

**INFLUENCE OF CONTRACEPTIVE ADVERTISING INTO CONSUMER'S
PURCHASING DECISION: THE CASE OF PSI TANZANIA**

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CERTIFICATION

The undersigned certifies that he has read and here by recommends acceptance by the Open University of Tanzania a dissertation titled: *“Influence of Contraceptive Advertising into Consumer’s Purchasing Decision: The Case Study of Population Services International Organization- Tanzania, in Dar es Salaam Region”*, in partial fulfillment of the requirements for the degree of Masters in Business Administration.

.....

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.....

Date

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DECLARATION

I, Faraja Mbungu, declare that this dissertation is my own original work and that it has not been submitted for a similar degree in any other University.

.....

Signature

Date.....

DEDICATION

This study is dedicated to God for his protection and guidance throughout my dissertation, PSI Tanzania, my supervisor Dr. Tumaini Katunzi (OUT) for his help, guidance and wisdom, my parents and my sisters Leafrida, Rebecca and Diana for their support and encouragement.

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ABSTRACT

Influence of contraceptives advertising on consumer's purchasing decision was a study conducted in Dar es Salaam Tanzania, involving PSI Tanzania customers and employees. The study was conducted in order to examine the extent to which advertising contraceptives has been influencing consumer's purchasing. This study focused in finding the rationale of all efforts which have been directed by social marketers into advertising and mass media campaigns despite the fact that various studies had indicated that the outcomes of the effort is not as great. This study employed questionnaires as a method and tool of data collection. The tools were well constructed in order to attain all important details for an effective and informative study. This study find out that there advertising of contraception method influences a large part of the study sample (67%) into making their purchasing decision of the particular method or brand. The study shows that most well-known, most preferred hence most purchased contraceptive methods among respondents such as pills and male condoms were also the most advertised, comparing to less aknow, hence less purchased methods such as Spermicides and Vasectomy. Although 33% of population study reported that they always make purchasing decision of a particular method or brand through the influence of information obtained from health clinic workers and friends. This study recommended that, contraceptive methods marketing companies' needs to refocus their advertising strategies and work on designing contraceptive messages adverts and campaigns that will aim into reaching the audience through media as well as through health workers and peereducators as they both show a lot of influence in delivering the contraception message to the targeted consumer's in Tanzania.

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LIST OF ABBREVIATIONS AND ACRONYMS

- FP** - Family planning
- IUDS** - Intra Urinal Devices
- OUT** - Open University of Tanzania
- MBA** - Masters of Business Administration
- STI** - Sexual transmitted infections
- PSI** - Population Services International
- HIV/AIDS** - Human Immunodeficiency Virus/ Acquired Immune Deficiency Syndrome)
- UNAIDS** - United Nations Programme on Acquired Immune Deficiency Syndrome
- UN** - United Nations
- WHO** - World Health Organisation

CHAPTER ONE

1.0 INTRODUCTION

1.1 Overview

This section covers the introduction and background of the study, statement of the problem, and objective of the study, which consists of general and specific objectives, research questions as well as the significance of conducting this study.

1.2 Background Introduction

The United Nations reported that the world's population reached seven billion in October 2011 and forecasted that the population will reach eight point one billion in 2025, with most of the growth in developing countries and more than half in Africa. In many of the sub Saharan African countries, the fertility rate is the highest levels of more than five children per woman. The population increase is tremendous comparing with only one billion people who were lived in the world in 1805. UN population (2012).

Right now, Africa's population stands at 1.1 billion, but that is expected to increase four times, to 4.2 billion, by 2100. In 2011 population national population survey report, the total fertility rate (TFR) in Tanzania is 5.4 children per woman. This means that, at current fertility levels, the average Tanzanian woman will have given birth to 5.4 children by the end of her lifetime. (DHS, 2010) This rapid population increase is expected to negatively affect the countries settlement and town's plans, the environment, food availability and supply, housing, services and increase poverty to already poor countries and families.

Furthermore, high population growth results into lack of economic opportunities and high level of unemployment. In order for the African countries to achieve the economic and social development and well-being, it is very important that the governments and stakeholders increase the efforts on providing sufficient family planning and reproductive health education and information as well as establishing better and more health facilities to provide methods and knowledge in controlling the population growth and family planning, such as increase uses of contraception (birth control) methods. The family is the intentional prevention of conception or impregnation through the use of various devices, agents, drugs, sexual practices or surgical procedures. The goal of family planning is to assist families in achieving the number of children desired with appropriate spacing and timing to ensure optimal growth and development of each family member (Hatcher, 2001).

Contraception methods are methods used to prevent pregnancy by interfering with the normal process of ovulation, fertilization, and implantation. There is two kind of ways of contraception, modern contraceptive methods and traditional methods. Widely known traditional methods are periodic abstinence or rhythm and withdrawal. This research will focus on advertising influence of modern methods of contraception only. According to population reference bureau website, there are different types of modern birth control methods that act at different points in the process, which can be divided into a few groups based on how they work. These groups include;

Hormonal methods which use medications (hormones) to prevent ovulation such as birth control pills (oral contraceptives), Depo Provera injections, and Norplant.

Barrier methods are the methods work by preventing the sperm from getting to and fertilizing the egg. These methods include male condom and female condom, diaphragm, and cervical cap.

Spermicides: These are medications which kill sperm on contact, such as jelly, foam, tablets, and even a transparent film.

Intrauterine devices (IUDs): These devices are inserted into the uterus, where they stay from one to ten years. An IUD prevents the fertilized egg from implanting in the lining of the uterus and may have other effects as well.

Tubal ligation: This medical procedure is a permanent form of contraception for women. Each fallopian tube is either tied or burned closed.

Vasectomy: This medical procedure is the male form of sterilization and should be considered permanent. In vasectomy, the vas deferens, the tiny tubes that carry the sperm into the semen, are cut and tied off.

The DKT International website reports that; throughout the world, advertising and social marketing programs have been very successful in promoting contraceptive awareness and population growth control. Social marketing annually provides billions condoms, millions of oral contraceptive pills and injectable contraceptives. The social marketing of reproductive health products and services has several unique advantages. It is fast. Because social marketing relies to a great extent on existing commercial and health service delivery networks, it can be scaled up quickly, providing contraceptives to tens of thousands of outlets in just a year or two. It also is non-patronizing. Social marketing contraceptives are not perceived as a “program” by consumers. Rather, they are seen as normal commercial goods that offer

consumers a benefit at an affordable price. Because they are purchased, they are likely to be used. As a result, the social marketing of contraceptives and family planning services is highly cost-effective.

PSI uses its expertise in social marketing to positively influence both consumer and provider behavior as it relates to seeking and delivering health services. PSI employs the social franchising strategy to market and reach the target communities with contraception message and products. Social franchising applies commercial franchising strategies to the non-profit health sector to efficiently expand access to higher quality health care that is affordable to underserved communities. PSI is the largest social franchising organization in the world, operating 24 franchises in Asia, Africa and Latin America with an estimated 16,000 franchisees delivering services to more than 10 million clients every year.

According to Tanzania Demography and Health Survey (2010) Thirty-four percent of currently married women are using a method of contraception, including 27 percent who are using a modern method. IUD'S are the most preferred methods, with injectable as the leading method, used by 11 percent of married women. The pill and traditional methods are also common, each used by 7 percent of currently married women. Current contraceptive use is higher among sexually active unmarried women than among married women (51 and 34 percent, respectively), primarily due to the use of male condoms and injectable (16 percent and 15 percent, respectively). The report shows that twenty-five percent of currently married women in Tanzania have an unmet need for family planning. The level of unmet need has not changed from

that in the 2004-05 report. The total demand for family planning among currently married women is 54 percent, of which more than half (58 percent) is satisfied. TDHS (2010).

Over the past three decades, PSI has expanded the contraceptive methods in its portfolio from male condoms and oral contraceptives to include injectable contraceptives, intrauterine contraceptive devices (IUD), emergency contraception pills, implants, female condoms, voluntary sterilization, and fertility awareness methods such as the Standard Days Method using Cyclebeads®.

PSI employs multi media advertising and campaigns to raise awareness of the social and health problem on hand as well as influencing the target into deciding to purchase and use the advertised products as well as using innovative approaches to overcome significant consumer and provider-driven barriers to contraceptive use, and adapts its programs to the socio-cultural and economic environment of the target population.

