

## Promoting Mushroom Production and Consumption through Taglines: A Case Study of Crowd Sourcing the Tagline Creation in India

Mahantesh Shirur<sup>1</sup> and Anupam Barh<sup>2</sup>

1. Deputy Director, National Institute of Agricultural Extension Management (MANAGE), Hyderabad,

2. Scientist, ICAR-Directorate of Mushroom Research, Solan (HP)

Corresponding author e-mail: maha.shirur@manage.gov.in

Paper Received on February 19, 2020, Accepted on March 01, 2020 and Published Online on May 20, 2020

### ABSTRACT

*The article is the outcome of an action research aimed to augment mushroom consumption in India through the dissemination of effective taglines in various media. The underlying presumption in identifying the best taglines is the collective gratification of cognitive and affective domains elicited through multitudinal responses of stakeholders. The study of such crowd sourcing was conducted in India in two phases, targeting the educated respondents. The cognitive gratification of the creators of the tagline is aroused through giving opportunity to create taglines and affective domain of the respondents was captivated through voting for best taglines. The trends in the weightages of features of taglines and the place of taglines among the advertisement strategies reflect the perception of the stakeholders of the mushroom industry in India. Besides highlighting the role of taglines and the features of taglines in the advertisement industry, the study implies the ways to encash the taglines to promote mushroom production and marketing in India to drive the economic and health benefits to its masses.*

**Key words:** Tagline; Mushroom; Crowd sourcing; Slogan;

Advertisements are at the forefront for popularizing the products and services of the business firms and ensure their economic success. These advertisements are one or combination of the text, image, graphics and the video. The text has a unique role in dissemination of the information among which the tagline/ slogan holds prominence (Musté & Botella, 2015). Slogans can serve as “hooks” or “handles” in understanding the meaning of a brand/product and explains why brand or product is special (Dahlén & Rosengren, 2005). Business firms and companies often adopt the taglines to promote their goods and services in combination with logos, brand names, etc. While the firms in manufacturing and services sector promote the brand name of their companies to reach and influence maximum consumers, their counterparts in agri-business companies and individual farmer/ entrepreneur are lagging in harnessing the same to their advantage. Small size, localized market reach and the inability to foresee the advantages of taglines may be the reason for this.

Mushroom industry in India is symptomatic of these constraints as India accounts for less than one per cent of global mushroom production which is mostly contributed by too many small and medium mushroom growing units. Seeing these limitations, this action research was conceptualized to identify the taglines on mushrooms through crowd sourcing as a tool to promote their consumption.

### METHODOLOGY

The study was conducted at the ICAR-DMR, Solan (HP), India in 2018. The responses from the participants at all levels were elicited through electronic mails and online surveys. The literature was reviewed and peer consultation was done to identify important features that make any tagline appealing and impactful for the product or service for which it is created. Besides, to know the perception of stakeholders for the taglines among other means of popularization, eight strategies (including the taglines) were evaluated.

In the second stage, all the stakeholders were invited to create the taglines that they think could influence the cognitive and affective domain of consumers and lead to increased purchasing of mushrooms. The stakeholders as respondents of the study comprised of farmers, entrepreneurs, scientists, academicians, researchers, consultants, input suppliers, marketing agents and consumers. The respondents were free to submit to as many taglines as they wish in English and Hindi languages. The creators of taglines were asked to assign ranks to seven identified features in the order of their perceived importance for their effectiveness to promote mushroom consumption in India. Seven features identified for successful product promotion were; rhyming words carry message, brevity, mnemonic, metaphor, profitability and health benefit. An example of tagline among the frequently aired taglines from television/ print media was given against each feature to know the impact of the feature for ranking. The assigned ranks were cumulated and multiplied with rank weight (seven for rank one to one for rank seven) to arrive at cumulative weighted score for the feature (CWSf).

$$\text{CWSf} = \text{number of } i \text{ ranks} \times \text{rank weight}$$

Similarly, the importance of taglines as perceived by the stakeholders was evaluated among eight different advertisement/ popularization strategies. Eight strategies of product promotion were tagline, endorsement by sports celebrity, endorsement by movie celebrity, endorsement by celebrity chefs, electronic media, print media, social media and consumption fairs / fests. The assigned ranks to these strategies were cumulated and multiplied with rank weight (eight for rank one to one for rank eight) to arrive at cumulative weighted score for strategies (CWSs).

$$\text{CWSs} = \text{number of } i \text{ ranks} \times \text{rank weight}$$

In the third stage, all the pooled taglines were segregated into Hindi and English taglines. Out of all the taglines received, the authors purged the less obvious and least impressive taglines (in the context of the features of the taglines) to retain good sounding taglines in English and Hindi languages. Such shortlisted taglines were sent to further screening by 15 selected experts. These experts were having overlapping experience in the field of mushroom science, linguistics, food and nutrition and advertisement. In the fourth stage, the

taglines which received the approval of at least 5 experts were shortlisted for voting by larger number of respondents to give rank for best taglines.

