers the question of “how many people/objects are to be surveyed?” Large sample gives reliable results normally than small samples, but it was not necessary to sample the entire population or even a substantial portion of the population.

The sample size used in this research was 75 from the sample unit. The research was a purposive research and for that matter, it was not everyone that can provide the information needed. Therefore, the sample size of 75 provided us the reliable information.

3.9 SAMPLING SELECTION

Sampling is the process of selecting units (e.g. People, organization) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen (Ferrell, 2002)

Our population included staff of various herbal companies in Kumasi metropolis. Due to the limited frame of time, the researchers selected 25 herbal companies in Kumasi metropolis with total of 75 respondents drawn from the population. Twenty five (25) from management and fifty (50) from the customers of the herbal companies.

3.10 SAMPLING PROCEDURE

The non – probability sampling which does not gives all object equal opportunity of being selected this process will be used for sampling to answer the questions.

3.11 DATA ANALYSIS

The process of organizing and thinking about data was a key to understanding what the data does and does not contain. Data analysis is a practice in which raw data is ordered and organized so that useful information can be extracted from it. There were a variety of ways in which people can approach data analysis and it was easy to manipulate data certain conclusions. For this reason, it was important to pay attention when data analysis was presented and to think critically about the data and the conclusions which were drawn (Pride, 2003). Both qualitative and quantitative analysis was employed using Statistical Package for Social Science (SPSS) in order to describe in what specific ways this case study was conducted.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter deals with the analysis and interpretation of data collected from the management of the herbal products and their customers. The collected data was critically examined to find out the number of individuals who answered the questions, their responses and other variables that will be needed for interpretation.

The chapter has been analyzed in two sections. The first section deals with the management of herbal companies and the second section also deals with their customers.

4.1.1 Sources of Information/Data Collection

Information of the study was collected from both primary and secondary sources. Primary data was gathered for the study by interviewing the producers of herbal products, managers, workers/employees and customers for quality information for the problem at hand.

Secondary data was gathered for the study by acquiring information from Association of Herbal Product Producers statistical report, libraries, and related websites on the internet as well as Herbal Manufacturers industry reports.

4.2 ANALYSES OF MANAGMENT DATA

Table 4.2.1 Gender of management

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid female	9	36.0%	36.0%	36.0%
male	16	64.0%	64.0%	100.0%
Total	25	100.0%	100.0%	

Source: Researchers field work, May 2012

The idea of the researchers was to find out the sex distribution of the management of herbal companies. The table 4.2.1 above shows the gender distribution of management of herbal companies. From the respondents/frequencies of 25, 16 representing 64% of the respondents were males whiles the remaining 9 represents 36% were females. It can therefore be concluded that, majority of the management in herbal companies are males as compare to females.

Table 4.2.2 Working Years

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 2 years	8	32.0%	32.0%	32.0%
3 - 4 years	10	40.0%	40.0%	72.0%
5years and above	7	28.0%	28.0%	100.0%
Total	25	100.0%	100.0%	

Source: Researchers field work, May 2012

The above table portrays how long the respondents (frequencies) have been working for their herbal companies. This indicates that management respondents of 8 out of the 25 representing 32% have worked with their herbal company for 1 to 2 (years). Also, 10 which represent the majority and 40% of the total 100% have been in their institution ranging from 3 to 4 (years). Lastly, 7 representing 28% of the respondents have been in operations 5years and above.

Table 4.2.3 Customers Attended to in a Day

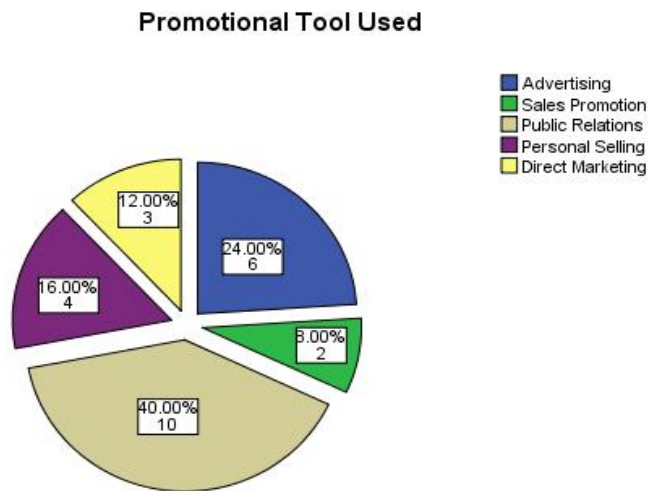
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 10	5	20.0%	20.0%	20.0%
11 - 20	6	24.0%	24.0%	44.0%
21 and above	14	56.0%	56.0%	100.0%
Total	25	100.0%	100.0%	

Source: Researchers field work, May 2012

The information generated from the field shows the ranges of customers' respondent attend to in a day. Table 4.2.3 indicates that in a day 1 to 10 customers are attend to by respondent and 5 representing 20% responded to that fact. Also, 6 respondents representing 24% responded to the fact that 11 to 20 customers are attended to in a day. Meanwhile, 21 and above customers are attended to in a day by 14 respondents which represent 56%.

The conclusion to be drawn from this is that, those working in the herbal industry are mostly in contact with the customers and should be in the better position to satisfy them since they handle most of the customers of the herbal industry.

Figure 4.2.1



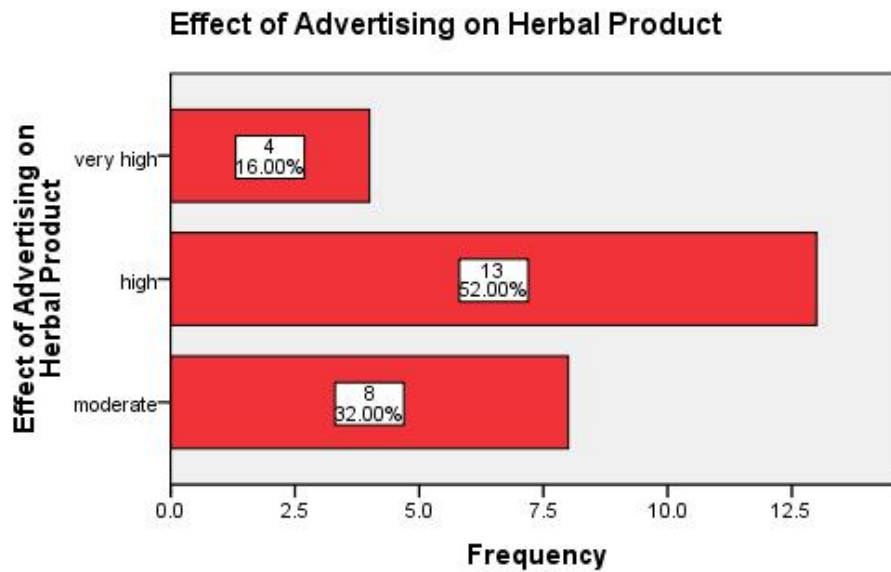
Source: Researchers field work, May 2012

In attempt to find out from management which promotional tool used regularly in their communication campaign, the above pie chart shows the kind of promotional tool that management in herbal companies used regularly.