PSI programs procure a modern, safe contraceptives product and distribute through pharmacies, private clinics, or public health facilities. Donor funding allows PSI to sell the product at a subsidized price, which improves access for lower income populations. Initial donor funding is also sometimes used to establish a cost-recovery model of distribution. As a necessary complement to distribution programs, PSI staff and volunteers provide behavior change communication activities, directed towards providers and consumers, to raise awareness about contraceptives and encourage correct use. This study examined at finding out the influence of contraceptives

advertising on consumer's purchasing decision, taking PSI Tanzania as the area of the study.

1.3 Statement of the Problem

The uses of contraceptives has become to be perceived not in terms of only pregnancy prevention but also in terms of preventing transmission of STI/HIV. A substantial body of communications literature based on experience in developed countries has shown that advertising and mass media campaigns plays some role to produce changes in behavior and attitude, which leads into making a purchasing decision.

Despite of the fact that the advertising and awareness rising campaign on modern contraceptives methods being aired in Tanzania for more than 20 years now, still many people are reported not using any method of contraceptives during sexual intercourse TDHS (2010). In the research paper 'Making sense of Tanzania's fertility: the role of contraceptive use, the authors Weinberger *et al.* (2011) explains that contraceptive use has been identified as one of the primary factors contributing to fertility decline; however, the link between contraception use and fertility is weaker and less understood in sub-Saharan Africa. For example, despite a large increase in the contraceptive prevalence rate in Tanzania since the early 1990s, its total fertility rate has remained high.

In another study titled 'Causes of low contraceptive use in Tanzania: the case of the rural areas of Kondoa district', the author Madulu (1996) discussed the reasons of low contraceptive use in rural African societies, with special reference to Kondoa

district in central Tanzania, regardless of all advertising, mass media campaign and awareness rising which had been provided by social marketers and stakeholders in the communities. The study argues that there existence of many factors that lead to low contraceptive use, and that awareness (through campaigns and advertisements) and availability of services alone are not sufficient to bring about high rates of contraceptive usage. The author argues that other factors are to blame for low uses of contraceptives in Tanzania, such as; inaccessibility to the services, the discriminative distribution systems, high value of children, the socialization process, low educational attainments, poor economic development (poverty), and backward technological advancement.

This study aim was to find out how and to what extent advertising contraceptives has been influencing consumers purchasing decision. The ways advertisement of contraceptives influences customers to pursue the product. This study also focused in finding the rationale of all efforts which have been directed by social marketers into advertising and mass media campaigns despite the fact that various studies had indicated that the outcomes of the effort is not as great.

1.4 Research Objectives

1.4.1 General Objective

The general objective of the study is to determine the influence of contraceptive advertising on consumers purchasing decision.

1.4.2 Specific Objectives

- (i) To examine consumers attitude towards contraceptives advertisement

- (ii) To assess the compatibility of the adverts message and the media channel employed to deliver the message.
- (iii) To examine the effects of advertisement on consumer's choices of contraceptive methods.

1.5 Research Questions

The research questions were:

- (i) What is the consumer's attitude towards contraceptive methods advertising?
- (ii) Are contraceptives advertisements message compatible with the media outlet utilized?
- (iii) Does contraceptive advertising influences consumers purchasing decision?

1.6 Significance of the Study

The findings from this study will inform PSI Tanzania management and other contraception marketers on where to examine and reform their current contraceptives advertisement strategies so as to attain their goals of reaching and influencing more customers. The findings from this study may be incorporated into the existing advertising strategies hence addressing the challenges which are going to be uncovered through this study. Through gaps and suggestions from this study, the PSI management and marketing department might learn and adopt the new target and segmentation to concentrate and focus at during preparation of their advertisements, as the study will find out the attitude towards contraception advertisement from respondents of various age groups.

Moreover, from this study findings, the future researchers from the public health and marketing field will benefit as they will find out the answers to the reasons why the contraceptives use in Tanzania is not sufficient, why there are still a lot of cases of unplanned pregnancies among Tanzanian women and why HIV/AIDS infection rate has always been increasing in Tanzania instead of decreasing despite all the efforts on contraceptives advertisements which had been implemented for more than twenty five years now.

The researchers will benefit from this study by finding the gaps which will be skipped or not addressed in this study and create their new topic of more studies, hence the influencing further research and knowledge development in both social marketing, contraceptive and reproductive health and HIV/AIDS/STI areas.

CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Overview

This chapter involves review of various studied and books relevant to the problem investigated. The general purpose of this literature review is critically review and contribute to the previous work on advertising and purchasing decisions, which will in turn serve as the study guideline for this research.

2.2 Conceptual Definitions

This study aim was to examine the way contraceptive methods advertising impacts consumers purchasing decision and use. Therefore the researcher will define advertising concept in relation to social marketing, as well as defining the term purchasing decision and its composition terms.

2.2.1 Advertising and Social Marketing Concepts

Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor. (Kotler and Armstrong, 2006). Brooke and Kurt, (1992) argued that, advertising has been described as one of the most critical way through which service promises are communicated.

Also they pin point the intangibility which makes service advertising different from product advertising. Since advertisement has been divided into different groups depending on what and how is conducted. Advertising seeks to disseminate

information in order to affect a buyer-seller transaction. Bent (2005) suggest that the effective advertising channel is the one which make customers react automatically to different situation and therefore a person has very little direct control over emotions and feeling.

Advertising, mass media advertising to be more precise, has played a major role in business to consumer marketing, and enabled companies to meet communication and other marketing objectives, Mackay (2005). Social marketing may be defined as adaptation of commercial marketing and sales concepts and techniques to the attainment of social goals. It seeks to make health related information, product and services easily available and affordable to low income populations and those at risk while at the same time promoting the adoption of healthier behavior. In fact, it may be said that the ultimate goal of social marketing is to effect healthy and sustainable behavior change (UNAIDS, 2000).

Advertising aims into changing mindset and attitude of people toward the product (Sharma and Singh, 2006). Therefore, advertising attempts to condition the consumer to adopt a positive and favorable viewpoint towards the product, with the aim of improving the chances that the customer be attracted to buy or use the goods or service. Advertising is bringing a product (or service) to the attention of potential and current customers. Advertising is focused on one particular product or service. Thus, an advertising strategy for one product might be very different than that for another product. Advertising is typically done with signs, brochures, commercials, direct mailings or e-mail messages or personal contact.

Advertising being one of the business promotion tools has the ability of enhancing consumer's perception of goods or services in terms of quality, appearance or effectiveness. The result of the perception is creation of customer loyalty to the product or a brand, hence resulting into more repeat purchases. Advertising is the means of providing the most persuasive possible selling message to the right prospects at the lowest possible cost.

An advertising objective is a specific communication task to be achieved with a specific target audience during a specified period of time. Advertising objectives aim to inform, that is to tell customers about a new product, to persuade and encourage customers to switch to a different brand, to remind buyers where to find a product. Advertising can be categorized into product advertising, institutional, persuasive, and reminding and advocacy advertising. Mass media messages usually reinforce attitudes; although it is less common for the messages to completely change a person's opinion. The effect of mass media adverts on behavior is indirect and operates through various factors. For example, how people communicate with each other about the mass media messages to which they are exposed may determine their response.

With social marketing, advertising is the use of media of communication for the purpose of informing the public about social issues or to influence their behavior French *et al.* (2009). Advertising effectiveness goes together with the media used depending on the intended market segment and area of coverage. The advertising can be done through various media, such as:

- (i) Television: This is one of the major advertising media; since many people are nowadays spend many hours watching TV than giving their attention to other medium. Television adverts combines use of color, sound and motion. It has persuasive power in influencing human behavior.
- (ii) Outdoor: This includes billboards, posters, signs and transit advertising (adverts on buses or taxis). Outdoors advertising reach its audience as an element of the environment
- (iii) Radio: As a medium of communication offers news and entertainment that attracts listeners ears while they are doing any other activities, such as working, travelling, relaxing or anything else.
- (iv) Newspaper: Advertising on newspaper has a deep impact on readers has intense coverage and the reader has a chance to refer the message late. It can also be examined at reader's leisure.