In the fifth and final stage, the ranks given by the larger number of respondents for the shortlisted taglines were assigned linear weightage and on the basis of highest cumulative score of all the respondents, the best taglines were identified.

Totally 106 entries were received during the first stage of the study. Three participants have submitted multiple entries. However, for the purpose of data analysis, they have been considered as another entry for uniformity. The voting of taglines was responded by 176 participants. Both the results are discussed under following sections.

- i. Profile of the participants who submitted the taglines
- ii. Rank analysis of tagline features
- iii. Rank analysis of strategies for mushroom popularization.
- iv. Profile of voter respondents for tagline selection
- v. Results of voting

## RESULTS AND DISCUSSION

*Profile of tagline respondents: Age :* Among the participants who responded to the study, majority were between the ages 31-50 years (About 48%) followed by 30 years or below (About 34%). Around 12 % of the respondents were of the age 50 years or more. Remaining participants (5.66%) were not willing to share their age (figure 1a).

*Education :* All the respondents were educated and among them 62 per cent were post graduates or more and 32 per cent were graduates. Even the remaining respondents were also educated up to 12th standard or a diploma. Since, the responses were mostly collected through online and email based questionnaires, the higher rate of participation from educated persons is on expected lines. Since majority respondents had higher educational background, it can be assumed that, they are well informed about the mushroom farming and the benefits of mushroom consumption (figure-1b).

*Occupation :* Majority of the respondents for the tagline creation were mushroom growers (28%) followed by mushroom consumers (18%) and mushroom researchers and academicians (17%). About 10 per cent of the respondents were students. Remaining respondents

