

***APPLICABILITY OF SOCIAL MARKETING IN ETHIOPIAN
NATIONAL TOBACCO ENTERPRISE S CO. IN ADDIS
ABABA, ETHIOPIA***

***Niguse Teklay
Department of Marketing Management
Faculty of Business, SMUC***

Abstract

Tobacco smoking causes so much disease that it is estimated to kill approximately half of its regular long time users. Since the devastating health impacts from tobacco smoking were first widely identified in the 1950s, much focus has been on limiting its damaging impact upon society. This has included various tobacco control efforts, such as changing policy, regulation, and law. Social marketing works to help people change their behaviors to become healthier or to improve society or the world in some way. Hence, this study is done investigating a study on applicability of social marketing in national tobacco enterprise (ETH) s.co. 150 respondents were purposively selected using non-probability sampling technique from three areas found in Kirkos Sub City. And questionnaire and interview were used as primary data collection instruments. And then a descriptive analysis of it was done. Quantitative data were also used to substantiate the study. The results of the study revealed that the majority of the student smokers (respondents) have no deep awareness about tobacco related harms, exposed to different tobacco related effects, influenced by their friends to start smoking. Furthermore, the content of cigarette is highly attractive, addictive, toxic and palatable and also the price is cheap and highly available. Based on the results of the findings conclusions were drawn and recommendations were made.

Introduction

Social marketing is the application of principles and techniques drawn from the commercial sector to influence a target audience to voluntarily accept, reject, modify, or abandon behaviour for the benefit of individuals, groups, organizations, or society as a whole (Serrate 2010, p. 2). Its intent is to create positive social change. From the above definition, one may note the following key points: Social marketing uses commercial marketing

strategies; it involves influencing voluntary (not forced or coerced) behaviour change (not just increased awareness or increased knowledge); and it promotes an end goal of improved personal welfare and improved welfare of society. It can be applied to promote merit products and services or to make a target audience avoid demerit products and services and thus promote its well-being.

Therefore, social marketing can be thought about as a systematic and strategic planning process, social or behaviour change strategy, mindset for addressing problems, and total package of strategies carefully chosen based on characteristics of the target audience. In the study, social marketing is presented as a systematic and strategic planning process that results in an intervention or programme. However, social marketing is not just advertising or communication, a media campaign, reaching everyone, a fast process, and a theory.

It can be applied to promote merit products and services or to make a target audience avoid demerit products and services and thus promote its well-being. Social marketing is complex because the products tend to be more complex, demand is more varied, target groups are more challenging to reach, and consumer involvement is more intense. Thus, it needs long -term planning and frame works.

The basic objective of corporate marketer is to satisfy shareholders, the bottom line for social marketers is to meet society's desire to improve quality of life. In general, social marketing focuses on social or behavioral change strategy and protecting the welfare of the society.

In Ethiopia, there is one huge tobacco industry known as the National Tobacco Enterprise (ETH) S. Co., which was established in 1935 E.C. It has one cigarette and candle factory in Addis Ababa and four tobacco agricultural developments in Shewarobit, Bilattee, Awassa and Wolaita. It produces five types of tobacco products or cigarettes at time, namely, Nyala, Gissella, Elleni, Nyala Premium and delight.

National Tobacco Enterprise is the only industry which has mandate to organize tobacco production and processing in the country. To this end, the student researcher inspired to investigate the applicability of social marketing in National Tobacco Enterprise (ETH) S.CO.

Statement of the Problem

Social marketing works to help people change their behaviours to become healthier or to improve society or the world in some way. Since the devastating health impacts from tobacco smoking were first widely identified in the 1950s, much focus has been on limiting its damaging impact upon society. This has included various tobacco control efforts, such as changing policy, regulation, and law. Other activities include efforts to change people's behavior, by stopping, or by not starting to smoke. Furthermore, attention turned to factors that may contribute to people smoking, such as tobacco marketing.

Tobacco is traditionally grown together with other crops as garden crop that is used for snuffing, chewing and for pipe smoking (i.e. gaya) in many places (FAO 1995, p. 3). Tobacco use, on the other hand, is a highly complex behaviour that is particularly resistant to change. It is determined by a wide range of personal, social and environmental influences and therefore must be approached simultaneously from multiple angles and on a number of levels:

reducing the number of young people being as new smokers, motivating and supporting every smoker to quite, and protecting families and communities from tobacco-related harm.

With regard to this, the student researcher has gathered preliminary problems on National Tobacco Enterprise (ETH) S. Co. The Company has gaps in discouraging smokers to stop smoking, reducing the number of young people being as new smokers, protecting families and communities from tobacco-related harm, using good promotional strategy and awareness creation programs, and prevention of import cigarette.

Based on the above social marketing principles and definitions, the student researcher tried to study the applicability of social marketing in the Ethiopian National Tobacco Enterprise S. Co.

Objectives of the Study

The general objective of this study was to study the applicability of social marketing in the Ethiopian National Tobacco Enterprise S. Co. It specifically aimed:

- To identify the activities that are undertaken by the Company to reduce the number of young people who are being as new smokers;
- To examine the Company's efforts to discourage smokers to stop smoking;
- To describe the activities which have been undertaken by the Company to protect families and communities from tobacco-related harm;
- To investigate the promotional strategies which are used by the Company to discourage smoking; and

- To examine what critical measures are undertaken by the Company to prevent imported cigarettes in order to protect the welfare of the society.

Delimitations of the Study

This study was delimited in terms of targeted population, area/location and time. The student researcher focused on the student smokers who had been found in Kirkos Sub City of Addis Ababa. Specifically, the study considered the smoking young population around SMUC, Ambassador Park, and the School of Commerce of Addis Ababa University (A.A.U.S.C) as its targeted areas. This was done with the assumption that there are many students and chat chewing houses around these areas. The National Tobacco Enterprise (ETH) S. Co. has developed new product “Nyala Premium” and presented to the market since January 2010. The Company has also got ISO 9001:2008 and improved its performance in the past two years. Thus, the student researcher has focused since 2010.