It indicates that 6 respondents representing 24% chose advertising as their regularly used promotional tool, 2 also; representing 8% chose sales promotion. 10 respondents in lieu of 40% Chose public relations as their regularly used promotional tool, meanwhile 5 and 2 respondents representing 16% and 12% respectively chose personal selling and direct marketing as their promotional tool regularly used.

To conclude, majority of management turn to choose public relations as their number one promotional tool used regularly.

Figure 4.2.2

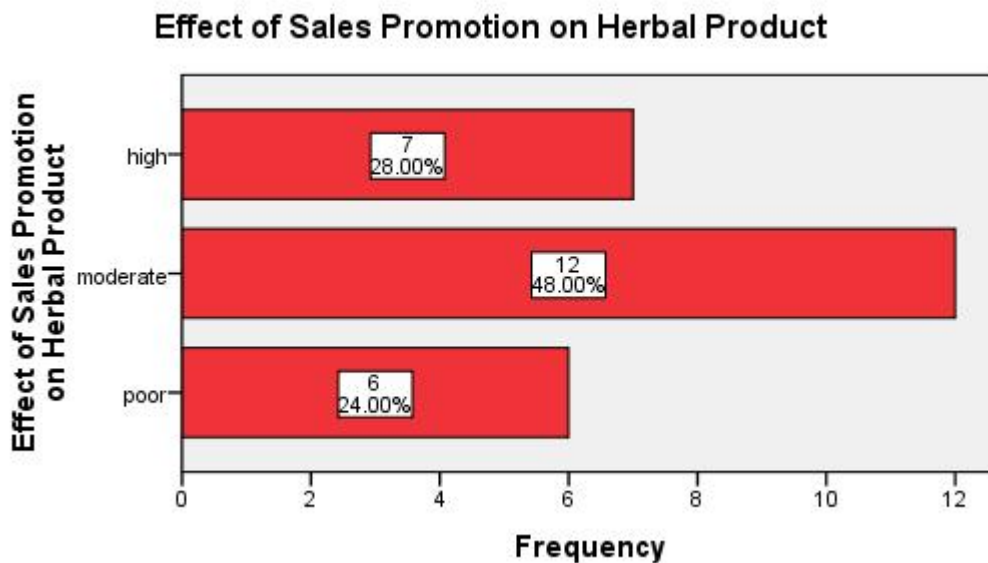


Source: Researchers field work, May 2012

The above bar chart shows how respondents rate advertising to the effect it has on herbal product. Information generated from the field shows that majority of management respondents rated advertising high which represent 52% by 13 respondents. 8 respondents representing 32% also rated the effect of advertising an herbal products moderate and only 4 respondents representing 16% rated it very high.

The conclusion to be drawn from this is that, management of herbal companies rated the effect of advertising high on herbal products.

Figure 4.2.3

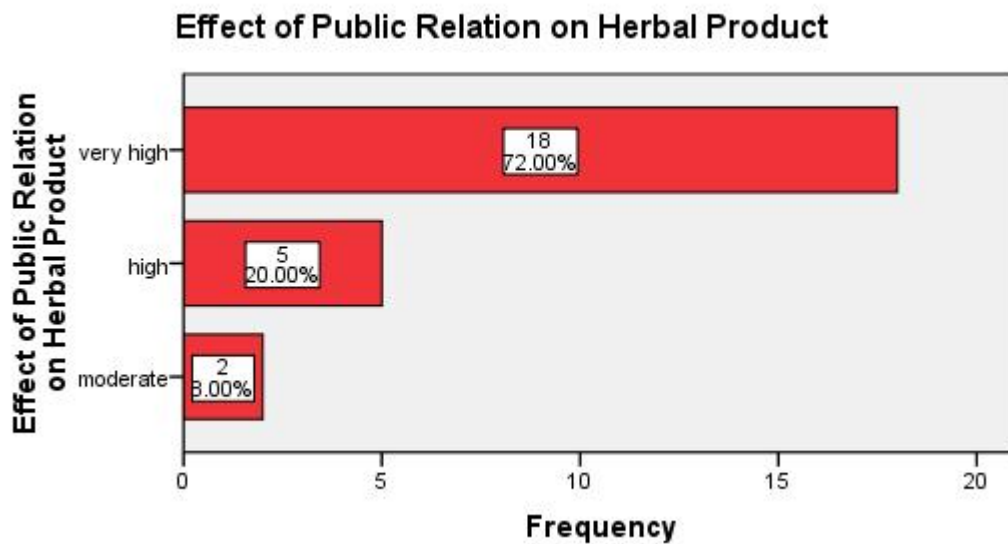


Source: Researchers field work, May 2012

From the above its bar chart also indicates the effect of sales promotion on herbal products. Looking at the table and chart above, management of 12 representing 48% rated the effect of sales promotion moderate on herbal product. 7 representing 28% responded to the effect of sales promotion high and 6 representing 24% also rated the effect of sales promotion poor on herbal products.

It can be concluded from the chart above that, sales promotion is rated moderate when it comes to the effect on herbal products.

Figure 4.2.4

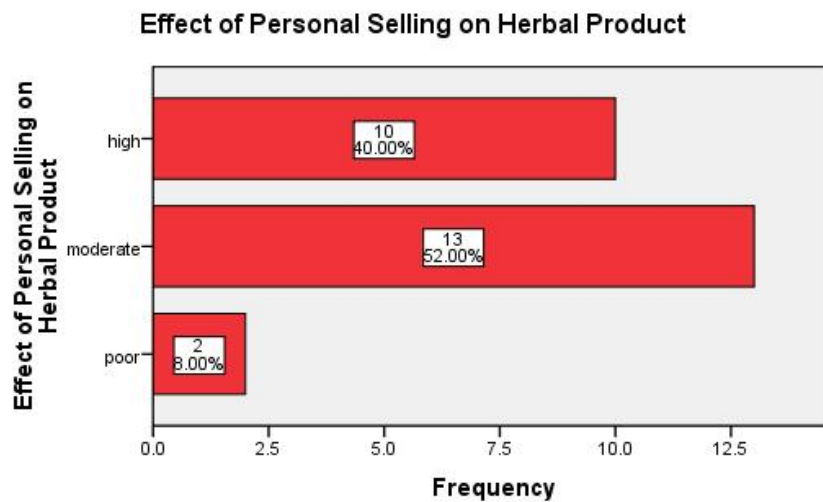


Source: Researchers field work, May 2012

As a means of knowing how management would rate public relations to the effect public relations has on herbal products. From the total respondents of 25, 18 representing 72% rated the effect of public relations on herbal products very high. 5 respondents representing 20% also rated public relations' effect high and the remaining 2 respondents of management rated the effect of public relations moderate.

It could clearly be seen that public relations is really been used by management of herbal companies to affect the communication campaign of their herbal products because majority rated it very high.