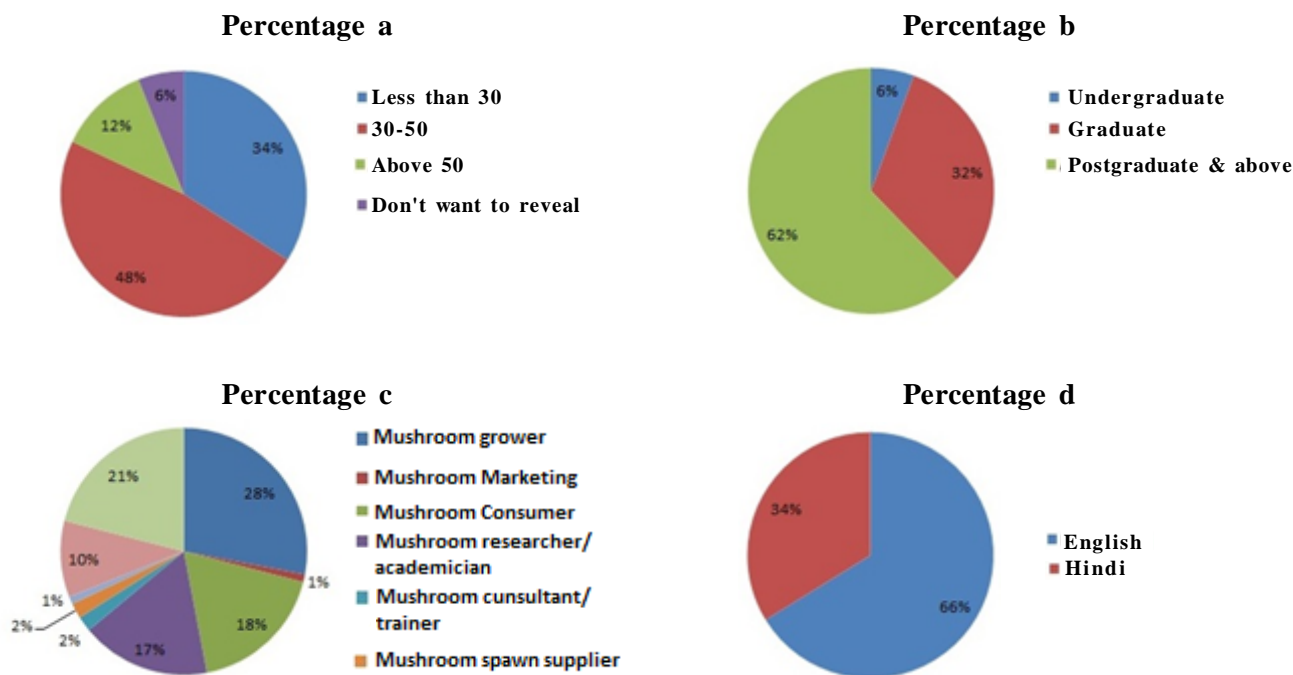


Figure-1 Distribution of tagline creators according to a) age b) education c) occupation d) language

were mushroom processors, mushroom spawn suppliers, mushroom marketing persons and others. Though the taglines entries were open to all, majority of the respondents who responded to the study are knowledgeable in the mushroom enterprise or related activities (Figure 1c).

*State* : The respondents from 23 Indian States have submitted the taglines. Majority of the participants are from Karnataka, Tamil Nadu, Rajasthan and Himachal Pradesh, Madhya Pradesh and Chhattisgarh. Either the internet penetration or the scope and opportunities for mushroom farming could be the reasons for higher number of participants from these States.

*Language* : The participants of the study submitted

364 taglines of which 241 were in English and 123 were in Hindi (Figure 1d).

*Rank Analysis* : The rank analysis of tagline features analysed through CWSf summarizes the collective opinion of the respondents for their preference to different features of taglines (Table 1). The opinion of the respondents suggest that, rhyming words and message conveyed by the taglines are an important feature of the tagline as both the features have received highest CWSf. Smirnovain in 2016 used rhythmic word as one of component out of three to produce staccato effect for communicating iconic meaning (Smirnova, 2016). Health benefits of taglines in the context of mushrooms have received third highest score. Brevity

Table 1. Rank analysis of tagline features

Feature	CWSf	Rank	No.of English taglines with features	No.ofHindi taglines with features	No. of taglines (English and Hindi) with features
Rhyme	437	I	35 (14.52)	101 (82.11)	136 (37.36)
Message	428	II	191 (79.25)	112 (91.05)	303 (83.24)
Brevity	303	IV	197 (55.60)	60 (48.78)	257 (70.41)
Mnemonic	295	V	24 (9.95)	3 (2.43)	27 (7.41)
Metaphor	243	VI	21 (8.71)	1 (0.81)	22 (6.04)
Profitable	194	VII	209 (86.72)	121 (98.37)	330 (90.65)
Health benefit	380	III	187 (77.59)	86 (69.91)	273 (75.00)

(Short taglines) and mnemonic (Memorability) features-separated by very low CWSf scores are considered as the next important features of taglines on mushrooms. Metaphor and the profitability got lowest weightages among the listed features.

The low CWSf for metaphor and profitability reflects the lower inclination of majority participants for these features while assigning weightage to the taglines.

Rhyming words serve the function of getting the immediate attention. Jingles helps to remember the product, especially in the short run (Kohli, 2007). Through this they help in retaining interest among the consumer about the product or the service. The rhyming is considered as the most important feature of tagline on mushrooms by the respondents. They are probably influenced by the majority of brand advertisements and taglines with rhyming words in them. An example was given for rhyming in Hindi (*Sunday ho ya Monday, roj khao ande* meaning whether Sunday or Monday, eat an egg every day). About 37 per cent of the taglines had the rhyming features/ However, while creating the taglines, 82.11 per cent of taglines in Hindi had the rhyming words contained in them while only 14.52 per cent taglines in English had the rhyming words. There is a difference of 67.59 per cent points between the two languages in taglines with rhyming words. This is highest compared to remaining features of taglines between Hindi and English. The probability of respondents creating taglines with rhyming words in their native language is higher as compared to English.