Literature Review

According to Andresen (1994, p. 109), social marketing is a natural outgrowth of several developments in and out of marketing, including increased needs of non-business organizations for marketing services; attacks on marketing’s negative impact on society; the emergence of exchange theory; the coalescence of social marketing oriented theory; and the decline of consensus-oriented perceptions of social reality. Social marketing thus began as a formal discipline in 1971, with the publication of “social marketing: an approach to planned social change” in the Journal of Marketing by marketing experts, such as Philip Kotler and Gerald Zaltman. In 2005, University of Sterling was the first university to open a dedicated research institute to Social Marketing.

Social marketing is the design, implementation, and control of programs seeking to increase the acceptability of a social ideas, cause, or practice in a target group(s). It utilizes market segmentation, consumer research, concept development, communication, facilitation, incentives, and exchange theory to maximize target group response (Kotler 1980, p. 687).

Serrate (2010, p.2) states that social marketing is the application of principles and techniques drawn from the commercial sector to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, organizations, or society as a whole. Its intent is to create positive social change. It can be applied to promote merit products and services or to make a target audience avoid demerit production and service and thus promote its well-being. For Andresen (1994, p.110), in contrast, social marketing is the adaptation of commercial marketing technologies to programmes designed to influence the voluntary behaviour of target audiences to improve their personal welfare and that of the society of which they are a part.

Furthermore, social marketing is the explicit use of marketing skills to help translate present social action efforts in to more effectively designed and communicated programs that elicit desired audience response. social marketing, on the other hand, is the branch of marketing concerned both with the uses of marketing knowledge, concepts, and techniques to enhance social ends as well as with the social consequences of marketing policies, decisions, and action. The purview of social marketing is, therefore, broader than that of managerial marketing. It refers to the study of markets and marketing activities with a total social system (Luck, 1974, p. 71).

According to Baker (2003, p. 695), social marketing (like generic marketing)

is not a theory in itself. Hence, social marketing offers a logical planning process involving consumer-oriented research, marketing analysis, market segmentation, objective setting, and the identification of strategies and tactics. It is based on the voluntary exchange of costs and benefits between two or more parties. However, social marketing is more difficult than generic marketing. It involves changing intractable behaviours, in complex economic, social and political climates, with often very limited resources. For the social marketer, the bottom line is to meet society's desire to improve its citizens' quality of life.

Other scholars argue that, on the contrary, social marketing uses commercial marketing theories, tools and techniques to discuss social issues. Social marketing applies a "customer-oriented" approach and uses the concepts and tools used by commercial marketers in pursuit of social goals like Anti-Smoking-Campaigns or fund raising for NGOs (Boral & Bihari 2009, p. 580-581).

There are also principles which can be employed in building effective social marketing. Weinreich Nedrakline (2006, p. 1), in this regard, has designed ten tips to help those new professionals to the field to understand the basic principles of social marketing. These include: talk to your Customers; segment your audience; position your product; know your competition; go to where your audience is; utilize a variety of approaches; use models that work (Test, Test, and Test); build partnerships with key allies; and see what you can do better next time.

Social marketing has its own paramount importance in various contests in a given society. Chartists, parliamentary reformers, luddites, suffragettes, feminists and many others have tried to change the social circumstances of particular groups, as well as society as a whole, with varying degrees of

success. Today, health promoters, government agencies and other non-profit organizations use marketing expertise to achieve similar goals. Social marketing is a social change management technology which offers a framework with which to change the unhealthful or unsocial behavior of others. Many social and health problems have behavioral causes, for instance, the most dramatic example of this is tobacco use, which kills one in two smokers - an estimated 6 million people in the UK alone died since the early 1950s. Social marketing provides a mechanism for tackling these problems by encouraging people to adopt healthier lifestyles. Generally, according to Brenkert (2002, p. 19), argues that social marketing has important role in helping us to recognize openly that people are much more complex and alter their behaviour because of a variety of factors.

There are important differences between social marketing and commercial marketing. Specifically, therefore, the products tend to be more complex, demand is more varied, target groups are more challenging to reach, consumer involvement is more intense, and the competition is more subtle and varied in social marketing. These differences have an important impact on the ways in which social marketing plans are implemented (Baker 2000, p. 572).

Those particular characteristics of social marketing create a number of barriers to segmentation and a need for specialized segmentation criteria. Many social marketing programmes employ 'undifferentiated target marketing' (i.e. treating the target group as a relatively homogeneous mass for whom a single strategy is developed, or adopting relatively basic segmentation approaches based on simple demographic variables such as age or gender) (Andresen 1995, p. 174). This limited application of segmentation is attributable to a number of factors, such as ambitious objectives, the operating environment, culture, as well as resources (Baker 2000, pp. 575-

756). In social marketing, on the other hand, there are segmentation's criteria which include commercial marketers typically segment according to three broad criteria, namely, personal characteristics, behavioural characteristics and benefits sought by consumers all of which are relevant to social marketers.

Baker (2000, p. 582) confirms that social marketing product has its own these attributes. These attributes are Trialability, ease, risks, image, acceptability, duration and cost.

Social marketing framework serves as social marketing interventions. These interventions consider the adaptation and adoption of commercial marketing activities, institutions and processes as a means to induce behavioral change in a targeted audience on a temporary or permanent basis to achieve a social goal. These interventions also become functional through the upstream and downstream relationships. For this purpose, there are upstream and critical social marketing.

Upstream social marketing is the application of social marketing to influence behaviour at the upstream level (i.e. regulatory, managers, and policy makers), targeting politicians, policy makers, managers and regulators as audience segments. Upstream activities include research to inform regulation and policy, and involvement in media advocacy and lobbying.

Critical research, from a marketing perspective on the impact of commercial marketing, has impact upon society to build the evidence base, to inform upstream efforts, such as advocacy, policy and regulation, and inform upstream efforts (such as advocacy, policy and regulation) and to inform the development of downstream (individuals) social marketing interventions.