Figure 4.2.5

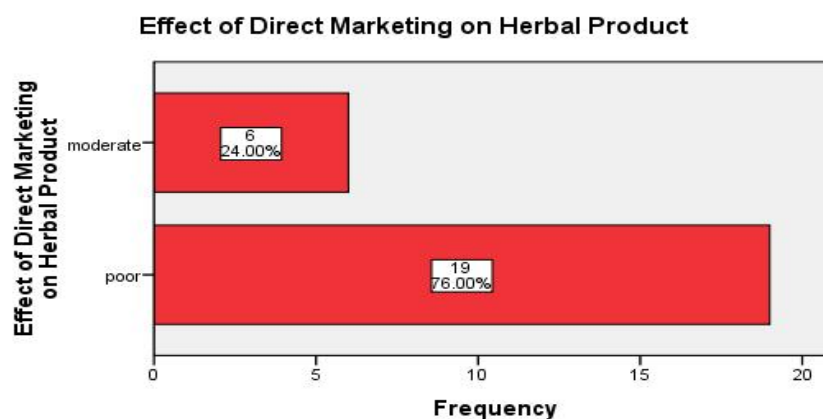


Source: Researchers field work, May 2012

Out 25 respondents from the management, a majority of 13 representing 52% rated personal selling effect on herbal products as moderate. Also, the remaining 10 respondents representing 40% and 2 respondents representing 8% rated personal high and poor respectively.

It can be concluded that management of herbal companies rated personal selling effect on herbal products moderate.

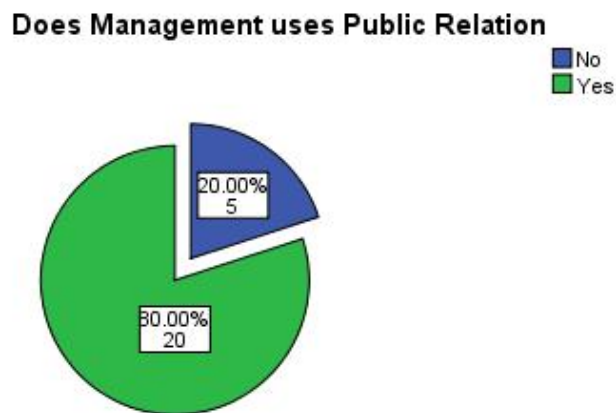
Figure 4.2.6



Source: Researchers field work, May 2012

As a means of evaluating the effect of direct marketing on herbal products, the respondents from the total of 25, 19 of them representing 76% attested to the fact that direct marketing is poor when it comes to the effect it has on herbal products. While the remaining 6 respondents representing 24% rated the effect direct marketing is having on herbal products moderate. The conclusion is that since poor effects outweigh the moderate effects, it can be said that, the effect of direct marketing on herbal products are poor.

Figure 4.2.7



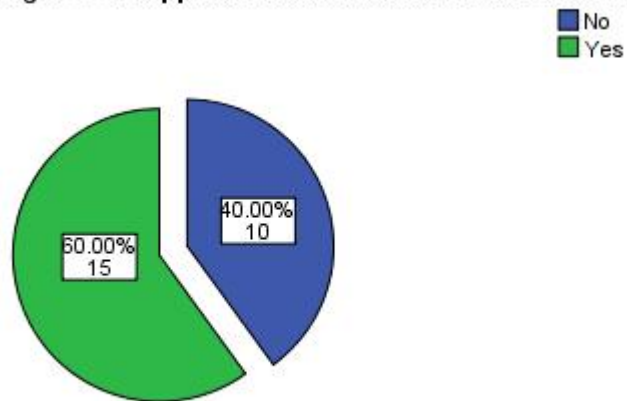
Source: Researchers field work, May 2012

The questionnaire provided the respondents an option to group whether management really use public relations in their communication or promotional campaign. From the above pie chart shows that, 20 out of the total respondents of 25 representing 80% agree to the fact that management really use public relations while the remaining 5 representing 20% did not agree to the fact of management really using public relations in their promotional campaign.

Conclusively, since the 'yes' outweigh the 'no' in the above figure, management really use public relations in their communication campaign.

Figure 4.2.8

Does Management Supports Public Relations with other Tools



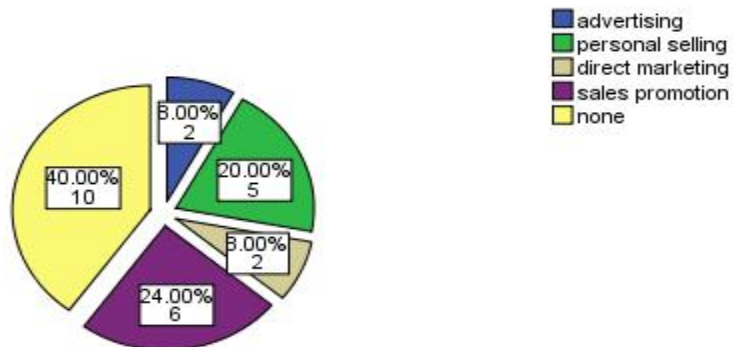
Source: Researchers field work, May 2012

From the above figure, it can be seen that 15 respondents representing 60% responded yes and 10 respondents also representing 40% responded no to the fact that management support public relations with other promotional tools.

It could therefore be concluded that, most management of herbal companies integrate other promotional tools with public relations.

Figure 4.2.9

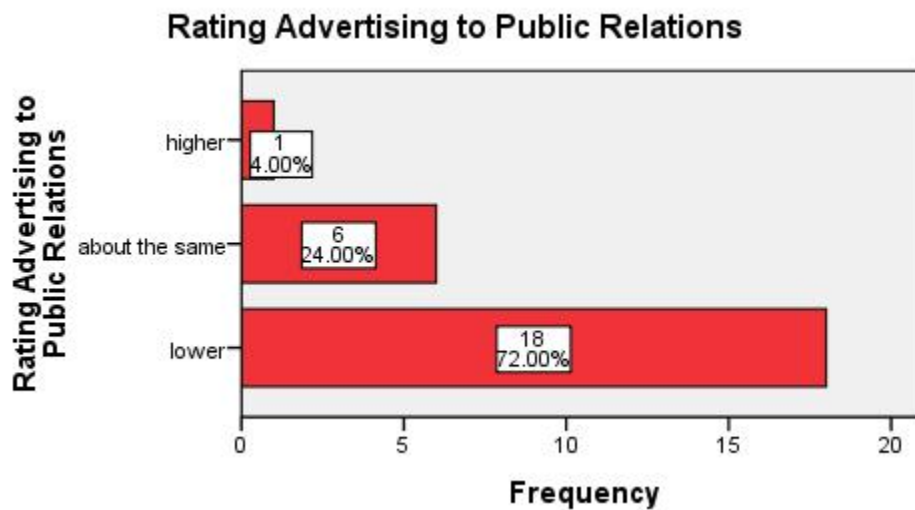
Which Promotional Tool supports Public Relations



Source: Researchers field work, May 2012

From the chart above, 10 respondents representing 40% did not attest to which promotional tool support public relations due to the no responds in table 4.2.11 above. 6 representing 24% responded to sales promotion as the supporting promotional tool. Also, 5 which are 20%, 2 representing 8% and another 2 chose personal selling, advertising and direct marketing respectively as their supporting promotional tool to public relations.