Conveying a strong message (Example: The best a man can get-Gillet) through taglines primarily serves the function of motivating the consumer to take an action. Hence, this feature is significant in order to motivate the agri entrepreneurs to take up mushroom farming as an agri business activity and to motivate consumers to include mushrooms in their diet. Nearly 80 per cent taglines in English and 91 per cent taglines in Hindi had the feature of conveying a strong message. Similarly, the third ranked health benefit feature (Eg: An apple a day keeps the doctor away) also serves as an important function of influencing the consumers as the higher CWSf validates this claim. Around 75 per cent of the taglines mentioned about the health benefits of mushrooms.

Short taglines are advantageous in the advertisement field for they have implications on cost

of advertisement and their lasting impression due to their repeatability (Eg: Life's Good-LG). Brief taglines are also catchy and most of the impactful and popular taglines are composed by using less than 6-8 words. Going by the same trend, criteria of eight words was fixed to be considered as meeting the feature of 'brevity' in this study. The summary of number of words in the taglines is given in the figure 2. About 81.74 per cent of the taglines in English and about 48.78 per cent of the taglines in Hindi were having less than eight words in them. Together in both languages, more than 70 per cent of taglines were found to be brief. Thirteen words in English and 14 words in Hindi languages were sufficient to account for more than 95 per cent of taglines in respective languages. Most of the taglines beyond 15 words were an aberration and were more of descriptions of the product.

Though brevity helps in remembering the tagline, the mnemonic feature (Eg: Connecting people-Nokia) was separately kept for knowing its perceived importance by the respondents. The mnemonic feature was fifth important feature in the order but less than 10 per cent taglines were having the memorability and none was preferred during the final selection of the taglines. This suggests that, probability of taglines with mnemonic feature does not necessarily mean an appealing tagline among the consumers in their decision making.

An Interesting trend can be observed in the low CWSf score for the profitability feature. An example given for profitability was "7 days without pizza makes one weak-From a pizza shop". Most of the taglines were exhibiting the feature of profitability (86.72% for English taglines, 98.37% for Hindi taglines and 90.65% for overall). Since, the respondents who assigned the scores to the features and the tagline creators are the same, the discrepancy is an indication of mismatch in their perception while deciding about the important feature of the tagline and while creating an actual tagline on mushrooms. Probably, the knowledge of the respondents on the health benefits of mushrooms and the health consciousness are the reasons for this difference.

Another interesting outcome of the results is the similar mismatch between the CWSf of tagline and the voting results of tagline. While metaphor (Eg: *Kar lo duniya mutthi me* meaning hold the globe in your fist) was given very low CWSf the taglines having metaphor feature (Likening the mushroom to a nutritious umbrella)