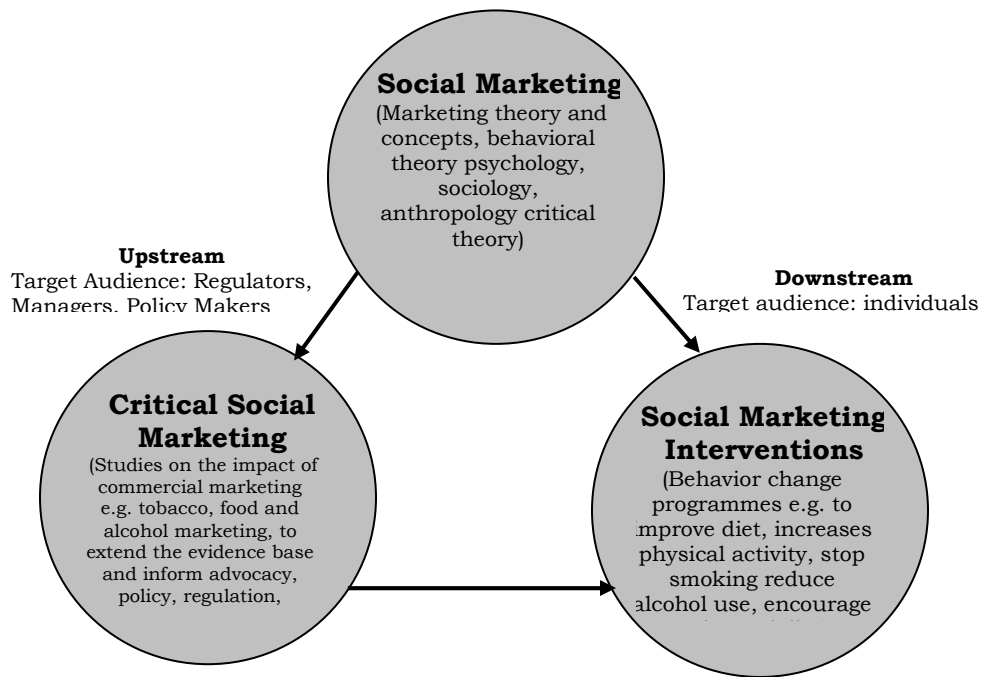


Figure 1: Schema of Social Marketing Activity

Source: Gordon, 2011.

In what follows, there are also benchmark criteria in social marketing. These are behaviour which aims to change people’s actual behaviour; use of different research methods and/or techniques to understand customer’s orientation; use of behavioural theories to understand behavior and inform the intervention; identification of customers’ ‘actionable insights’ - pieces of understanding that will lead intervention development; exchange which considers benefits and costs of adopting and maintaining a new behavior; and maximizes the benefits and minimizes the costs to create an attractive offer; competition which seeks to understand what competes for the audience’s time, attention, and inclination to behave in a particular way; segmentation that avoids a ‘one size fits all’ approach: identifies audience ‘segments’, which have common characteristics, then tailors interventions

appropriately; and use of mixed methods to bring about behaviour change which does not rely solely on raising awareness.

Here, one may pose the question: What is the best strategy to control the marketing of tobacco products elsewhere in the world, including Ethiopia. Tobacco smoking causes so much disease that it is estimated to kill approximately half of its regular long time users. There is no known safe exposure level to smoke Tobacco products, although some forms of smokeless Tobacco product (for example, the Swedish product called snus) are notably less harmful than smoked products. The harm caused by Tobacco products is predominantly due to long term exposure to Tobacco related toxins. The world community is currently in the process of ratifying a Framework Convention on Tobacco Control (FCTC) to help control the problem.

In connection to this, the challenge of minimizing the social costs from tobacco use can be encapsulated in four major tasks: discouraging people from using Tobacco, encouraging existing users to quit, protecting non-smokers from exposure to harmful tobacco smoke, and reducing exposures to related toxins among any continuing users. The challenges involved in preventing Tobacco use and facilitating smoking cessation will be minimized if we can eliminate activities of the Tobacco industry that make the task more difficult by making Tobacco use more attractive than it intrinsically is. This effectively means exercising control over the tobacco market.

On the other hand the rationale for controlling the tobacco market, as part of a comprehensive Tobacco control strategy is to minimize population harm from Tobacco use by controlling the form and contents of, and information about, Tobacco products in ways that minimize population exposures to

tobacco related toxins.

In principle, the harmfulness of a Tobacco product can be reduced in three ways: by making it less toxic per unit used; by making it less addictive per unit used; and/or by making it less palatable. The first of these reduces harm directly, unless there is compensation by increased use; while the latter two should reduce motivation to use and/or continue use, thus reducing lifetime exposures. The regulatory framework needs to allow progress on all three. The ways in which the products are used affects their harmfulness. Use is affected by characteristics of the product, experiences of using, and by beliefs about the consequences of use. Consumer beliefs and behaviors are affected by what is communicated to them, including by the ways tobacco is marketed.

Regulation of tobacco products needs to ensure the provision of both adequate consumer information and effective controls on marketing. However, Tobacco users are typically dependent on the product and are severely limited in their capacity to assess long term consequences of use. This extends to low capacity to properly assess harm reduction or exposure reduction claims. Thus, the preferred option for changes in product toxicity is to continually upgrade standards of exposure (or harm) for products, such that the dirtier forms of products are phased out. This brings change under the control of health agencies, rather than relying on consumers who are not able to assess the claims properly. That is, it eliminates the need for claims about relative harmfulness, which have a high capacity to mislead.

Furthermore, controls over promotion are needed, among other things, to reduce the creation of extra social value for Tobacco use. There need to be controls over packaging, product information, and sales. Governments are already moving to mandate increasingly strong and comprehensive warning

messages on packages because tobacco companies have failed to act appropriately. Governments also realize that with products as dangerous as Tobacco, promotion should be eliminated, but perhaps because some form of promotion is essential while companies market to consumers, have failed to ban it altogether. The fundamental question here is: what residual societal benefit is being retained in maintaining a direct relationship between tobacco manufacturers and consumers? In our view, there is no practical use, it arguably only acts to retain incentives for tobacco companies to subvert the laws that are designed to control companies to subvert the laws that are designed for tobacco companies to subvert the laws that are designed to control their activities.

To be effective, regulators will also need ongoing access to such things as information about the composition and engineering of tobacco products, exposures when used, indicators of harm, patterns of use, effects of price, consumer beliefs, and effects of communication about the product. The regulatory framework should allow for the stable, yet flexible, control of all aspects of Tobacco products and their manufacture, promotion, and distribution. But there are a number of other constraints on achieving optimal regulatory control over tobacco use. Taken together all of the constraints identified so far, these issues mean that regulators are continually in an antagonistic relationship with tobacco manufacturers and distributors because for the most part they do not share common goals tobacco markets have incentives to avoid controls that restrict their capacity to influence consumers and have a knowledge advantage over marketing could provide such a solution.