Figure 4.2.10

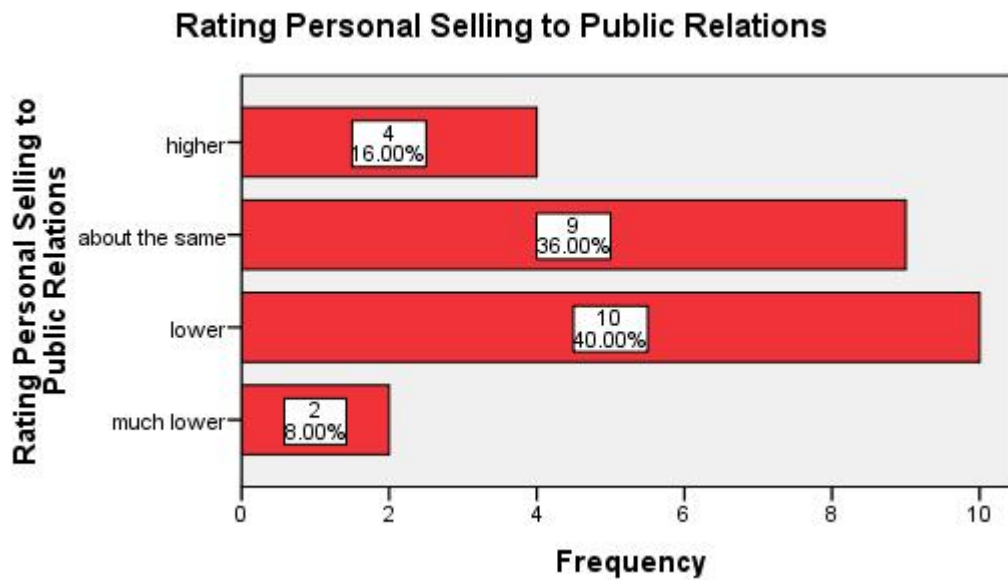


Source: Researchers field work, May 2012

In an attempt to find out whether public relations develop and communicate the corporate image of the herbal companies than advertising, the results summarized in chart above shows that, 18 representing 72% of management had the notion of rating advertising lower to public relations. Also, 6 representing 24% rated advertising about the same to public relations and lastly 1 representing 4% rated advertising higher.

To conclude, the above summary shows that to develop and communicate the corporate image of herbal companies, advertising is rated lower as to public relations.

Figure 4.2.11

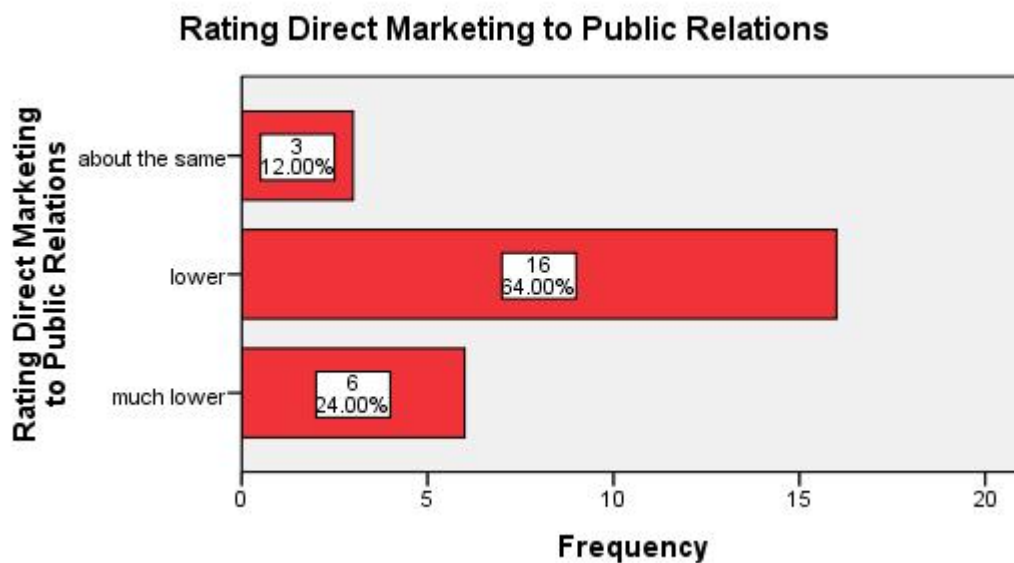


Source: Researchers field work, May 2012

In an attempt to again find out if public relations develop and communicate the corporate image of the herbal companies than personal selling. The chart shows that, 10 representing 40%, 9 representing 36%, 4 representing 16%, and 2 representing 8% rated advertising lower, about the same, higher, and much lower respectively to public relations in developing and communicating the corporate image of herbal companies.

In conclusion, personal selling was rated lower as to public relations to the development and communication of companies' corporate image.

Figure 4.2.12



Source: Researchers field work, May 2012

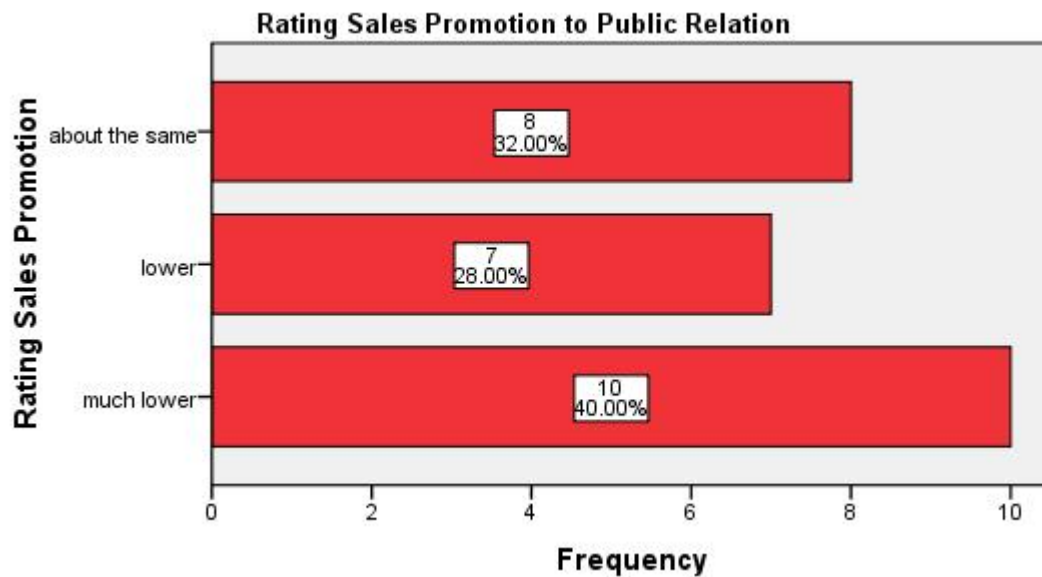
The chart above represents the rating of how public relations develop and communicate the corporate image of the herbal companies than direct marketing.

Out of the 25 respondents, 16 rated direct marketing lower to public relations, representing 64%.