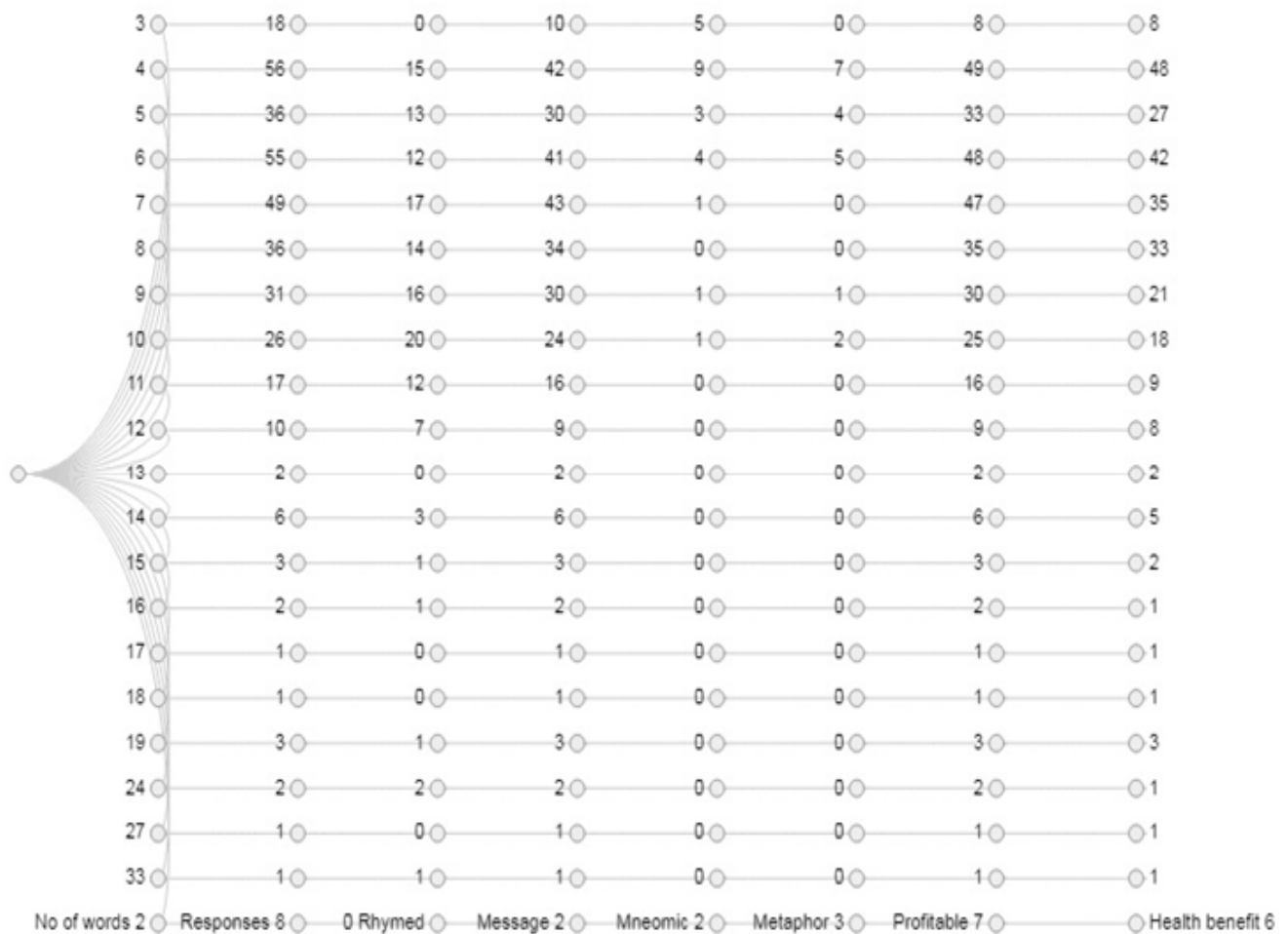


Figure 2. Segregation of taglines based on number of words with parameters (Graphs, 2019)

have received overwhelming responses. This indicates that metaphors are truly appealing to mind and impress the consumer’s mentality while the creation of taglines with metaphors is not a simple thing to do.

Table 2. Rank analysis of strategies for mushroom popularization.

Feature	CWSs	Rank
Tagline	523	I
Sports celebrities endorsement	382	III
Movie celebrities endorsement	323	VI
Celebrity chefs endorsement	394	II
Electronic media	375	IV
Print media	282	VII
Social media	358	V
Consumption fairs/ fests	278	VIII

Among the strategies to popularize the mushrooms, the tagline was favoured highest collectively, as it received highest CWSs among all the strategies (Table 2). Most importantly, the taglines were in the

first rank out rightly leaving behind all the other strategies for popularization of mushrooms. Taglines though have a primary role of popularization and brand promotion, it could have also been influenced by the fact that, the survey itself was on tagline creation of mushrooms for their popularization. Further, since the respondents feel the absence of taglines on mushrooms so far, they might be prompted to highlight its relevance as a means to promote the mushrooms in India.

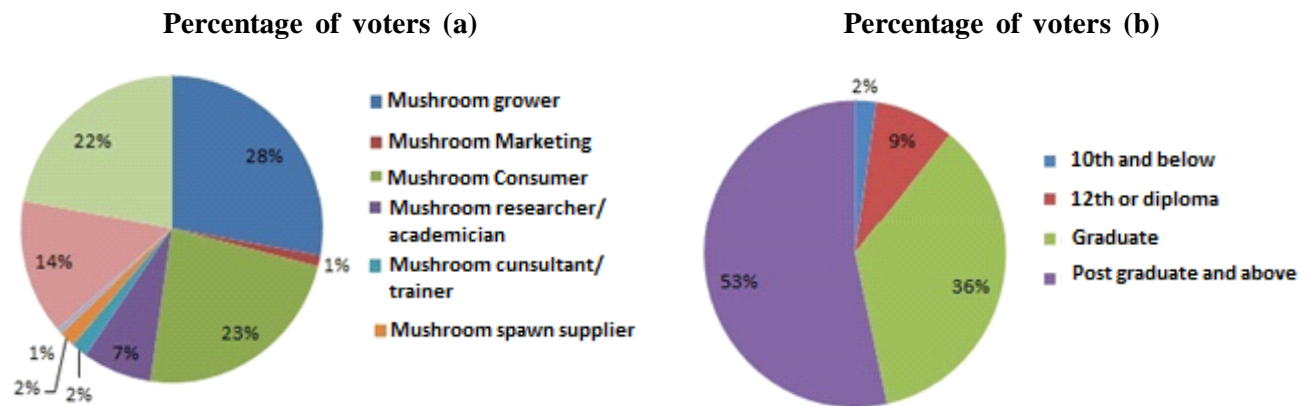
*Profile of voter respondents who voted for tagline ranking :* The shortlisted taglines were sent for voting among through online and social media platforms. In all 176 respondents voted, of which 126 (71.59%) were male and 50 (28.41%) were female respondents. Majority were mushroom growers (27.84%) followed by mushroom consumers (23.30%). Around 22 per cent respondents off all the respondents did not have any stake in mushrooms and about 14 per cent were students. The details on primary role of the respondents are presented in Table 3 and 4.