In general, marketing is where the power lies in the modern tobacco industry marketers can determine which product will be sold and thus can exercise virtually complete control over manufacture [and thus indirectly growers]

because they choose which products to sell they can also build image on distinguishing characteristics of products and or just on the brand names themselves ownership of brands and the capacity to exploit them is at the core of their business. Marketers also have considerable influence over retail activity, and can influence retail prices through setting wholesale prices. They need to communicate with consumers about their products (Borland 2003, pp. 374-377).

Research Design and Methods

In this study, non-experimental research design was used. Moreover, quantitative research method, such as descriptive sample survey was used. To collect pertinent qualitative data, the researcher used qualitative research methods, like semi-structured interviews, observations and documentary analyses. The target population for this study was composed of student smokers, directorate director of FMHAC, Marketing and Customer Service Division Head, Market Research and Analyst Expert of the National Tobacco Enterprise (ETH) S.C. was considered as participants in the study. Here, the total sample size was 150 individuals by taking into consideration all available resources, like financial time, human, material and other required inputs. In order to select and draw those individuals, the student researcher used simple random sampling technique, together with proportion to the size of the targeted population in those study areas of the probability sampling method. Both primary and secondary sources of data were used.

The researcher employed structure questionnaires to collect primacy quantitative and qualitative data from the primary sources. Besides, the semi-structured interviews were used to triangulate those data generated by the use of the questionnaires. The student researcher also employed observation schedule or checklist to collect relevant data by observing different aspects

of the study areas, as well as the Company's settings. The secondary data were generally collected from secondary sources, such as Company's documents, books, web-based literature reviews, Company's profiles, bulletin, published and unpublished research reports, etc.

Regarding data analysis, the researcher used descriptive statistical techniques, including frequency distribution tables composed of frequencies and percentages, and measures of central tendency or location. The data analysis was made based on the objectives of the study, as well as the level of measurement of a given variable under investigation.

Major Findings of the Study

The findings of the study are organized into the following themes: general socio-demographic characteristics of the respondents, the time they began smoking cigarette, causal factors on the part of the respondents which forced them start smoking, social problems related to the respondents' being smokers, whether or not the respondents smoked imported cigarettes, the respondents' opinions on cigarettes in general, and their views on marketing mixes of cigarettes.

Socio-demographic Characteristics of the Respondents

Table 1 shows the general socio-demographic characteristics of the respondents, such as gender, age, educational level, division, and work experience of them. The findings of the study clearly indicate that the participants in the study are mostly dominated by young, male, and college and university students from regular education programme without any work experience.

As it is indicated in Item 1 of Table 1, a total of 126(84.0%) respondents were males, while the remaining, 24(16.0%) were females. This shows that not only male students but female students are exposed to smoking as well.

Table1. Socio-demographic Characteristics of the Respondents

No.	Variables	f	%
1	Gender		
	Male	126	84.00
	Female	24	16.00
Total		150	100.00
2	Age		
	15-20	55	36.67
	20-25	61	40.67
	26-30	19	12.66
	> 30	15	1000
Total		150	100.00
3	Educational level		
	Elementary school	11	7.33
	High school	23	15.34
	College	45	30.00
	University	65	43.33
	Others (Certificate, Masters)	6	4.00
Total		150	100.00
4	Division background		
	Regular	108	72.00
	Extension	40	26.67
	Distance	2	1.33
Total		150	100.00
5	Work experience		
	0 year	111	74.00
	1-5 years	22	14.67
	6-10 years	10	6.66
	11-15 years	7	4.67
	> 15 years	0	0.00
	Total		150

SOURCE: Own survey, 2012.

As illustrated in Item 2 of Table 1, one can observe that the majority of sample students are young people. A total of 61(40.67%) of the respondents were found to be in the age category of 21-25 years and 55(36.67%) of the respondents' ages were between 15-20 years; while 19(12.60%) of them were in the age bracket of 26-30 years. However, the remaining 15(10%) of them were above 30 years. Therefore, the majority of the respondents who are victimized by cigarette smoking are the young, teenager and the most productive and economically active section of the society. This result may be due to the targeted sections of the society and the marketing strategy which has been pursued by the Company. According to the words of one of the informants in the National Tobacco Enterprise, the major target groups of the Company related to cigarette marketing in the country are the young people.

The third item of Table 1 summarizes and presents the educational background of the respondents in the study. The majority of the respondents are college and university students. Out of the total respondents, 65(43.33%) were university students, and 45(30.0%) were college students. Thus, one can deduce that the majority of university and college students, who are the most responsible persons to the country, have been exposed to the addiction of cigarettes.

Item 4 of Table 1 depicts the education programme divisions of the student smokers in the study. Out of the 150 respondents, 108(72.0%) were those who were found to be students in the regular education division, 40(26.66%) were extension division students, and the remaining, 2(1.54%) were distance division students. One can therefore understand that most of the regular division students are young generation, but they have been highly exposed to cigarette related problems.

In this survey, most of the students are without any work experience. Concerning work experience of the respondents, a total of 111(74.0%) were found to be without work experience. Twenty-two (14.67%) of the sample students had work experience of 1-5 years, and ten (6.66%) of them were found to have work experience of 6-10 years. Surprisingly, none of the responding students from either regular or extension education division had work experience of 15 years. Thus, this implies that those students may not have regular income sources, but they have got the money to buy the cigarettes from their parents or families. Consequently, they may lend their helping hands to expose many families to economic crises.

Table 2. Time the Respondents began Smoking Cigarette

No.	Item	f	%
1	When did you start smoking		
	When I was elementary school pupil	24	16.00
	When I was high school pupil	46	30.67
	When I was college/university student	80	53.33
Total		150	100.00
2	How old were you when you began smoking cigarette		
	15-20	50	33.33
	21-25	71	47.34
	26-30	24	16.00
	> 31	5	3.33
Total		150	100.00

SOURCE: Own survey findings, 2012.