The other 6 and 3 rated direct marketing much lower and about the same to public relations, representing 24% and 12% respectively.

In conclusion, majority of management respondents of the herbal companies rated direct marketing lower than public relations in developing and communicating the corporate image.

Figure 4.2.13

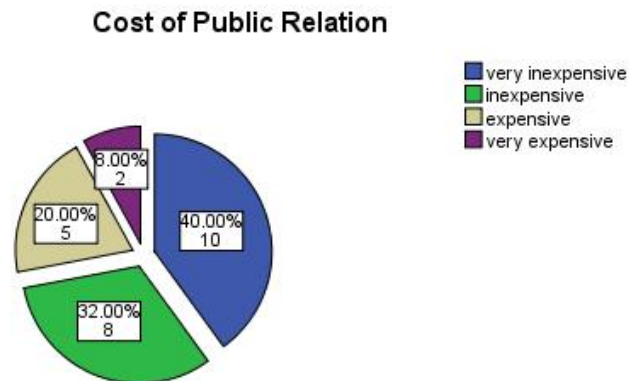


Source: Researchers field work, May 2012

From the chart above, it could be deduced that, majority of herbal companies' management rated sales promotion much to public relations in developing and communicating the corporate image.

That is 10 respondents representing 40%, 8 respondents representing 32%, and 7 respondents representing 28% rated sales promotion much lower, about the same, and lower to public relations respectively.

Figure 4.2.14

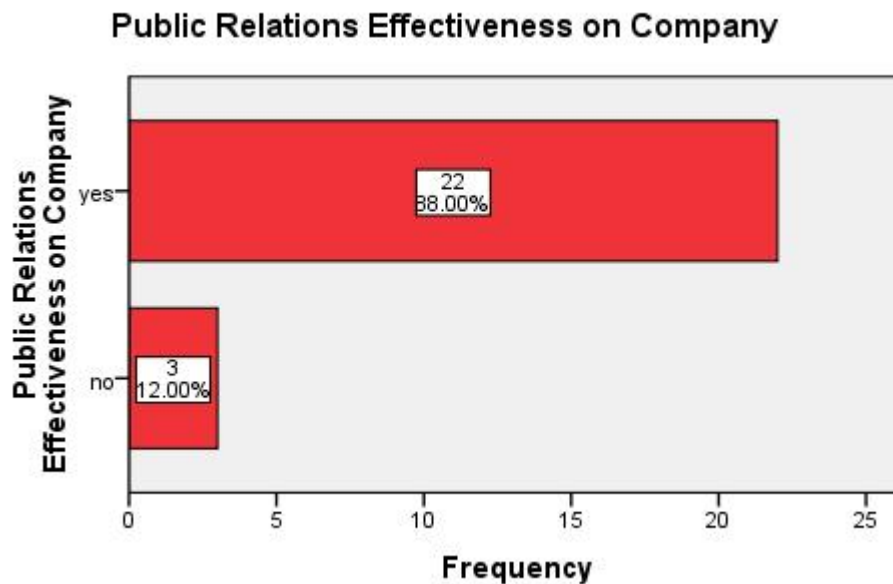


Source: Researchers field work, May 2012

The respondents were to indicate their overall opinion the cost of public relations in their herbal companies. Out of 25 respondents, 10 representing 40% indicated that it was very inexpensive, 8 representing 32% indicated that it was inexpensive. Also, 5 representing 20% indicated that it was expensive and lastly 2 representing 8% indicated that it was very expensive.

It can therefore be concluded that, cost is relatively or fairly low due to majority's indications from the chart, and explanations which says just the cost of preparing materials and supporting the sponsored cause are charged or paid for.

Figure 4.2.15



Source: Researchers field work, May 2012

From the figure above, it could be deduced that, majority of management responded that public relations has been effective in the communication campaign of herbal companies. That is 22 respondents representing 88% of management said 'yes' and 3 respondents representing 12% of them said 'no'.

The majority said 'yes' because they know of public relation developing of the corporate image that is the face of the herbal companies and communicating the image and all that falls within. Also, the minority said 'no' because public relations communication has a short life.

4.3 CUSTOMERS DATA ANALYSIS

Figure 4.3.1 Gender of Customers

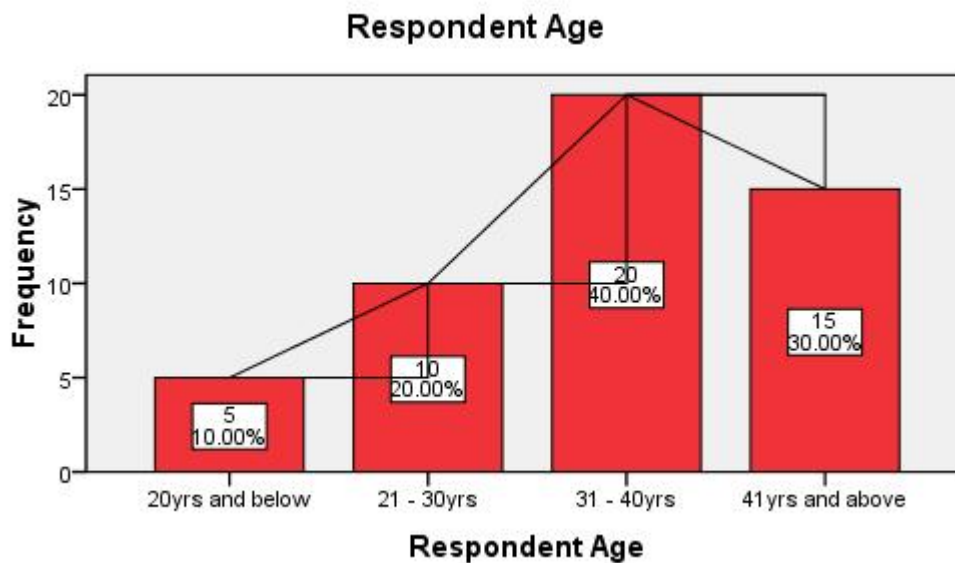
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid female	35	70.0%	70.0%	70.0%
male	15	30.0%	30.0%	100.0%
Total	50	100.0%	100.0%	

Source: Researchers field work, May 2012

The researcher wanted to know the sex distribution of customers. The results are obtain and shown in the table 4.3.1 above. From the above table, it can be seen from the distribution of gender that, greater respondents were female that is 35 respondents representing 70% and 15 respondents were male representing 30%.

Conclusively, it is evidential that most of the customers of herbal companies are female. It is therefore obligatory on the part of management to attract more males to the use of herbal products.

Figure 4.3.1



Source: Researchers field work, May 2012

The chart above indicates the ages of customers using herbal products. It shows that, 5 out of 50 respondents representing 10% are within the ages of 20 years and below, 10 respondents out of 50 representing 20% are within the ages of 21 – 30 years, 20 respondents out of 50 representing 40% are within the ages of 31 – 40 years and 15 respondents out of 50 representing 30% are within the ages 41 and above.