In this study, these channels of advertising plays a role as the outlet of the advertising message from the social marketers towards the targeted population. Media plays a very important role in advertising because it helps to send the message to large audience. An advertisement will then alert a targeted person and create an awareness about new products that come into the market, because advertisements often contains information about what the product is, what it does and why a person should buy or use it.. It brings to consumers attention about where the product can be bought, or accessed, how much it costs or who may use it; in terms of age and the lethal effects if used improperly. For example, the advertisement of contraception pills or

condoms, will always indicate and raise awareness on how they work and who should use as well as where the consumer can access or buy the contraceptive method.

2.2.2 Consumers Purchasing Decision Concept

Purchasing decision results from consumer's behavior. Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post-purchase behavior which is also very important, because it gives a clue to the marketers whether his product has been a success or not.

The marketers therefore try to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing, Khan (2006). Consumer Behavior refers to the cognitive process that consumers go through prior to a transaction decision. Consumer Behavior consists of five stages, which are; problem recognition, information search, assessing alternative, purchase decision and post purchase behavior.

The consumers can be persuaded to purchase and use the social marketed product. When people see an advertisement they develop an attitude toward it which influence the measures of advertising effectiveness such as brand attitude and purchasing decision. Brand attitude formation is accurately reflecting a subject's overall evaluation of an advertising stimulus. Therefore, contraceptive advertising should focus on stimulating people's minds and resulting into changes of attitude towards the particular method. It doesn't matter how good the product is, especially for social marketed products it is very important that marketers should employ strategies to disseminate information about the product and the information should be able to act as the stimulus for purchasing and uses of the product. On their report on making condoms work for HIV prevention, UNAIDS (2006) explains that no matter how effective condoms may be, they can have little impact in preventing HIV if people do not use them, and this same principle applies to all contraceptive methods.

A customer usually starts its buying process by processing the information sent out by different organizations as mass communications, for example TV advertisement or outdoor. Advertisements. They then build up a brand knowledge and creates a stronger need for the product in question. When the customer later on feels like they have a need for more information they reach out to the organisation, usually a sales representative, to find out more about the offer. The organisation then has their chance to convince the customer by relationship communications Dahlqvist (2002).

Consumer Decision Making refers to the process of selecting from several products or services. Consumer purchasing decision are the actions a person takes in

purchasing and using products and services, including the mental and social processes that precede and follow these actions. The behavioral sciences help answer questions such as; why people choose one product or brand over another, how they make these choices, and how companies use this knowledge to provide value to consumers.

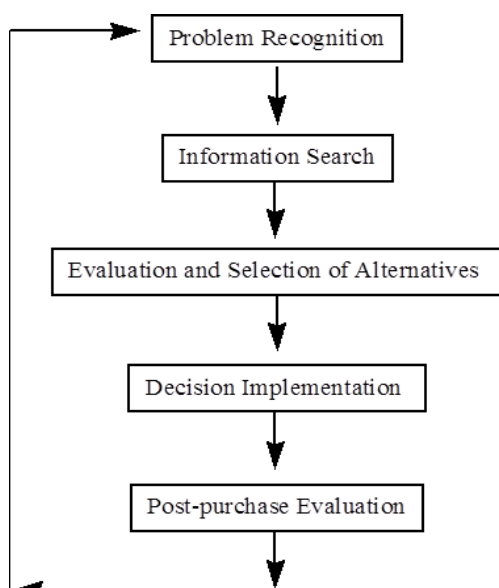


Figure 2.1: The Consumer Information Processing Model

Source: Adopted from Kotler. (1997)

2.3 Empirical Analysis

In the research paper *Impact of Mass Media Campaigns on Intentions to Use the Female Condom in Tanzania*, Sohail *et al.* (2002) assess whether mass media promotion of the female condom (via radio and newspaper) motivated Tanzanian men and women to purchase and use female condom method. The study explains that in most of developing countries, analyses of cross-sectional surveys have shown strong associations between contraceptive use and exposure to advertisement and campaigns. Path analysis method was used in this study to determine the impact of

the three exposure factors on respondents' intentions to use the female condom. Data on sexually experienced men and women in Tanzania, collected in an exit survey at outlets that sell the female condom, were used to determine if a mass media campaign promoting the female condom had an impact on women's and men's intentions to use this method.

The findings from this study indicated that about 6% of respondents had been exposed to peer education and 6% had been given an explanation by a provider on the use of the female condom. In contrast, about 38% of respondents had been exposed to the mass media campaign promoting the female condom. Mass media exposure significantly increased the likelihood that a man or a woman would discuss use of the female condom with a partner. Peer educators and providers had limited coverage, but they had a stronger impact than the mass media on an individual's intention to use the female condom.

This study concluded that although mass media campaigns do not have as strong an impact on a particular individual's motivation to use the female condom as do peer educators or providers, such campaigns have a substantial impact at the population level because of their considerably greater reach. If we are to understand how and to what extent advertising affect behavior and purchasing decision or its antecedents, it is important to identify ways through which advertising and mass media campaign have an impact.

In the paper titled 'multi-media campaign exposure effects on knowledge and use of condoms for STI and HIV/AIDS prevention in Uganda' by Besinger *et al.* (2003).

The paper evaluated the influences of multi-media Behavior Change Communication campaigns on consumer's knowledge and use of condoms for prevention of HIV/AIDS and other sexually transmitted infections in target areas of Uganda. The study employed quantitative research methods whereby logistics regression were used to assess the relation between multimedia message and condom knowledge and uses. While there was some evidence of bias of self-report, results indicated that exposure to mass media messages, especially via radio, was strongly associated with higher condom knowledge and use. A dose response effect between the number of media channels and condom knowledge was observed.

According to the study conducted in California USA, on the title "Attitudes of adolescents and parents of adolescents concerning contraceptives advertisements on television" by Buchta (1998), the data obtained through quantitative research method suggested that a majority of adults and adolescents approve of contraceptives advertisements on television. The use of the media to take advantage of the present opportunity to educate and promote birth control and disease prevention to sexual active population may be beneficial.

Contraceptives promotion for the general population can encourage people to think and talk about family planning, reproductive health and HIV/STI prevention; it also helps to make safer sex the norm. It is essential that contraceptives promotion programs, while using successful social marketing techniques to reduce common fears and misperceptions in the general population, also target priority populations. In addition, such programs must incorporate approaches that create a more

supportive sociocultural climate by providing balanced arguments on the benefits of contraceptives use versus its risks. Mantell *et al.* (2001).

Prior to any purchase decision, consumers engage to pre-purchase information search. Consumers' main sources of information can broadly be categorized in internal and external sources. The search of internal sources is based on a scan of memory and it is based on the previous experience. Because internal sources are one's own experiences they are regarded as very reliable. In a situation where internal sources are not available or are insufficient, consumers lean on to external sources of information. Gabbott & Hogg (1994) External sources can either be personal or non-personal. Personal sources such as friend recommendations and word-of-mouth are regarded more reliable as the ones of non-personal like advertising or non-marketing material.

In the post-purchase evaluation stage, consumers build experience and knowledge about the service and make evaluation whether the service has fulfilled their expectations. Consumers have a predetermined standard against which to compare the outcome Gabbot & Hogg (1994).

Consumer decision-making process is adjusted according to the complexity of the purchased service. Decision making in more complex offerings include more information search and evaluation than decisions in simple offerings and thus process lasts longer. In an extreme situation, consumer can even feel that the service is too complicated and decides not to purchase at all. On contrary, decision making in simple services can be very straightforward. When a need is actualized, consumer

might move straight to buying without searching information or evaluating alternatives. In these situations, consumer just buys the service that is familiar or reaches in for a competing service Kotler (2006).

2.4 Theoretical Analysis

Advertising has numerous objectives which includes communicating with potential customers as well as persuading them to adopt a particular product or develop a preference towards the product for repeat purchase which ultimately results in brand loyalty. Consumers purchasing decision and behavior theories, marketing communication theories and advertising theories indicates the linkage which exist between the two variables, advertising and consumer's purchasing decision.

2.4.1 Marketing Communication Model

The marketing communication process model originates from the old mathematical communication theory published by Shannon and Weaver in 1949. This theory was created to show how electrical signals could be transferred from one point to another and came to be introduced as a communication theory within human communication when Weaver thought it also met the demands on how humans affect each other's Barlow (2002).