As shown in Table 2, most of the students began smoking cigarettes high school, as well as college and university students in their adolescent and young age categories. A total of 80(53.33%) of the respondents started smoking cigarette when they had joined to college or university, 46(30.67%) started when they had been high school pupils. Nevertheless, a total of 24(16.0%) of the respondents started smoking when they had been pupils at elementary schools. Based on the findings of the study, one can deduce that

the majority of the smokers get misled by their friends and may think smoking cigarettes as a sign of civilization or modernization. Most of the students start smoking cigarettes when they have joined college or university.

Item 2 of Table 2 depicts the age distribution of the respondents when they began smoking cigarettes. A total of 71(47.34%) of the respondents were found to begin smoking cigarettes when their ages were in the age category of 21-25 years, 50(33.33%) began when they were in the age bracket of 15-20 years, and 24(16%) of them were found to be in the age category of 26-30 years. This finding shows that most of the students have begun smoking cigarettes when they become youth and teenagers respectively. This implies that these age groups have been the very creative and energetic groups, but they get colonized by addiction of cigarettes. The qualitative findings also substantiate those results, as one of the key informants in the Company replied: “the target groups of the Company are the young people.”

Table 3. Causes for starting Smoking Cigarettes by the Respondents

No.	Item	f	%
1	By whom you influenced to start smoking?		
	My friends	80	53.33
	My parents	13	8.67
	My relatives	8	5.34
	Advertizing	10	6.67
	Film	39	25.99
Total		150	100.00

SOURCE: Own study findings, 2012.

Peer pressure on the part of the students in the study is the major cause for starting smoking cigarettes. As shown in Table 3, 80(53.33%) of the respondents were found to be influenced by their friends, while 39(25.99%) of them influenced by film show. From the above findings, one can deduce

that most of the students have started smoking due to the influence of their friends, as well as film show.

Table 4. Social Problems related to Smoking Cigarettes

No.	Item	f	%
1	When you smoke cigarette did any social life problem happen to you? A. Yes B. No	139 11	92.67 7.33
Total		150	100.00
2	After you had started smoking, did any educational problem happen to you? A. yes B. No	121 29	80.67 19.33
Total		150	100.00

SOURCE: Own study findings, 2012.

The majority of the students in the study have experienced social problems when they actually start and after they have started smoking cigarettes. As clearly illustrated in Table 4, a total of 139 (92.67%) of the respondents were found to be exposed to social life problems and the only, 11(7.33%) of them did not experience social life problems in relation to smoking cigarettes. Here, one can conclude that the majority of the respondents have practised different social life problems through their life process. In addition, some of the students replied that they had faced psychological and economical problems. Thus, this shows that cigarettes have had a great impact on the welfare of the student community in college and university in Addis Ababa.

According to LGID (2010, p. 6), tobacco use is highly complex behaviour that is particularly resistant to change. It is determined by a wide range of

personal, social and environmental influences and must therefore be approached simultaneously from multiple angles and on a number of levels.

As Item1 of Table 4 indicated, a total of 121 (80.67%) of the respondents faced educational problems when they had started smoking. The remaining, 29(19.33%) of them did not face any type of educational problems. Most of the respondents expressed that they had become dizzy when they attended the class and they cannot study. From this finding one can infer that, majority of the respondents faced educational problems.

Table 5. Customers' Response towards Imported Cigarette

No.	Item	f	%
1	Do you smoke imported cigarette?		
	A. yes	45	30.00
	B. No	105	70.00
Total		150	100.00

SOURCE: Own survey, 2012.

As depicted in Item 1 of Table 5, 105(70%) of the respondents did not smoke imported cigarettes, but 45(30%) of them were found to be smokers of imported cigarettes. This implies that even though the majority of the respondents are not imported cigarette smokers, these findings may camouflage the number of imported cigarette smokers – there are still undermine number of smokers.

Table 6. Customers' Responses towards Locally Produced Cigarette

No	Item	f	%
1	Do you smoke locally produced cigarette?		
	A. yes	150	100.00
	B. No	0	0.00
Total		150	100.00
2	Which brand do you frequently smoke?		
	A. Nyala	95	63.33
	B. Nyala premium	19	12.67
	C. Delight	25	16.67
	D. Gissila	9	6.00
	E. Eleni	2	1.33
Total		150	100.00
3	How frequently do you smoke?		
	A. Daily	95	63.33
	B. Weekly	0	0.00
	C. Monthly	0	0.00
	D. Sometime	16	10.67
	E. Other(s)	39	26.00
Total		150	100.00
4	How many cigarettes do you smoke per day?		
	A. one	20	13.33
	B. Two	30	20.00
	C. Three	17	11.33
	D. Four	10	6.67
	E. Five	13	8.67
	F. >5	60	40.00
Total		150	100.00

SOURCE: Own study findings, 2012.

The respondents are mostly smoking locally produced cigarettes, especially more than five pieces of Nyala Brand daily. As shown in Item 1 of Table 6, 150(100%) of the respondents smoked locally produced cigarettes. This indicates that all of the respondents smoke cigarette(s) which are produced by the National Tobacco Enterprise (ETH) S.CO. From this empirical evidence one can argue that the Company has focused on aggressive selling

marketing strategy rather than discouraging smokers to somehow stop smoking.

In order to substantiate the quantitative findings, an interview was held with one of the Officials of National Tobacco Company, as he stated that: “the Company is very much profitable enterprise, but it has not still fulfilled the needs and wants of its customers. It has only managed to satisfy the needs of forty percent of its target group.” However, this finding contradicts with that of previous study on such matters under investigation. According to Borland (2003, pp. 347-377), there need to be controls over the sales, product information and over packaging in order to protect the wellbeing of society.

In Item 2 of Table 6, a total of 95(63.33%) of the sample population were found to be smokers of Nyala Brand cigarette. This implies that Nyala has been relatively higher quality brand with reasonable price than the other cigarettes among those brands produced by the Ethiopian National Tobacco Company.

Regarding the frequency of smoking, Item 3 of Table 6 indicates that the respondents usually smoke daily. A total of 95(63.33%) of them were found to be smokers on daily basis. In addition, according to some of the other respondents, the majority of them smoked cigarette(s) when they became angry due to one reason or another, drank and were chewing chat. Therefore, one can deduce that the addiction and attractive power of the Nyala cigarette is higher than other bands.