**Table 3. Ranking of the best taglines in English**

Rank	Tagline	Tagline features covered	Primary role of the proposer
I	An umbrella that protects your health	Message, Brevity, Mnemonic, Metaphoric, Profitable, Health benefit,	Mushroom grower
II	Grow me to become wealthy, eat me to stay healthy	Rhyming words, Message, Profitable, Health benefit	Mushroom Researcher/ Academician
III	Healthy, tasty and light, mushroom is vegetarian's delight	Rhyming words, Message, Brevity, Profitable, Health benefit,	Mushroom grower
IV	Natures treasure for health and wealth	Brevity, Profitable, Health benefit,	Mushroom Researcher/ Academician
V	Nutritious umbrella of Nature	Brevity, Profitable, Health benefit,	Mushroom consumer
VI	A mushroom dish a day keeps doctor away	Rhyming words, Message, Brevity, Profitable, Health benefit,	Others
VII	Eat healthy live healthy	Rhyming words, Message, Brevity, Health benefit	Student
VIII	Morning, evening or noon, At least once eat mushroom	Rhyming words, Message, Brevity	Mushroom consumer

**Table 4. Taglines on mushrooms in Hindi**

Rank	Tagline	Tagline feature covered	Primary role of the proposer
I	Mushroom khao, India ko healthy banao	Rhyming words, Message, Brevity, Profitable, Health benefit,	Mushroom consumer
II	Mushroom hai chatkaari, door rakhe har bimaari	Rhyming words, Message, Brevity, Profitable, Health benefit,	Mushroom grower
III	Mushroom svaad me bahut hi bhaata, kayi rogo se hame bachata	Rhyming words, Message, Profitable, Health benefit,	Mushroom processors
IV	khumb poshak tatvo ka khajana dainik aahar me avashya apnana	Rhyming words, Message, Profitable, Health benefit,	Mushroom Researcher/ Academician
V	Mushroom khaye kuposhan mitaye	Rhyming words, Message, Brevity, Profitable, Health benefit	Mushroom Researcher/ Academician
VI	Bin khet karein khumb ki kheti, doguni aamdani sehat chokhi	Rhyming words, Message, Profitable, Health benefit,	Mushroom Researcher/ Academician
VII	Chatta: Ek chatri jo bimariyon ki barsaat se bachaye	Message, Metaphoric, Profitable, Health benefit,	Mushroom Researcher/ Academician
VIII	Samriddhi ke liye mushroom ugao, swasth ke liye mushroom khao	Rhyming words, Message, Profitable, Health benefit,	Mushroom Researcher/ Academician
IX	Har bharteeya ho samazdaar, mushroom hai jeevan poshit ahaar	Rhyming words, Message, Profitable, Health benefit ,	Student
X	BP Cancer sugar aur motapa, mushroom ka sevan, inhe mitata	Rhyming words, Message, Profitable, Health benefit,	Mushroom consultant / Trainer
XI	Mushroom ugao, aamdani badao, mushroom khao swasth pavo	Rhyming words, Message, Brevity, Profitable, Health benefit	Mushroom consultant / Trainer
XII	Khumb: Ek pahal swasth va saras jeevan ki or	Message, Health benefit,	Mushroom grower



**Figure 3. Distribution of voters of tagline according to a) occupation b) education**

More than half (53.41%) of the respondents were post graduates and 35.80 per cent were graduates (Figure 3 a & b). Since, the survey was mostly conducted through online and social media platforms, only the educated persons with access to the electronic media have responded.