Table 4.3.3 Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid public servant	15	30.0	30.0	30.0
private worker	14	28.0	28.0	58.0
self employed	11	22.0	22.0	80.0
student	10	20.0	20.0	100.0
Total	50	100.0	100.0	

Source: Researchers field work, May 2012

The aim of the researchers was to find out the occupational background among the respondents. From the table above, there is the indication that, 15 representing 30% of the total respondents were public servants, 14 representing 28% were private workers, 11 representing 22% were self employed and 10 representing 20% were students.

Since greater percentage of customers of herbal companies are employed, the herbal companies should make provisions to produce more herbal products for demand will increase due to their ability to purchase.

Table 4.3.4 Herbal Product Usage

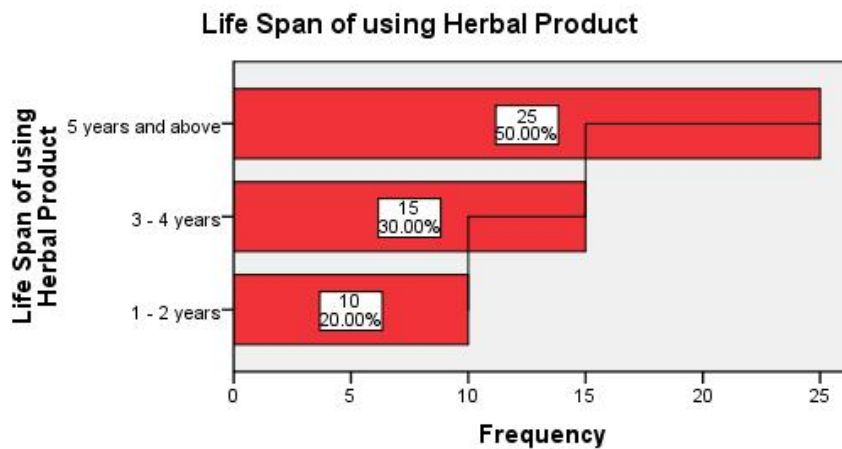
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid very frequently	20	40.0	40.0	40.0
frequently	18	36.0	36.0	76.0
occasionally	12	24.0	24.0	100.0
Total	50	100.0	100.0	

Source: Researchers field work, May 2012

Out of the 50 samples, 20 out of them representing 40% rated the often usage of herbal products very frequently, 18 out of the total sample representing 36% also rated the usage of herbal product often frequently, and lastly 12 out of the sample representing 24% rated the usage of herbal product often occasionally.

To conclude, customers often use herbal products and from the chart a total of 76% use herbal product very frequently and frequently and management must take advantage of their usage.

Figure 4.3.2

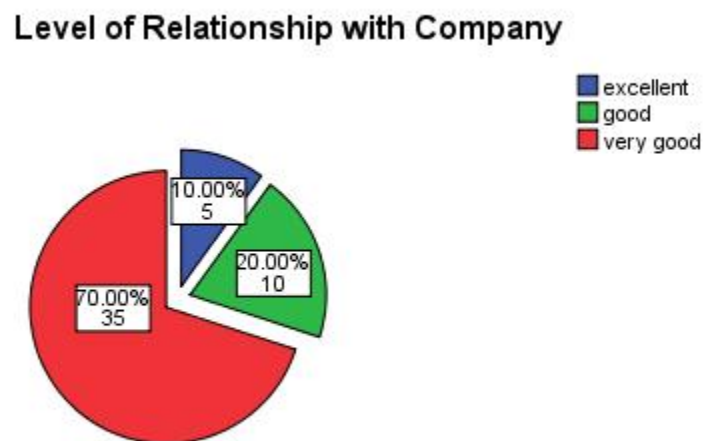


Source: Researchers field work, May 2012

The chart above indicates the number of years customers/respondents have been using herbal products. It shows that, 10 respondents out of 50 representing 20% of the response have used herbal products for 1 to 2 years, 15 respondents out of 50 representing 30% of the response have used herbal products for 3 to 4 years, and 25 respondents out of 50 representing 50% of the response have used herbal products for 5 years and above.

From the chart above, it can clearly be seen that, most of the customers could be described as loyal customers because most of the customers have spent more than a year using herbal products.

Figure 4.3.3



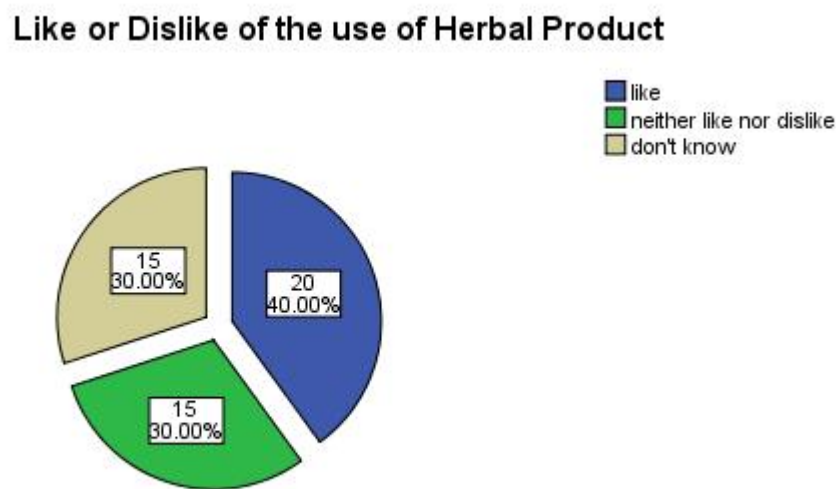
Source: Researchers field work, May 2012

The information generated from the field shows the level of relationship with the herbal product producers/companies. From the total of 50, 5 representing 10% show excellent level of

relationship. 10 respondents representing 20% show good level of relationship and 35 respondents representing 70% also show very good level of relationship.

It could clearly be seen that, customers' level of relationship with management are excellent, good and very good with no records of bad level of relationship.

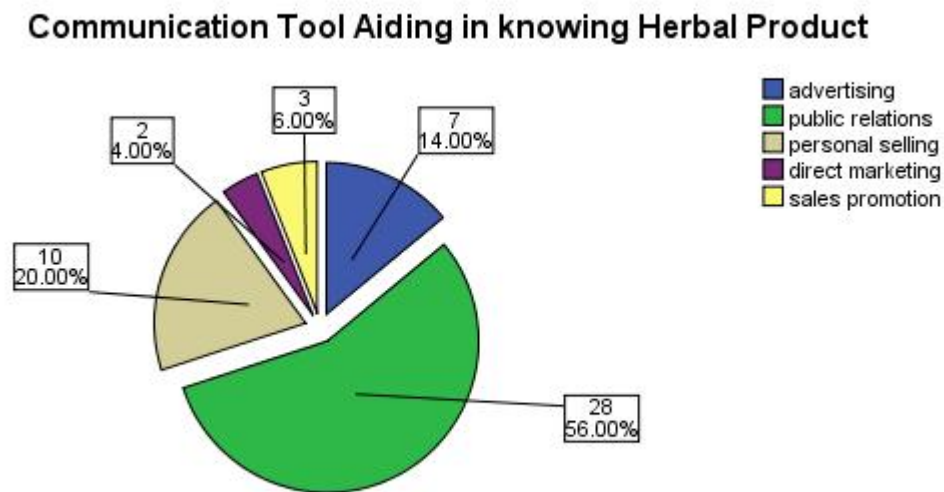
Figure 4.3.4



Source: Researchers field work, May 2012

From the total respondents of 50, 20 representing 40% think people like the use of herbal products. 15 respondents representing 30% think people neither like nor dislike the use of herbal product and 15 respondents representing 30% also don't know if people like or dislike the use of herbal product. There were no records of customers responding on people like or dislike the use of herbal products.