As illustrated in Item 4 of Table 6, forty percent of the smokers in the study smoked cigarette(s) more than five pieces of cigarette per day. Based on these findings of the study, one may conclude that most smokers usually smoke more than five cigarettes per day. This implies that they are very

much addicted and may be exposed to different types of cigarette related problems. In addition, they may not run any activities if they don't smoke cigarette(s).

Table 7.1 presents the Ethiopian National Tobacco Company's customers' opinions on its cigarettes produced. Item 1 of Table 7.1 summarizes that about forty percent of the smokers in the study confirmed the attractiveness of contents or ingredients of cigarette by rate it at very high. From the above-stated findings, one can deduce that the attractiveness of the contents or ingredients of cigarettes which are being produced by the Company is either very high or high. Therefore, the attractiveness of the contents of the cigarettes produced by the National Company may encourage those customer smokers to smoke more cigarettes frequently.

A significant majority of the Company's customers consider its cigarettes highly toxic products. Item 2 of table 7.1 indicates that the toxic degree of the cigarette. 61(40.67%) of the sample population replied the toxic power of the cigarette is very high and 58(38.67%) of them said high. 29(19.33%), 2(1.33%) of the respondents replied medium and low respectively and none of them answered very low. This implies that cigarette is very harmful to the well being of the active and passive smokers. On the other hand this shows that, most of the respondents have faced with different health problems.

Table 7. 1 Customers’ Opinion on Cigarettes

N0.	Item	f	%
1	How much attractive is the contents or ingredients of the cigarette produced by National Tobacco Enterprise (ETH) S.C.?		
	A. Very High	59	39.33
	B. High	48	32.00
	C. Medium	23	15.33
	D. Low	20	13.33
	E. Very low	0	0.00
	Total	150	
	Mean	3.97	
2	How much toxic is the cigarette you smoke?		
	A. Very high	61	40.67
	B. High	58	38.67
	C. Medium	29	19.33
	D. Low	2	1.33
	E. Very Low	0	0.00
	Total	150	
	Mean	4.19	
3	How do you rate the addictive power of the cigarette you smoke?		
	A. very high	130	86.67
	B. high	12	8.00
	C. medium	7	4.67
	D. low	1	0.67
	E. very low	0	0.00
	Total	150	
	Mean	4.80	

SOURCE: Own survey results, 2012.

However, one of the informants in the National Tobacco Enterprise (ETH) S. Co. replied that,

[T]he Company takes care in producing the cigarette in order to decrease the harmfulness of cigarette. In production process, as much as it possible , decreases the Tar and Carbon monoxide, which are

the very harmful and toxic cigarette content. On the other hand the interviewee of Drug Administration and Control Authority of Ethiopia (DACA) replied that, DACA encourages and control the tobacco industry to produce less harmful and less toxic cigarette.

According to Borland (2003:375) Tobacco industries should produce less harmful or less toxic cigarette in order to protect the welfare of the society.

Item 3 of Table 7.1 elaborates that, 130 (86.67%) of the respondents have replied the addictive power of the cigarette is very high, and 12 (8% (7(4.66%) ,1(0.67%) and none of the total student smoker respondents answered the addictive power of cigarette is high, medium, low and very low respectively. This implies that, most of the smokers couldn't quit smoking due to the addictive power of the cigarette. And this shows that, it was a great problem to the respondents' personal life.

In relation to this issue under consideration, the interviewees at the National Tobacco Enterprise (ETH) Share Company replied that, "even though it is difficult to decrease the addictive power of the cigarette, the company is trying to decrease it."

Item 4 of Table 7.2 indicates that the extent of the palatableness of the cigarette, 76(50.67%) of the respondents response is medium, 30 (20%) of them replied low and 21 (14%), 12(8%) and 11 (7.33%) are replied high, very low and very high respectively. This implies that the palatable degree of the cigarette encouraged the respondents to smoke more cigarettes.

As depicted in Item 5 of Table 7.2, the majority of the respondents, 56 (37.33%) and 49 (32.67%) replied that, the attractiveness of the package is medium and low, 37(24.67%) and 8(5.33%) have answered high, and very high respectively. And none of them replied very low. This implies that,

more or less the attractiveness of the package of cigarette encourages respondents to smoke frequently.

In Table 7.2, Item 6 indicates data relation to fearful message on the package of cigarette(s). A total of 150(100%) or all of the respondents replied that there had been a warning (fearful) message on the package of cigarette(s). From the above-stated findings, one can argue that even though there is fearful message on the package of cigarette(s), the individuals have not given due attention. Therefore, one may further argue that the fearful message is not strong to discourage smokers in those study areas.

Table 7.2 Opinions of Customers on Cigarettes

4	To what extent the cigarette is palatable?		
	A. very high	76	50.67
	B. high	21	14.00
	C. medium	11	7.33
	D. low	30	20.00
	E. very low	12	8.00
	Total Mean	150	
		3.79	
5	How attractive is the package of the cigarette?		
	A. very high	8	5.33
	B. high	10	6.67
	C. medium	49	32.67
	D. low	56	37.33
	E. very low	27	18.00
	Total Mean	150	
		3.03	
6	Is there any discouraging (fear) message on the package of the cigarette?		
	A. yes	150	100.00
	B. No	0	0.00
	Total	150	

SOURCE: Own survey results, 2012.

The interviewees of national tobacco enterprise said that, National Tobacco uses a fear message on the package of the cigarette that is “‘Tobacco seriously Damage Health’”. On the other hand the interviewees of DACA replied that, there are at least twelve messages. So the company controls tobacco industry to use at least one fear message on the package of cigarette and this is practically applied by the tobacco enterprise.

The National Tobacco Enterprise does not engage in creating awareness of tobacco related health problems. In addition, the Company does not utilize any means of public media for this purpose. Consequently, its practice of creating awareness of health related repercussions of smoking cigarettes. The Company thus shows very low rate of awareness creation. Against these backdrops, the National Tobacco Company produces different types of cigarettes, sells them at cheap price and with very high level of distribution of the products to its customers elsewhere in the city. As Item 1 in Table 8 depicted, all of the respondents didn't get awareness of tobacco related problems by National Tobacco Enterprise (ETH) S. Co. This shows that the Company has not had any awareness creation or social marketing activities to its customers. In addition, it has not shown any behavioral or positive social change practices.