This mathematical model has since then been identified as a transmission model of communication and has been adapted widely around the world. During the years, this model has been evolved to form the different process-models for communications. Models that can be found on the communication process in literature today are all inclined on a base where a sender has to exist to send out a message to a receiver.

The sender creates a need/purpose with its communication, chooses a message to send out through the right channel that can lead to a created need among the audience/receiver.

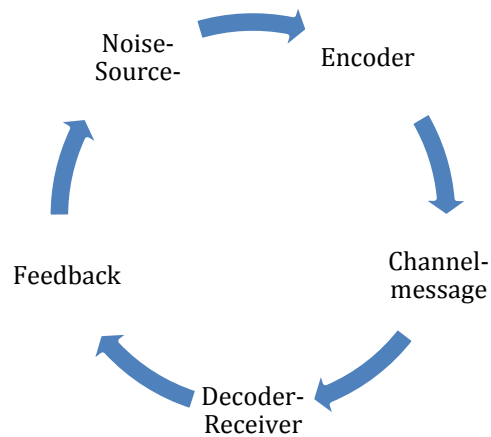


Figure 2.2: A Shannon & Weaver Communication Model

Source: Barlow (2002)

The criticism of this theory argues that the communication process model forget the fact that not all messages get through. The source, message and channel may be right but the receiver can still choose to ignore the information. It is important that the customer decodes the message right and the process model is in some cases too focused on what to do up until the point where the customer is met with the message. The model state that noise may be a part of the transaction but says nothing on how to get around the noise disruption Mackay (2005).

Another big barrier in the external marketing communication process today is the way it communicates with the customers. Although many claim that the original external marketing communication process is to be a two-way process, there are those who see it as a clear one way mass communication process. The feedback on

mass communications can be hard to attain and measure, and in a case like this the sender may not have any information on how the receiver decoded the message Copley, (2004).

2.4.2 Behavioural Theories and Purchasing Decision Making

According to Hackley (2005), for advertising to be effective it is important for advertisers to be aware of how the message may be met by customers on the market. To make this easier, academics and professionals has during a long period tried to come up with theories and models that can show how customers respond to the advertising they are being exposed to.

By understanding the different behavioural levels that customers pass through, the advertiser can create a message that will meet all requirements and thereby be effective there are theories within external marketing communication and advertising that has been highly influential in both textbooks and in the professional advertising practice. After further developments of the so-called learning theory, it gave rise to a new more up to date approach toward advertising planning Mackay, (2005).

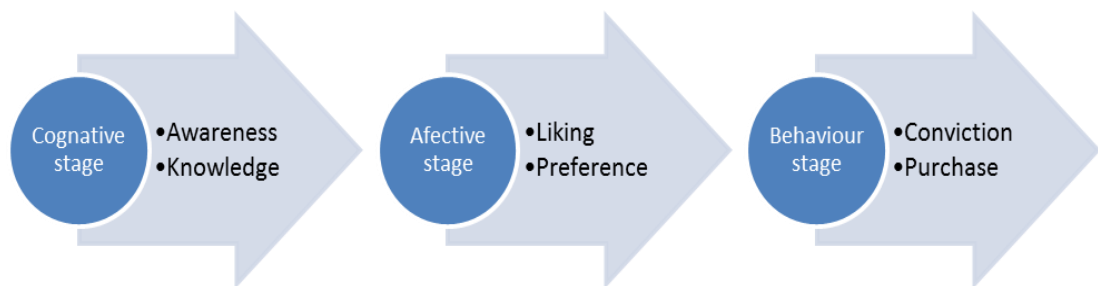


Figure 2.3: Learning Theory

Source: Mackay, (2005)

Response hierarchy models are created to show what behavioural steps customers has to pass through when exposed to advertising and if the communicating organisation can lead the customer through all these steps, the risk for noise in the communication process decreases even more Mackay (2005). AIDA was created by Strong in 1925 and is a behavioural model that has as purpose to make sure that an advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action that: 1. Commands *Attention* 2. Leads to *Interest* in the product 3. And thence to *Desire* to own or use the product 4. then finally leads to *Action* Mackay, (2005).

Although the model may be seen by many as the strongest advertising theory, but has along with the others been criticized by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement.

The advertising world has because of this lately turned into focus more on the two main behavioural responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioural phases. Hackley, (2005). Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous. Hackley, (2005).

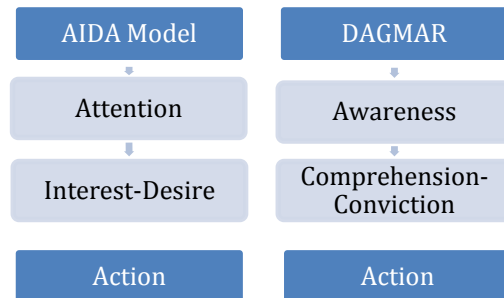


Figure 2.4: Hierarchy Models

Source: Hackley, (2005)

Theories of consumer purchase decisions, such as Cognitive theory which assumes that individuals use and process information derived from external and internal sources to solve problems and make informed decisions, Reinforcement theory which explains that people behave with the knowledge of what will happen as a result of their behavior, hence their actions and behavior is dependent upon the expected outcomes or consequences and Psychoanalytical theory which is sometimes known as psychodynamic theories, the approach is based on the way an individual develops over time within the context of a family and their interactions with mother and father and later with their siblings., and this theories hold that human behavior is primarily the function of reactions to internal (thus mostly unconscious) stimuli: instincts, urges, and thoughts.

Theories of behavioural change can tell us as marketers about the best way to change people's attitude towards the product hence influence purchasing decision, and the advertisers need to focus on things such as; whose behavior they are intending to influence and change, and what does the marketer aim to see as a final outcome of

the intervention? Information and exhortation are among the least effective ways of influencing behaviour, even if people are informed about health risks (e.g. smoking, unsafe sex, drug abuse) Therefore the advertising as one of the reliable source of information to prospective consumers, plays a great role in influencing people's attitude, behaviour and lead to more consumption of the product or a brand of the product.

According to Karlson (2007), these theories of advertising and purchasing decision generally propose that the effectiveness of product consumption is dependent on the advertising and through the main practices being carried out including more exposure towards the brand or repetitive advertising. In other words, these theories suggest that if you want a consumer to develop an interest and eventually purchase a product or a brand continuously then simply expose the consumer to a product or brands advertising such that there are certain feelings and expectations attached towards the brand itself.

According to diffusion innovation theory developed by E.M Rogers in 1962, advertising affect contraceptive use by stimulating partners to discuss contraceptive use. Through the sharing of information and mutual feedback, people give meaning to information, understand each other's views and influence each other. Thus, discussion of contraceptive use leads to the development of a better understanding between partners of their reproductive health goals. When individuals' goals coincide or when they can negotiate agreement concerning the need for contraceptive use, couples are likely to adopt a method of contraception. This theory has been used

successfully in many fields including communication, agriculture, public health, criminal justice, social work, and marketing.

Several studies have shown that discussing contraceptive use with a partner is highly predictive of future contraceptive adoption. The critiques of Diffusion of Innovation Theory argues that; it works better with adoption of behaviors rather than cessation or prevention of behaviors. Also this theory doesn't take into account an individual's resources or social support to adopt the new behavior (or innovation).

The researcher agrees with the theories and finding this theories relevant to this study as advertising needs to create consumers desires toward the product, but the desires to be created has to be long term based ones so that the customers can develop the prolonged /repetitive purchasing of the product. On the case of contraceptives, advertising of various products brands on different advertisement tools such as on television and radio and billboards is crucial in order to emphasize on positive desires and attitude of consumers towards the product.

2.5 Conceptual Framework

Conceptual framework is a set of interrelated concepts, explicit or implicit, underlying a study. Conceptual framework forms the essence of the study. In the following conceptual framework drawing, the principal concepts (dependent and independent) variables guiding the study are interrelated and the concepts in the framework are organized in a manner that makes them easy to communicate to others (readers). Below the drawing the variables interrelations is elaborated clearly.