Figure4.3.5



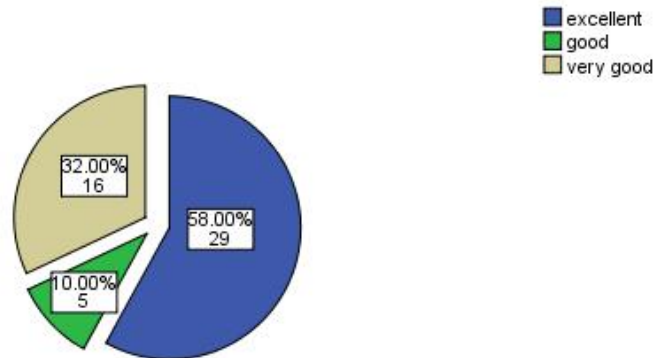
Source: Researchers field work, May 2012

In attempt to find out from customers which promotional tool helps them get to know about the herbal product, the above pie chart shows the kind of promotional tool that assist customers in getting to know herbal products. 7 out of 50 respondents representing 14% chose advertising, 28 out of 50 respondents representing 56% chose public relations, 10 out of 50 respondents representing 20% chose personal selling, 2 out of 50 respondents representing 4% chose direct marketing and 3 out of 50 respondents representing 6% chose sales promotion.

In conclusion, majority of respondents/customers chose public relations as the communication tool which helps them to know about the herbal product.

Figure 4.3.6

Level of Impression about Public Relations on Herbal Product



Source: Researchers field work, May 2012

From the chart above, it indicates respondents' level of impression about public relations on herbal products. Looking at table and chart above, 29 of respondents representing 58% indicates excellent, 5 of respondents representing 10% indicates good and 16 of respondents representing 32% indicates very good. None of the respondents indicated bad level of impression about public relations on herbal products.

Table 4.3.5 Recommended Promotional Tool for Herbal Company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	advertising	5	10.0	10.0	10.0
	public relations	30	60.0	60.0	70.0
	personal selling	10	20.0	20.0	90.0
	direct marketing	3	6.0	6.0	96.0
	sales promotion	2	4.0	4.0	100.0
	Total	50	100.0	100.0	

Source: Researchers field work, May 2012

From table above, there is the indication that, 5 representing 10% of the total respondents recommended advertising for herbal companies to use. 30 representing 60% respondents recommended public relations for herbal companies to use, 10 representing 20% of total respondents recommended personal selling for herbal companies to use, 3 representing 6% of total respondents recommended direct marketing for herbal companies to use and lastly 2 representing 4% of the total respondents' recommended sales promotion for herbal companies to use.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

This chapter consists of the summary of analysis, conclusions and recommendations of the study on the effect of public relations on herbal products within the Kumasi metropolis. Generally speaking, the public relations systems involved related activities that develop and communicates a company's corporate image. Besides, herbal companies in Kumasi (Ghana) are seeking to get good or positive corporate image in the industry. This also, requires the study into the power of public relations systems.

5.2 SUMMARY OF FINDINGS

Considering the analyzed data in chapter four, below were the findings the findings observed by the researchers.

Researchers identified the effect of public relations on herbal products. It was analyzed that greater percentage (72%) which represent 18 out of 25 respondents responded that public relations' effect on herbal products are very high.

It was identified that 88% of management which amounted to 22 respondents said 'yes' to the effect of public relations on their company. Their explanations were that public relations builds product awareness, create customers interest, provide information, stimulate demand and reinforce brand.

It was identified that 14 respondents representing 56% in the perspective of management responded, that 21 and above customers were attended to in a day.

The researchers also found out that the cost of public relations was very inexpensive. 10 out of 25 respondents representing 40% attested to the fact that public relations were very inexpensive when it comes to cost.

The researchers also find out that 20 representing 40% of customers' respondents think people like the use of herbal products.

The researchers identify that the level of impression about herbal products were excellent. That is, 29 respondents representing 58% responded to the fact that their levels of impression about public relations on herbal products were excellent.

After comparing other promotional tools (advertising, personal selling, direct marketing and sales promotion) none was able to rate about the same to public relations when it comes to developing and communicating the corporate image of companies. They were all rated lower and much lower than public relations.

The researchers identified that there were more males in management than females in herbal companies. This is represented by 64% of the total respondents.

In attempt to identify which promotional tool used regularly by management, the researchers find out that 10 representing 40% in the perspective of management responded that public relations was the tool regularly used.

It was found out that 80% which is 20 out of 25 respondents attested to the fact that 'yes' they use public relations regularly.

It was also identified that there were more female customers than male. This was represented by 70% of the total numbers of respondents.

In attempt to identify how often do customers use herbal products, the researchers found out that, 20 respondents out of 50 representing 40% in the perspective of customers responded very frequently.

The researchers identified that, most customers have used herbal products for long time and are described as loyal customers to management. 25 respondents representing 50% of the respondents have used herbal products for 5 years and more.

In an attempt to identify the level of relationship of customers with herbal companies, 35 representing 70% of respondents answered very good to the level of relationship.

In attempting to find out from customers which promotional tool aids them in getting to know about herbal products, 28 respondents representing 56% attested to the fact that public relations was the promotional tool.

The recommended promotional tool by majority of customers/respondents was public relations. This was because 30 respondents representing 60% recommended public relations for herbal companies.

5.3 CONCLUSIONS

In this study an attempt has been made to examine the power of public relations, fact or fiction; the effect of public relations on herbal products in Kumasi metropolis. The following are the conclusion drawn from the findings.

Evaluating the effects of public relations on herbal products in the Kumasi metropolis, the researchers find out that, public relations was the effective promotional tool when it comes to communication campaign in the herbal industry. It was clearly concluded that public relations is

really used by management due to its effects on the herbal products which rated 72% very high by a majority of 18 out of 25 respondents.

It was find out from the study that most of the respondents preferred public relations to the other promotional tools. It was concluded that public relations was less cost effective, build their product awareness, create stakeholders interest, provide relevant information about the herbal companies, stimulating demands and reinforcing the brands.

A conclusion was drawn from the findings that the power of public relations systems is facts not fictions. Majority of respondent use public relations regularly in the promotional campaigns due to the power it demonstrate. Customers also recommended public relations to management because the power of its systems was evidence for them to see.

It was concluded that the development of the corporate image has to start with the visual identity or logo and to communicate the image is to give weight and credibility to the organization's chosen personality. This was identified comparing public relations to other promotional tools to know which of them does develop and communicate the corporate image of the herbal companies. None of the promotional tools could not be compare to the power of public relations systems.