It has been demonstrated that the positive effects of brand is promoted by the customer self-identity/expressiveness, representing a brand's functional benefits, and aesthetic appeal (Park & Park, 2013). Branding strategy for the campaigns evolved from 2 phases. First is developing the branding concept and second is testing the branding (Folta et al., 2018). We are developing the branding followed by testing through the audience. It is argued that such a positive effect of brand would help the mushroom growing farmers and entrepreneurs to spread awareness about the nutritional and medicinal importance of mushrooms and to espouse higher demand for their mushrooms. Although, acceptance of mushrooms among consumers will also a matter of choice. Sometimes health benefits may attract may unknown consumers which don't have expertized knowledge of the product (Pralhad & Ramaswamy, 2004). Alternatively, such small agribusiness companies and farmers can harness the economic benefits of catchy taglines by focusing on promoting the goods and commodities in whose production they are engaged.

## CONCLUSION

The study achieved the important objective of identifying appropriate taglines on mushrooms and testing them. Relying on the crowd sourcing to identify

the appealing taglines as tools for promoting mushroom production and consumption is the first such attempt for mushrooms in India. Through this study, the place of different features and attributes of taglines as well as the place of taglines among various promotion strategies as perceived by the stakeholders has been established with respect to mushrooms. The study showed that the crowd sourcing of tagline creation found favour among the young and educated mass in India. Mostly the stakeholder's show interest in contributing to such crowd sourcing which highlights the fact that, stakeholders are the ideal targets to get good response of such surveys for any commodity or service. This also establishes the authenticity to the results of crowd sourcing of taglines as they are mostly coming from the informed and experienced section of population. Though the taglines were being created on the same subject (mushroom), there was difference in the percentage of responses and their attributes. This underlines the level of easeness of respondents in dealing with their native language vis-e-vis English. Though there is closeness in responses (%) for all features, it is found very wide only for the rhyming feature of taglines.

The taglines were ranked as the best strategy for mushroom popularization. Apparently there is an element of prejudice in favour of taglines on mushrooms. These results need to be seen only in the context of study being conducted specifically for tagline creation and responded particularly by the stakeholders. However, the significance of taglines for their role in awareness creation, popularization by influencing the affective domain of consumers is well established.

## REFERENCES

- Dahlén, M. and Rosengren, S. (2005). Brands affect slogans affect brands? Competitive interference, brand equity and the brand-slogan link. *J. of Brand Mgt.*, **12**(3), 151–164. <https://doi.org/10.1057/palgrave.bm.2540212>
- Folta, S. C.; Koch-Weser, S.; Tanskey, L. A.; Economos, C. D.; Must, A., Whitney, C.; and Goldberg, J. P. (2018). Branding a school-based campaign combining healthy eating and eco-friendliness. *J. of Nutri. Edu. and Behv.*, **50** (2), 180–189. <https://doi.org/10.1016/j.jneb.2017.07.015>
- Graphs, R. (2019). RAW graphs. Retrieved from <https://rawgraphs.io/>
- Kohli, C.; Leuthesser, L. and Suri, R. (2007). Got slogan? Guidelines for creating effective slogans. *Busi. Horizons*, **50** (5), 415–422. <https://doi.org/10.1016/J.BUSHOR.2007.05.002>
- Musté, P.; Stuart, K. and Botella, A. (2015). Linguistic choice in a corpus of brand slogans: repetition or variation. *Procedia - Social and Behv. Sci.*, **198**:350–358. <https://doi.org/10.1016/j.sbspro.2015.07.454>
- Park, C. W.; Eisingerich, A. B.; Pol, G. and Park, J. W. (2013). The role of brand logos in firm performance. *J. of Busi. Res.*, **66** (2), 180–187. <https://doi.org/10.1016/j.jbusres.2012.07.011>
- Prahalad, C. K. and Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *J. of Interactive Mkt.*, **18** (3), 5–14. <https://doi.org/10.1002/DIR.20015>
- Smirnova, T. (2016). Sound of a slogan: Appealing to audiences in the global market. *Procedia - Social and Behv. Sci.*, **236**, 125–130. <https://doi.org/10.1016/J.SBSPRO.2016.12.049>