Table 8. Customers' Attitude towards the Marketing Mixes

No.	Item	f	%
1	Have you got awareness about tobacco related problems by National Tobacco Enterprise? A. Yes B. No	0	0.00
		150	100.00
		Total	150
2	By which means have you got the awareness? A. TV B. Radio C. Magazines D. News Paper E. Broachers F. Others(didn't get by any means)	0	0.0
		0	0.0
		0	0.0
		0	0.0
		0	0.0
		150	100.00
		0	0.00
Total	150	100.00	
3	How do you evaluate the awareness creation practice implemented by National Tobacco Enterprise? A. Very high B. High C. Medium D. Low E. Very low	0	0.00
		0	0.00
		0	0.00
		10	6.67
		140	93.33
		Total	150
Mean	1.07		
4	How do you evaluate the price of cigarette produced by National Tobacco Enterprise? A. Very expensive B. Expensive C. Medium D. Cheap E. Very cheap	0	0.00
		8	5.33
		54	36.00
		78	52.00
		10	6.67
		Total	150
Mean	3.79		
5	How do you rate the distribution practice of National Tobacco Enterprise? A. Very high B. High C. Medium D. Low E. Very low	111	74.00
		18	12.00
		13	8.67
		5	3.33
		3	2.00
		Total	150
Mean	2.4		

One of the informants' views on effort of creating awareness on the part of the Company substantiates the above-stated quantitative findings in the study by saying: ‘ [t]he company is a business entity and profit making enterprise. Thus, it cannot engage in awareness creation. That is up to the anti-smoker organizations, like the Ministry of health. If it, the Ethiopian National Tobacco Company says cigarette has different problems, then this effort will become against itself. Therefore, the Ethiopian National Tobacco Company it didn't practice such types of activity.’ However, according to Serrate (2010, p. 2), social marketing is the application of principles and techniques that create a positive social change by creating awareness to the target group. This finding of the study contradicts with Serrate's argument in the aforementioned statements.

Item 2 of table 8 shows that, all 150(100%) of the respondents didn't get any awareness creation by any means. From the above finding one can conclude that, the Company has not yet conducted effective social marketing activities.

Moreover, the researcher attempted to generate qualitative data on the same issue under investigation. All of those interviewees of the National Tobacco Enterprise said, “[t]he Enterprise uses different promotional methods except electronic media. Some of them are print media (magazine), exhibition, and personal selling (door to door). The Company has used these promotional methods, especially to introduce or to create awareness of the new product(s) of cigarette to the target group (young people).”

As Item 3 of Table 8 illustrates the respondents' evaluation in relation to the awareness creation practice which has been implemented by National Tobacco Enterprise (ETH) S. Co. A total of 140(93.33%) of the respondents

replied that the Company had made very low efforts to create awareness of the problems. This implies that the majority of the smokers are in view of the low level of creating awareness of the negative effects of the practice of smoking cigarettes in those study areas. Therefore, based on these findings of the study, one can conclude that the Ethiopian National Tobacco Company has not allocated budget for awareness creation practice, but it simply runs after its profit maximization activities.

Item 4 of Table 8 indicates the respondents' evaluation of the price of cigarettes. A total of 78(52%) and 54(36%) of the sample population were found to evaluate the price of the cigarettes. Thus, one can deduce that the price of cigarette(s) produced by the Ethiopian Tobacco enterprise is cheap which, in turn, may motivate the customer smokers to smoke a number of cigarettes because they can afford its price easily.

In contrast, the qualitative data contradict the aforementioned argument, when all the interviewees of the National Tobacco Enterprise who participated in the study said:

The price of cigarette(s) is high compared to the previous one. For example, nowadays, the price of one piece of cigarette which is produced by the Company is 0.50 cents. But, in old good days, price was less than that amount of coins. Due to high price of cigarette, the incidence or the volume of sales has decreased. For example, the sales volume of Nyala and Delight cigarettes were found to decrease by 7.01% and 6.0% respectively.

Under Item 5 of Table 8 indicated the distribution practice of the National Tobacco Enterprise (ETH) S.Co. Among the total respondents in the study, 111(74.0%) and 18(12.0%) were found to evaluate the Company's distribution practice had been very high and high in that given order. From the above-stated empirical evidence one can conclude that the high level of

distribution of cigarettes by the Company has paved the way for its customer smokers to get motivated for smoking Nyala cigarette because it is available everywhere and they could buy it at cheap price very easily.

Summary of the Major Findings

In summary, this study mainly indicated that the majority of the respondents were found to be males in their age category of 21-25 Years. In addition, most of these smokers were attending their schooling in university, but they had had no work experience. Thus, they mostly depend on their respective supporters for money which can be used for buying Nyala cigarettes.

The customers began smoking cigarettes when they had been were college or university students. Besides, about half (47.34%) of the respondents were found to begin smoking at their age category which ranges from 21 to 25 years. More than half of them, 80(53.33%) got influenced to start smoking by their friends.

As to customers' responses in relation to cigarette problems, 92.67% and 80.67% of the respondents were found to be faced with different social life and educational problems respectively after they had started smoking. However, the majority (seventy percent) of the respondents did not smoke imported cigarette. All of the respondents smoke locally produced cigarette(s). in addition, a significant proportion of these smokers (63.33%) of them preferred Nyala. In relation to the frequency and number of cigarettes being smoked daily, the majority of them were found to be smokers of more than five cigarettes daily.

In the study, different customers' opinions were gathered in relation to cigarettes. Most of the respondents replied that the content or ingredients of

cigarette produced by National Tobacco Enterprise were found to be highly attractive, toxic, addictive and palatable. Regarding the attractiveness of the package of cigarette, almost one-third of the smokers in the study had considered it as low, and had expressed their fear for the messages written on the package of the cigarette(s).

Concerning awareness creation on the part of the Company, all of the respondents didn't get aware of the tobacco related problems. In the same vein, 93.33% of the respondents replied that the awareness creation practice implemented by the Company had been very low. Nevertheless, the price of cigarette(s), as well as the distribution practice of the Company, most of the smokers in the study rated it as cheap and very high respectively.