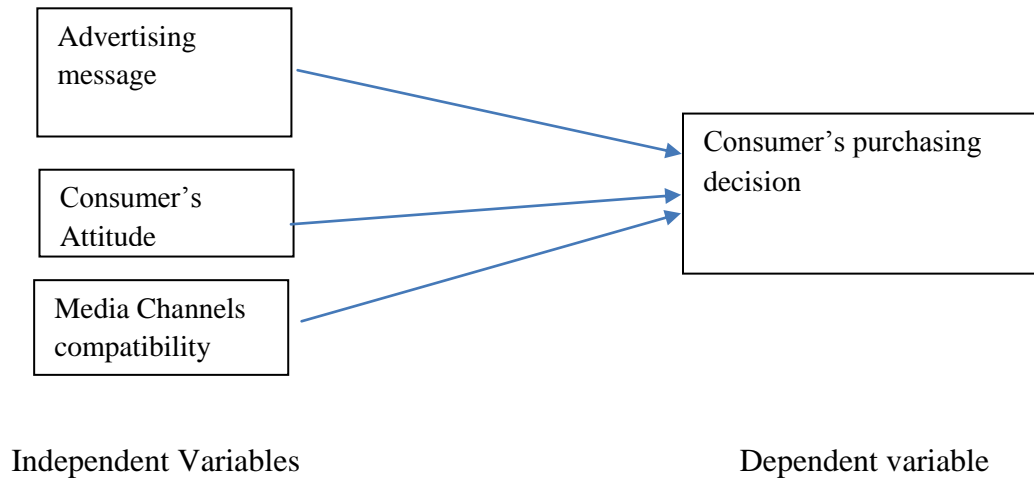


Figure 2.5: Conceptual Framework on the Influence of Advertising on Product Consumption

Source: Own (Researcher)

The message advertised through various media channels such as radio, television, outdoor and newspapers plays a role in influencing the targeted group of people's purchasing decision. People's perceptions and attitude towards a product or a specific brand of contraceptive also plays a role in influencing their purchasing decision. Furthermore, consumers purchasing decision can be influenced depending on the compatibility of the media channels and the advertising message it is broadcasting.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Overview

Research methodology can be defined as a way of systematically solving the research problems Kothari (2004). It can also be defined as ways to obtain, organize and analyzing data Hungler (2000). It involves steps such as; defining the research problem, sampling design, data collection methods, data analysis, interpretation of data, conclusion and recommendation, report writing and presentation. This chapter aims to provide a description on the way the study will be conducted.

3.2 Research Design

Research design can be defined as a blueprint for conducting a study with the maximum control over factors that may interfere with the validity of the findings. Burns and Grove (2003). Research design is also described as a plan that describes how, when and where data are to be collected and analyzed. Moreover, it can be explained as the researcher's overall for answering the research question or testing the research hypothesis Polit (2001).

Qualitative research deals with designs techniques and measure that do not produce discrete numerical data. It involves extensive narrative data in order to gains insights into phenomena. Quantitative research includes designs, techniques and measures that produce discrete numerical or quantifiable data. Exploratory research is a kind of research which often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with

consumers, employees, management or competitors, and more formal approaches through in-depth interviews Kothari (2006).

This research adopted qualitative explanatory design as main methodology and employed quantitative design in a very minimal scale due to the fact that this study is of behavioral focused point of view, and the explanatory design has proved to bring the best findings on other studies with the same nature. For example, On the research “Dads make a difference: an exploratory study of paternal support for breastfeeding“, which was conducted in Australia, *Tohotoa et al* (2009) employed a qualitative exploratory design in identifying parents' perceptions of what constitutes support for breastfeeding, particularly focusing upon paternal support. Focus groups, interviews and an online survey methods were employed.

Therefore, the explanatory design was adopted in studying and finding out the influence of PSI's contraceptives advertisement on customers purchasing behavior. This research examine the consumer's attitude towards contraceptives advertisement, the compatibility of the advertising message and the media outlet and the influence of the adverts on the consumers purchasing decisions.

3.3 Area of the Study

The study was conducted in Dar es Salaam because of the region's diversity in population which provided the sample for the study which is reliable representation of the urban population of the Tanzanian from other regions, but not a representation of rural areas of the country. This is elaborated by the Tanzania's 2010 national demographic and health survey, which explains that there are significant variations in

contraceptive use by background characteristics. Married women in urban areas are much more likely than their rural counterparts to use a family planning method. Moreover, people in urban places tend to have more access to education and mass media information than those living in rural areas. The current use of all method increases greatly with education and information exposure from 22 percent of married Tanzanian women with no education to 52 percent of married women with at least secondary education. DHS (2010).

3.4 Study Population

This study targeted population of men and women between 15-45 years old, the group explained to be most sexually active in Tanzania. Kazaura (2009). The participants were PSI employees as well as PSI products customers who have the access of various contraception products from Dar es Salaam's distribution centers formed the population for this study. Since contraceptive methods advertising is a daily phenomenon that is being aired by a different organisations and companies in Tanzania, the researcher has decided to select PSI because it is an organisation that have broad range of contraceptive methods and the respective marketing and advertising campaigns. The researcher decided to focus on PSI contraception products, the related advertisement and mass media campaign and focusing on the beneficiaries of these particular products who are individual customers of various contraceptive methods from PSI outlets.

3.5 Sampling Design and Sampling Techniques

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. It

is the process of obtaining information about an entire population by examining only a part of it. Sampling is one of the systematic techniques of choosing a group of individuals that is small in number and enough to be true representative of the population from which it was selected, Kothari (2004).

The sample of this study was selected from the larger population of the study which included men and women ages 15-45 years. The sample was obtained through simple random sampling. A simple random sample is a sample design in which selections are drawn from a population in a way that gives every member and every combination of members an equal chance of being selected. The classic way of selecting a simple random sample is to assign every member of the population a number and then use a random number table to select the sample.

Kothari (2004) Simple random sampling method was employed so that the study could reach any of the PSI customers and employees aged between 15 and 45 who were available during the research period. Participating PSI customers and employees were given number 1-85, and later on the researcher randomly selected and picked the total of 67 numbers to whom she provided the questionnaire for this research.

Trost (1997) claims that a researcher should try to limit the interviews to a small number since a higher number makes the material cumbersome and hard to handle. By having too much material the researcher may not be capable of getting a good overview and at the same time analyse all the important details that unite or separates the information.

Sample size for this study is 67 participants, with 42% female and 58% male representation. In the research proposal, the target was to reach 100 respondents with an equal (50%- 50%) male and female representation, but it was difficult to reach that target as most of the respondent were provided with the questionnaire but were too busy to answer or complete it.

3.6 Methods of Data Collection

To obtain the required information for the study, both primary and secondary data were collected. Questionnaires were employed as an instruments of data collection. Through questionnaires the information was gathered from participants. To ensure that this study has reliability and validity, the research questions were formulated to reflect the research objectives, for the purpose of effectively addressing the research problem. Furthermore, the same data collecting tools was employed to collect information from all respondents so as to ensure there are consistency of data. Data collected was analyzed to ensure that all research questions were answered. The questionnaires were designed in a way that they were able to capture the relationship between advertising, media use and purchasing behavior.

3.6.1 Sources of Data

3.6.1.1 Primary Data

These are those data collected for the first time and thus happen to be original in character. Primary data can be expressed as the first hand information collected through various methods such as interviews and observations, Kothari (2004). In this study, the primary data was collected through questionnaires which were

administered to the study's sample. The questionnaire included the questions which were targeting to answer the research questions through consumer's experiences on the influence of advertising to their attitude and contraceptive purchasing decision.

3.6.1.2 Secondary Data

Secondary data are those data which have been collected by someone else and have already passed through statistical process, Kothari (2004). In this study, the secondary data included previous annual and semiannual PSI reports, Tanzania demographic and health survey reports, previous research work, books and other documentations relevant to this research topic. The reports and documents sample were selected from the time period through which PSI has been conducting its activities in Tanzania, hence time period between 1993 and 2012.

3.7 Data Processing and Analysis

This research employs descriptive analysis to present data from the findings. Descriptive research analysis does utilize elements of both quantitative and qualitative research methodologies within the same study. Kothari (2004). The term descriptive research according to Knupfer *et al.* (2001), refers to the type of research question, design, and data analysis that will be applied to a given topic. Descriptive research can be either quantitative or qualitative. Descriptive studies report summary data such as measures of central tendency including the mean, median, and mode, deviance from the mean, variation, percentage, and correlation between variables.

This research's data was analyzed by using Excel statistical application package. Tables and graphs are used to present the data. Furthermore, data analysis was done

by associating dependent and independent variables. Due to the fact that presentation of data from this research is focusing in one variable at the time, frequency distribution method has been employed as a method of data presentation.