From the findings of the research, majority of management were male and of customers, majority were female. It can therefore be concluded that, most of herbal companies' management are males and customers are females.

5.4 RECOMMENDATIONS

An attempt has been made by the researchers to evaluate the effects of public relations on herbal products within the Kumasi metropolis. Based on the findings of the researchers, the following recommendations when taking into consideration would help improve public relations, herbal companies and researchers.

In view of this, the researchers recommended that there should be a deeper research into the public relations activities to know how each of its activities affects herbal companies and its products.

It was further recommended that herbal companies should monitor public comments about the companies and its products.

The researchers again recommended to herbal companies to employ marketers in order to prepare the companies to respond quickly to erroneous information and negative opinions about products as it can spin out of control very quickly through the new technology channels.

The researchers also recommended that herbal companies should advance into the new internet technology that is quickly gaining wider spread acceptance among internet users and becoming new media outlet in their own rights.

It was also recommended that management of herbal companies should encourage feedback from customers and by doing so; herbal companies will be able to know the actual needs and

requirements of their customers and also help them in developing and communicating an effective corporate image. It will also help the management of herbal companies to evaluate the performance of the organizations, products and employees.

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APPENDIX I

THE POWER OF PUBLIC RELATIONS SYSTEMS, FACT OR FICTION: A CASE STUDY ON HERBAL PRODUCTS WITHIN THE KUMASI METROPOLIS

QUESTIONS FOR MANAGEMENT

1. Gender of respondent. Male[☐] Female[☐]

2. Position of Respondent (Please specify).

3. How long have you been working for the company?
 - 1 – 2 years [☐]
 - 3 – 4 years [☐]
 - 5 years and above [☐]

4. How many customers do you normally attend to in a day?
 - 1 – 10 [☐]
 - 11 – 20 [☐]
 - 21 and above [☐]

5. Which promotional tool does the company use regularly?
 - Advertising [☐]
 - Sales Promotion [☐]
 - Public Relations [☐]
 - Personal Selling [☐]
 - Direct Marketing [☐]
 - Other (Please specify)

6. How would you rate them to the effect they have on herbal product using a rating scale where 1 is of very poor effect and 5 is of very high effect.

Adverting	Very poor	1	2	3	4	5	very high
Sales Promotion	Very poor	1	2	3	4	5	very high
Public relations	Very poor	1	2	3	4	5	very high
Personal Selling	Very poor	1	2	3	4	5	very high
Direct Marketing	Very poor	1	2	3	4	5	very high
Other specify above	very poor	1	2	3	4	5	very high

7. Does management really use Public Relations in their communication/promotion?

Yes [] No []

8. Does management support Public Relation with any other promotional tools?

Yes [] No [GO TO Q10] []

9. Which promotional tool(s) is used to support Public Relations?

Advertising []

Public Relations []

Personal Selling []

Direct Marketing []

Sales Promotion []

Other (Please specify)

10. Rate how Public Relations develop and communicate the corporate image of the company than other promotional tools.

Much lower	lower	about the same	higher	significantly higher
1	2	3	4	5

Advertising []

Public Relations []

Personal Selling []

Direct Marketing []

Sales Promotion []

Other []

11. Indicate your overall opinion of the cost of public relation by ticking one of the following categories.

Very inexpensive []

Inexpensive []

Expensive []

Very expensive []

12. In your opinion, has public relations been effective for the company?

Yes [] No []

13. If yes/no, why?

.....

.....

APPENDIX II

THE POWER OF PUBLIC RELATIONS SYSTEMS, FACT OR FICTION: A CASE STUDY ON HERBAL PRODUCTS WITHIN THE KUMASI METROPOLIS

QUESTIONS TO CUSTOMERS

1. Gender of respondent. Male[☐] Female[☐]

2. Respondent age.

20 years and below [☐]

21 – 30 years [☐]

31 – 40 years [☐]

41 years and above [☐]

3. Occupation.

Public servant [☐]

Private worker [☐]

Self employed [☐]

Student [☐]

Other (specify)

4. How often do you use herbal products?

Very Frequently [☐]

Frequently [☐]

Occasionally [☐]

Never [☐]

5. How long have you been using herbal products?
- 1 – 2 years []
- 3 – 4 years []
- 5 years and above []
6. Were you satisfied with the herbal product(s) been used?
- Yes [] No []
7. How is your level of relationship with the herbal product producers/company?
- Excellent [] Very Good [] Good [] Bad []
8. Do you think people like or dislike the use of herbal products?
- Like [] Dislike [] neither like nor dislike [] don't know []
9. Have you ever encountered problem using herbal products?
- Yes [] No [GO TO Q12] []
10. What kind of problem? (please specify)
11. Was the problem rectified?
- Yes [] No []
12. Which of the communication tools help you get to know about the herbal products?
- Advertising []
- Public Relations []
- Personal Selling []
- Direct Marketing []
- Sales Promotion []
- Other (Please specify)

13. How effective was the promotional tool in the purchase decision?

Less effective effective very effective

.....

14. What is your level of impression about public relations on herbal products? Underline

Excellent Very Good Good Bad

15. Do you wish to continue the use herbal products?

Yes [] No []

16. Which promotional tool(s) will you recommend for herbal companies to use?

Advertising []

Public Relations []

Personal Selling []

Direct Marketing []

Sales Promotion []

Other (Please specify)

17. Why the above promotional tool(s)? (Please specify)

.....

.....

**THE POWER OF PUBLIC RELATIONS, FACT OR FICTION:
A CASE STUDY ON HERBAL PRODUCTS WITHIN THE KUMASI METROPOLIS**

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A Project Work Presented To The Department Of Business Administration In Partial Fulfillment Of The Requirements For The Award Of A Bachelor Of Business Administration (Bachelor Of Business Marketing Option)

JUNE, 2012

STATEMENT OF AUTHENTICITY

We have read the university regulations relating to plagiarism and certify that this report is all our own work and do 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

It is a fact that public relations are very important to growth and development of every business. Therefore the purpose of this study is to demonstrate the power of public relations systems; fact or fiction: the effect of public relations on herbal products within the Kumasi metropolis.

This work was done through convenient sampling, observations, interviews and drawing of questionnaires which basically helped in generating of the data as well as analyzing of data using the Statistical Package for Social Science (SPSS) which generated the statistical tables, bar charts and pie charts used to represent the data collected in its interpretation.

This was to help the researchers to obtain first hand with the accurate findings and recommendations. Some of the findings were the greater number of management in the herbal industry believing that, public relations have effect on herbal products in Kumasi metropolis. Also, some customers attested to the fact that public relations were the promotional tool which aids them in getting to know about herbal products.

We recommended that herbal companies should employ market monitoring team in their companies to monitor public comments about the company and its products. Also, herbal companies should employ marketers in order to respond quickly to erroneous information and negative options about products and the companies themselves.

It is the researchers hope that these recommendations will be taken seriously that they would realized the effect of public relations to the growth and development of their business.

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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 and friends for their moral, prayers and financial support.

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