Conclusion

This paper has been arguing that the assessment of the applicability of social marketing in the Ethiopian National Tobacco Enterprise Share Company necessitates the close consideration of the concept of social marketing, the rationale and importance of social marketing in relation to behaviours, the time they began smoking cigarettes, social problems related to being smokers, whether or not they smoke imported cigarettes, their opinions on cigarettes in general and views on marketing mixes of cigarettes in Addis Ababa. Based on those empirical evidence generated in the process of conducting the study, the student researcher would put together the major findings and then draw the following conclusions:

The ultimate goal or bottom-line of social marketing is to meet society's desire to improve its citizens' quality of life. Regarding this issue, the Company's practice to create awareness of tobacco related problems using different means, such as TV, radio, magazines, newspapers, and brochures is

very low. Therefore, the Company hasn't tangible social marketing activities to protect families and communities from tobacco related harms.

The Ethiopian National Tobacco Company's social marketing practice in an attempt to decrease the number of young people coming as new smokers is also ranked to be at low level. The price of the cigarette is cheap and the item is highly available in the nearby places to smokers, and the respondents get highly influenced by their friends. Thus, the Company's social marketing activities to reduce the number of young people coming as new smokers have not been impressive.

The National Tobacco Company has not used strong and fearful messages and the ingredients of the cigarettes have been highly attractive, palatable, and have had addictive power and its low price tantamount to encourage the respondents to smoke cigarette(s). Therefore, the Company's social marketing activities to discourage those smokers to give up smoking are not effective.

The Ethiopian Tobacco Company has used different promotional tools, such as personal selling, conducting exhibition and its own print media in order to sell its products, especially to introduce new products. But it has not yet practised these promotional strategies properly in the light of social marketing or to protect the welfare of the local communities in those study areas. Thus, the Company's promotional strategies to protect the wellbeing of the local communities are not effective.

The other major issue raised by the student researcher while conducting the study was the prevention of import cigarettes. Even though the Company has imposed relatively high tax, there are still undermined numbers of respondents are smoking imported cigarette(s). Therefore, the critical measures undertaken by the Ethiopian National Tobacco Enterprise are not

sufficient and efficient to prevent the incoming of imported cigarette(s) in Addis Ababa. In the final analysis, the social marketing framework is not applicable in the day-to-day activities of the Ethiopian National Tobacco Enterprise S. Co.

Recommendation

The student researcher has forwarded the following recommendations in view of what has been concluded through observations, data collected and analysis made.

The Company should apply social marketing framework, like social marketing interventions, upstream (regulators, managers, and policy makers) and downstream (individuals) social marketing, and critical social marketing. In addition to this, it should implement social marketing bench marks, such as setting behavioural goals, using consumer research and pre-testing, insight driven, principles of segmentation and targeting, creates attractive motivational exchanges with the target groups and addresses the competition the desired behavior in order to protect the welfare of the society.

The National Tobacco Enterprise Share Company should work with relevant stake holders, like regulatory body and policy makers to decrease import cigarette and increase the tax imposed on it, because imposing high tax on cigarette is one mechanism to discourage smokers. It should also work with health bodies, schools, communities and the target groups because social marketing is most effective when it activates people.

In order to discourage smokers to stop smoking, the Company should use different strong and fearful messages on the package of cigarette and on its print media like: “tobacco is killing”, “tobacco exposes to lung cancer”, “tobacco increases stress”, “tobacco has social, economical, behavioural, psychological problems,” etc. On the other hand, it should not use positive

and encouragement or motivating messages like: “buy and enjoy our products and reflect your satisfaction”, “enjoy the exiting taste, real fresh”, number one preferable cigarette”, the leader and top selling brand in Ethiopia”, we like to put satisfaction in our clients taste,” etc.

The Company should practise strong social or behavioural change strategy, together with concerned bodies to protect families and communities from tobacco related harms, such as lung cancer, heart disease, mortality, infection, and female infertility, psychological, economical and social problems.

Even though the Company is a profit making enterprise, it should practice social marketing activities. In order to reduce the number of young people coming as new smokers and to discourage smokers to stop smoking, it should therefore increase the price and decrease the availability of cigarette in the market.

The young, future generation and the most productive people are dying due to lack of awareness. Thus, the Company has to create awareness to the society at large and the target groups. Because the Company has national responsibilities to protect the wellbeing of the society from tobacco related harms, like HIV/AIDS Day and other celebration days, there should be cigarette day to be celebrated annually.

In order to minimize the social costs from tobacco use, the Company should discourage people from using tobacco, encouraging existing users to quit, protecting non-smokers from exposures to related toxins; among any continuing users. Furthermore, the Company has to reduce the harmfulness of tobacco products by making it less toxic per unit used, by making it less addictive per unit used, and /or by making it less palatable.

REFERENCES

- Baker, M.J. (2000). *The marketing book* (4th ed.). New Delhi: Viva Books Private Limited.
- Borland, R. (2003). *A strategy for controlling the marketing of tobacco products: A regulated market model*. Chicago: BMJ Publishing Group.
- Gordon, R. (2011). *Critical social marketing: Assessing the cumulative impact of alcohol marketing on youth drinking*. London, UK: University of Sterling.
- Kotler, P. (1980). *Marketing management* (4th ed.). India: Prentice-Hall of India PLC.
- Luck, D.J. (1974). *Social marketing: Confusion compounded*. Chicago: American Marketing Association.
- LGID. (2010). *An approach on tobacco marketing*. New York: SAGE.
- Malhotra, N. (2006). *Marketing research* (5th ed.). New Delhi: Prentice-Hall of India PLC.
- National Tobacco Enterprise (ETH) S.Co. (2007). *Brochures*. Addis Ababa: National Tobacco Enterprise (ETH) S. Co.
- _____. (2011). *Magazines*. Addis Ababa: National Tobacco Enterprise (ETH) S. Co.
- Serrate, O. (2010). The future of social marketing. Available at <http://www.adb.org>. Accessed on January 10, 2012.
- Unknown author. (2011). The Basics of Social Marketing: Available at [http:// www.turningpointprogram.org](http://www.turningpointprogram.org). Accessed on December 7, 2011.