Frequency distribution presentation is employed in this research as it has been described by Hungler (2001) as a good way of presenting data from one variable. A frequency distribution displays numbers, percentage (the relative frequencies) or both corresponding to each of variable's value. In the case when the percentages are displayed in graphs rather than frequencies numbers, then it is important to indicate the total number of cases in the distribution (The base number N).

CHAPTER FOUR

4.0 RESEARCH FINDINGS, DATA ANALYSIS AND PRESENTATION

4.1 Introduction

Acquiring knowledge about fertility control is an important step towards gaining access to and then using a suitable contraceptive method in a timely and effective manner. This chapter presents and analyses data obtained from the field. The data from the study are presented in the form of frequency and percentages using tables accordingly to the specific objectives of the study. The study is focusing on the following areas; the respondent attitude toward the contraceptives advertisement, the compatibility of the advertising message and the media of advertising outlet and the influence of contraceptives advertisement on consumers purchasing decision and method preference. The presentation of the data is preceded and guided by research questions which are addressing the objectives of the study. Moreover, the presentation intends to reveal some demographic and social characteristics of the respondents such as marital status/sexual partners, age and sex.

4.2 Demographic and Social Characteristics of Respondents

4.2.1 Respondent's Distribution by Sex

67 respondents participated in this study, with 28 female (42%) and 39 (58%) male respondents. The gender imbalance was due to the fact that men, particular young and unmarried were freer to participate in sexuality discussion, for instance the uses of condoms as both contraceptive ad infections prevention method comparing to young unmarried women, as indicated in table 1. Married women and women who have children provided good information in other methods of contraception.

Table 4.1: Respondent's Distribution by Sex (N=67)

Sex	Frequency	Percentage
Male	39	58
Female	28	42
Total	67	100

Source: Research Findings

4.2.2 Respondent's Distribution by Age

The study focused on the respondents with 15 years to 45 years old. As indicated in the table below, many respondents who were comfortable and had free time to participate came from the age group between 25 to 34 years old. 23 participants (34%) were aged between 15 and 24, 25 participants (37%) aged 25-34 and 19 participants (29%) aged 35-45.

Table 4.2: Respondent's Distribution by Age (n=67)

Age group	15-24	25-34	35-45	Total
Frequency	23	25	19	67
Percentage	34	37	29	100

Source: Research Findings

4.2.3 Respondent's Marital Status or Sexual Partner's Situation

The majority numbers of the respondents were from the group of those who are sexually active but they do not live with their sexual partners comparing 34 (51%) to the married respondents 21 (31%) and the 12 (18%) respondents who are not married but live with sexual partners (cohabitating).

Table 4. 3: Respondent's Marital Status or Sexual Partner's Situation (n=67)

Group	Frequency	Percentage
Unmarried	34	51
Married	21	31
Cohabiting	12	18
Total	67	100

Source: Research findings

4.3 Consumer's Exposure to Contraceptive Advertisements

The respondents were asked if they have ever encountered or been exposed to any contraceptive method advertisement through either listening (hearing) from radio, watching in television, reading on newspapers and magazines or seeing the adverts on billboards and fliers.

The respondent were asked if they can specify the contraceptive methods which advert's they have been exposed to and the frequency of the exposure. The pills and condoms were the methods which advertisements were reported as the highest in reaching the population sample, with 100% coverage respectively. Vasectomy and Spermicides advertisements are reported to have lowest coverage, with spermicides adverts reaching only 35% while vasectomy advertisements as the lowest reached only 22 % of respondents. The table and figure below presents the data on frequency of exposure to contraceptive advertisements to the sample study population.

4.4 Compatibility of Contraceptive Message in Advertisements and the Media Channels

When the participants were asked if they think that the advertisement message they get from different media channels is compatible with those particular message, their

Reponses were as follows:

Participants reported that the advertising message they obtain from health facilities reading materials is compatible with the media channel by 100%, the contraceptive advertisement message from Television was reported to be compatible by 94 %, radio 78 %, newspapers 81% and billboards 88%. Radio message was reported with the lowest compatibility comparing to all other media channels. The findings are presented in the Table 4.5.

Table 4.4: Exposure to Contraceptives Advertisements

Contraceptive method	Frequency(f) Percentage (%)	Frequently exposed	Medium Exposed	Exposed few times	Never exposed	Don't remember	Total
Pills	f	67	0	0	0	0	67
	%	100	0	0	0	0	100
Injectable	f	38	13	10	6	0	67
	%	57	19	15	9	0	100
IUD'S	f	35	7	4	10	11	67
	%	52	10	6	15	17	100
Condoms	f	67	0	0	0	0	67
	%	100	0	0	0	0	100
Tubal ligation	f	7	12	20	15	13	67
	%	11	18	30	22	19	100
Vasectomy	f	13	2	0	27	25	67
	%	19	3	0	40	38	100
Spermicides	f	0	5	18	33	11	67
	%	0	8	27	49	16	100

Source: Research Findings

Table 4.5: Compatibility of Contraceptive Message in Advertisements and the Media Channels

Media Channels	Frequency (f)/ percentage (%)			
		Yes	No	Total
Television	f	63	4	67
	%	94	6	100
Radio	f	52	15	67
	%	78	22	100
Billboards	f	59	8	67
	%	88	12	100
Newspapers	f	54	13	67
	%	81	19	100
Health center/ FP clinic reading materials	f	67	67	67
	%	100	100	100

Source: Research Findings

4.5 Consumer's Attitude Towards Contraceptives Advertisements

This question was addressing one of the specific objective of the study which was to examine the consumer's attitude toward various contraceptives advertisements. The question intended to find out the way various people receive and perceive different contraceptive methods adverts, and how do they feel about those advertisements. When respondents were asked on how they feel about different contraceptives advertisements, the response were that 82% think that the adverts are good and educational comparing to 34% who reported that the adverts are good but some of adverts for contraceptives method such as condoms are unpleasant especially when aired in the presence of their parents or children. 16% of the participants reported having mixed feelings when contraceptives adverts are concerned. The respondent's attitude, perception and feelings are as elaborated by the Table 4.6.

**Table 4. 6: Consumer's Perception, Feeling and Attitude Towards
Contraceptives Advertisements**

Perception/ Feeling	Frequency (f)/ percentage (%)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Good/end educational	f	24	31	7	5	0	67
	%	36	46	10	8	0	100
Good but embarrassing	f	12	11	9	27	8	67
	%	18	16	13	40	13	100
Bad and embarrassing	f	0	5	10	20	32	67
	%	0	7	15	30	48	100
Mixed feelings	f	11	0	18	29	9	67
	%	16	0	27	43	13	100

Source: Research Findings

4.6 The Influence of Contraceptive Advertising on Customer's Purchasing

Decision

The respondents were asked if they think they would still prefer the contraceptive methods which they are using or prefer to use if they would have never been exposed to the advertisements. 33% of the respondent argued that the advertisement would have never influenced them in any way because they also rely on the information obtained from friends, family planning clinics and through word of mouth.

67% reported that may be their preference would have not been the same if they would have never been exposed to advertisement of the contraceptives, and that the advertisements has influenced their individual choice of methods of contraception. The respondent's information on the influence of advertisement is elaborated in the Table 4.7

Table 4.7: Advertisement's Influence on Consumer's Purchasing Decision

Influence of advertisement on purchasing/use decision	Frequency	Percentage
No	22	33
Yes	45	67
Total	67	100

Source: Research Findings

4.7 Consumer's Contraceptive Method of Preference as a Result of Advertising Influence

All 67 respondents reported using one or more contraceptive methods. Condom was reported as the most preferred method among youth and among unmarried sexual partners than married participants, as well as the most advertised contraceptive method.

Table 4.8: Consumer's Contraceptive Methods Preference

Contraceptive method	Frequency (f) Percentage (%)	Most preferred	Preferred	Neutral	Less preferred	Not preferred	Total
Pills	f	36	7	1	19	4	67
	%	54	10	2	28	6	100
Injectable	f	23	0	15	0	29	67
	%	34	0	23	0	43	100
IUD'S	f	8	0	32	9	18	67
	%	12	0	48	13	27	100
Condoms	f	28	6	13	17	3	67
	%	42	9	19	26	4	100
Tubal ligation	f	2	1	25	27	12	67
	%	3	2	37	40	18	100
Vasectomy	f	7	1	4	19	36	67
	%	10	2	6	28	54	100
Spermicides	f	0	3	15	24	25	67
	%	0	5	22	36	37	100

Source: Research Findings

Contraceptive methods such as pills, injectable and IUD'S were reported as common methods among women who are married or those who have children, but less advertised in media channels comparing to condoms. Young female at the age 15 and 25 reported to have low to non-knowledge on other methods of contraception apart from condoms. Men of all age reported low knowledge of other methods of contraception comparing to condoms. Pills were reported as the contraception method of preference to large percentage of respondent (54%), followed by condoms (42%), Injectable (34%), Tubal ligation (12%), Vasectomy (10%) and Spermicides (0%).

CHAPTER FIVE

5.0 DISCUSSION

5.1 Discussion

5.1.1 Consumer's Exposure to Contraceptive Advertisements

The study findings revealed that 100% (N=67) of respondent were reached and exposed in one or more contraceptive methods advertisements through television, radio, billboards and other promotional methods. This is indicating that in urban setting, the contraceptive methods advertising are able to reach the target audience with highest impact because of the availability and accessibility of the media and promotional tools. The results of this study showed that 100% of the study participants reported that they have acquired knowledge through advertisements and campaign about one or more than one contraceptive methods.

Through the findings from this study it can be discussed that exposure to media advertisement is important for influencing consumer's purchasing and preference of contraception method, as it has been reported in other studies that people who are frequently exposed to contraception advertisement have more tendency into making the decision on either purchase or visit health facilities for more information on particular contraceptive method. Jato *et al.* (1999) reported that, Contraceptive knowledge and use were closely associated with exposure to media messages about family planning. Of those women who recalled family planning messages in the media, nearly all (91%) had heard of at least one modern contraceptive method. In contrast, only 61% of the women who could not recall any such messages had heard of any modern method

In the study ‘The Impact of Multimedia Family Planning Promotion On the Contraceptive Behavior of Women in Tanzania’ by Jato *et al.* (1999), it was reported that the more types of media that women are exposed to, the more likely they are to practice contraception. Women who recalled six media sources of family planning messages were 11 times as likely as women who recalled no media sources to be using modern contraceptives.

Even women who recalled only one media source with a family planning message were twice as likely as women who recalled no media source to be using a modern method. Women who recalled family planning messages in the media were also more likely to have discussed family planning with their spouse and to have visited a health facility than were women who could not remember any such intervention.

5.1.2 Compatibility of Contraceptive Message in Advertisements and the Media Channels

This research shows that the advertising message through radio has the lowest compatibility level between the message and the media channel (78%), Despite the fact that this study reported that radio is the media channel which reaches most of the people in urban places, with 100% of participants citing radio as one of the source for the contraceptive message through advertisements This might be a result of having audio sounds only, without pictures and illustrations hence the conception and deliverance of the intended message becomes difficult and ambiguous comparing with television or billboards which includes both pictures, instructions and words or audio voices. Furthermore, the respondents reported 100%

compatibility of the advertising message obtained from reading materials and brochures they access from health clinics, which indicates that either the message obtained in those facilities is more clear and well elaborated than that from other media channels or that the participants have much faith or health message when it is obtained in a health clinic centers.

It is important for the advertising message to be designed in a way that is compatible with the media channel through which the advertisements will be delivered to the audiences. This is because when the message is delivered through the right media channel, it enables the audience to understand the message without any barriers, hence the advertisement goal to influence the audience purchasing decision will be successfully attained.

Vaughn *et al.* (2000) on the study 'Entertainment education and HIV/AIDS prevention in Tanzania' reported that increase of purchase and uses of condoms was associated with the use of radio soap opera and drama programs which aimed in increasing HIV knowledge, change attitudes and prevention behaviors. While in the other hand, the study evaluating the impact of radio drama in Zambia find that it didn't brought any change in AIDS knowledge and behavior change. Yoder *et al.* (1997).

This indicates in addition to the compatibility of the message and the media channel, the use of the right media for a right audience or environment will have increased chances of sending the message to the target as well as influencing behavior change.

5.1.3 Consumer's Attitude Towards Contraceptives Advertisements

This question was addressing one of the specific objective of the study which was to examine the consumer's attitude toward various contraceptives advertisements. The question intended to find out the way various people receive and perceive different contraceptive methods adverts, and how do they feel about those advertisements. This was done because contraceptives has been mentioned in other publication as an embarrassing or offensive topics to some people, and it is one of the factor contributing in purchasing decision making when contraceptive methods are concerned.

According to Waller *et al.* (2004), Some advertisements, by nature of a product, may be perceived as controversial, and any promotion of the products may generate negative response. The products had been termed as 'unmentionable' or socially sensitive products. Some of these products are condoms, female contraceptives, female hygiene products, guns, cigarettes and alcohol. 82 % of respondent reported feeling okay and are comfortable with the contraception advertisement, although there were 34% who reported to find the adverts good but they think that some of the advertisement are discomforting, especially those focusing on condoms.

Because the study sample was from the urban, the response to this question was expected to have less people who feels ashamed or discomfort with the contraception and sexuality message in the advertisements, comparing with rural setting. Although the study sample came from urban location, it can be argued that the Tanzanian culture perceives any sexuality or sexual related subject as a taboo, and it cannot be

discussed openly especially among people of different ages or sex. Therefore, the contraceptives advertisements, such as those advertising condoms can easily be perceived as unpleasant as it directly linked to sexual activities.

In order to market the 'unmentionable' products like contraceptives, advertisement is as important as when marketing any other product. The advertisers have to acknowledge the fact that the product they are advertising is a norm or it is awkward to mention it in public, and hence design the advertising message which will be cultural or socially acceptable.

In the study 'Gender norms and family planning decision making in Tanzania' by Schuller *et al.* (2009) observes that norms such as beliefs on bad effects from contraceptive use such as infertility, shame and negativity directed towards condom use and campaigns, and men dominance in decision making in all aspects of life of a family, such as on when to have sex, the number of children to have, the decision to use contraceptive as well as the type/method of contraception and men being final decision makers in all financial issues to be among the barriers on contraceptive uses. This study suggested that all contraceptive and family planning interventions and advertisement should put into consideration of these gender norms and roles, hence implement more male involved/focused advertising as they are the decision makers in family and community at large.

According to Schuller *et al.* (2011) in the study of promoting Family Planing among Tanzania nomadic communities, the organizations and companies which are social marketing contraceptive methods they should add more emphasis on advertising and

education on influencing people's behavior to change from the traditional way of thinking to modern. Changes in behavior and attitude towards modern contraception will lead to change in decision to purchase and uses of the methods. Through consumer's positive attitude towards the contraceptive advertisements, the adverts will successfully be able to influence people's purchasing behavior as they will listen, watch or read the advertisements comfortably and understand the message and act upon it.

5.1.4 The Influence of Contraceptive Advertising on Customer's Purchasing

Decision

This study therefore reports that 67% of participants admitted that their decision on contraceptive method to purchase or to use was influenced by advertisement of the contraceptives from various media and campaigns. The remaining 33% reported that they rely on other methods for information on contraception, such as health facilities, friends and families, therefore, the advertisements message has low or no impact on their decision on purchasing or using the contraceptive method of their choices. This shows that there is an importance of designing contraceptive messages adverts and campaigns with the focus to reach the audience through media as well as through health workers and educators as they both show a lot of influence in delivering the contraception message to the targeted consumer's in Tanzania.

According to Barry (2008) on advertising concepts, the known effects of advertising on consumers range from creating an awareness of the product or *service* to influencing a buying decision. Advertising can create a shift in thinking by

consumers, which may take different forms. For example, after viewing an advert, a consumer may decide that his or her usual product either seems better or worse than the one being advertised, without knowing exactly why. Other effects of advertising that create a more conscious shift in consumers' thought processes may be due to a strong informational aspect.

5.1.5 Consumer's Contraceptive Method of Preference as a Result of Advertising Influence

From the findings obtained from this study, it can be observed that married women and men are more likely know about contraceptives methods than other sexually active unmarried women and men. The spermicides (foam/jelly) were reported as the least-known contraceptive methods among women.

The most well-known and most preferred contraceptive methods among respondents were pills and condoms. This indicates that media campaign and advertising influences people's awareness, hence preference of the particular method of contraception. From this study it can be observed that apart from pills, condom is the most popular and more advertised method, and that is due to the fact that it serves dual tasks of contraception and preventing HIV/STI transmission.

In the research paper 'Impact of Mass Media Campaigns on Intentions to Use the Female Condom in Tanzania' Sohail *et al.* (2002) reported that mass media promotion of the female condom motivated Tanzanian men and women to purchase and use female condom method.

Therefore it can be argued that contraceptive advertisements can influence the person's preference of a certain method of contraception or the specific brand of the method. Such as, the adverts can influence a person to prefer and decide to purchase and use pills method for contraception, but also can further influence selection and preference of one the brand name of contraception pills over the others.

CHAPTER SIX

6.0 SUMMARY OF THE FINDINGS, CONCLUSION, LIMITATION OF THE STUDY, IMPLICATIONS OF FINDINGS AND RECOMMENDATIONS

6.1 Summary of the Findings

This chapter presents summary, conclusion and recommendations of the study based on the analysis of the research data, interpretation and discussion of the results. The chapter provides the recommendations and actions which can be taken by social marketers of condoms as well as further studies that can be conducted on this topic.

The purpose of this research was to examine the way contraceptives advertising influences consumers purchasing decision in Dar es Salaam, Tanzania.

Research questions were developed from research specific objective with the purpose of leading and constructing this study. For the purpose of answering those research questions a questionnaire was employed. 67 respondents who are PSI's employees and customers from various parts of Dar es Salaam participated in the study. Data analysis was conducted by using both qualitative and quantitative methods, with employment of frequencies and percentages and tables presentation in qualitative analysis.

6.2 Conclusion

Basing on the findings from this study, it can be concluded that the contraceptives advertisements and promotional campaigns are playing a great role in influencing consumer's purchasing decision.

Furthermore, advertising contraception methods influences the choices of methods among the users, as it was reported that the more the method is advertised, the more aware of the product people became and hence more tendencies of preferring and purchasing that method than the less known/advertised method. That was in the case of pills and condoms (most advertised) hence more preferred and purchased than vasectomy or spermicides which are less advertised.

Compatibility of advertising message and the media channel is also very important as it can result into audience's understanding or misunderstanding and ambiguity of the particular advert. The message which is delivered through media channel should be tailor made specifically for that channel, as an advert made for television will not bring clear message if aired through radio.

Therefore, it can be agreed that contraception advertisement and media campaign influences the purchasing decision and choices of method or brands among users. Although, through other studies and documentation it had been reported that other factors such as beliefs, attitudes, education level and economic status also plays big role into influencing people's purchasing behavior.

6.3 Limitation of the Study

During the process of conducting this study, the researcher faced various limitations, such as, some respondent were not willing to participate in a study because they did not want to express their behavior and choices of contraceptive methods, finding the questions embarrassing or not having enough time to participate in the study.

Moreover, the time provided to conduct the research was limited, hence the researcher was not able to conduct other methods of data collecting apart from questionnaires. Because of time limitation, it was impossible for the researcher to get all respondents to conduct focus group discussion or interviews.

6.4 Implication of the Findings and Recommendations

The implication of this study lies to PSI and other contraceptives markets, the ministry of health and social welfare and other stakeholders in reproductive health services and social marketing in large.

The findings of this study implies that contraceptive advertisements can stimulate awareness and therefore influence consumer's preference of a particular method of contraception or the specific brand of the method. That is, advertisement can influence a person's preference and decision to purchase and use pills method for contraception, and also influence that person into purchasing a specific brand of pills than other brands.

The advertisement message has to relate/ match with the media channel which will be used to broadcast it in order for that message to reach the consumer's without ambiguous interpretations and misunderstandings. This study implies that the markets have to ensure that they employ the right media channel for each and every advert for the aim of attaining their goals of reaching and influencing the target population. Moreover, this study implies that people's attitude towards contraceptive adverts message is positively received by many people in Dar es Salaam, despite the

fact that the sexuality nature of the subject has always been perceived as a taboo to Tanzanian culture.

Social marketers should focus and direct their contraception advertising message on linking the contraceptive methods services outlets or Family planning (FP) clinics and the members of population, such as young girls and men who cannot or have no other reasons to attend health centres and clinics like pregnant or breastfeeding women does. Through creating the link between family planning services and users, the contraception products will be accessible and available to the masses, hence advertising will be able to influence people's decision making on purchasing contraception method of their choice.

Advertising messages by PSI should be created in a way that it will deliver the intended message to the audience without having too ambiguous meaning and interpretation. The advertisements, especially those made for radio should be more elaborative and create the vivid image on people's minds so that to help them understand the intended message.

Contraceptive programs should create advertisement strategies which are tailor made for the need of the specific country, not using the same adverts for more than one country as it has been suggested by other studies that a "one-size-fits-all" strategy for contraceptive promotion in Africa is unlikely to be effective. Advertisers and social marketers should design projects and advertisements or campaigns which will be suitable for the respective country in order to link consumers and contraceptive method of their choice hence influencing their purchasing decision. For instance,

programs and advertising messages designed to influence and improve women's independent earnings and contribution to household finances may be more important than those designed to increase couples' discussions of fertility. Women who have some control in financial matters have better access to these services than women who have little or no control.

The advertisers should make sure they understand the people's culture and traditions especially on taboo topics like condom and other sexual related contraception products. Because people tend to find these topics embarrassing, it will be better for marketers to focus their awareness projects to health facility workers than just media channels, as it is easier for people to receive an embarrassing sexual related message from health workers than media channels.

Moreover, the social marketers should conduct enough pilots to pretest the level of the understanding of the targeted audience for their advertisement's message, especially the television adverts as it was found out that it tends to generate ambiguous meaning especially when pictures are utilized more than words.

The PSI marketing and sales team should collaborate during planning and ensuring that the effort and budgets which is allocated in contraceptives promotional campaigns and advertising is going in line with the amount of stock to be distributed through retailers and distributors. It will be more cost effective and good management of both money and human resources if contraceptives advertising and campaign will go in the same hand with the stock and the coverage of the products geographically, especially in the case of condoms and emergency contraception pills.

Contraceptive methods marketers and the Ministry of Health should increase their efforts in advertising, awareness and education on contraception products among youth. This study findings shows that there is low knowledge of contraceptive methods apart from condoms among young and unmarried participants. From the Tanzanian family planning manual and policies, a lot of efforts have on contraception and family planning education had been focused to women who are having children and are attending the health or FP clinics. There is little focus on education of contraception before marriage, hence creates the bias that contraception methods are for children spacing among child bearing women rather than for prevention of unplanned or unwanted pregnancies among youth.

6.5 Recommendations for Further Research

Basing on the limitations of the study and the fact that the study sample was only from urban setting, the following recommendation are made for the further research. Due to the fact that the study is a socio-economic problem, which can never be covered by a single study, hence it is recommended that further studies on this topic to be conducted for larger sample in urban setting, for rural setting and by focusing or targeting various age groups or sex of the research respondents. Based on the above recommendations, further researches should be done in Tanzania on the advertisement impact on contraceptive methods adoption among men and women.

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APPENDICES

Appendix I: Questionnaire

Name		Sex
(Male.....Female.....)		
Age		Marital status
(Single.....Married.....Cohabiting.....)		

The influence of advertising contraceptives on consumer's purchasing decision

1. Do you remember if you have ever been exposed to any of the contraceptive methods advertisement? (Please tick the relevant answer)

Contraception method	Frequently exposed	Medium Exposed	Exposed few times	Never exposed	I don't remember
Pills					
Injectable					
IUD'S					
Condoms					
Tubal ligation					
Vasectomy					
Spermicides					

2. What is your perception towards contraceptives advertisements? (Tick the relevant answer)

Perception/feelings	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Good/educational					
Good but embarrassing					
Bad and embarrassing					
Mixed feelings					

3. Do you think that the contraceptives advertisements are compatible with the media utilized to deliver the message?

Media channels	Yes	No	I don't know
Television			
Radio			
Billboards			
Newspapers			
Health center/ FP clinic reading materials			

4. What is your preferred method of contraception?

Contraception method	Most preferred	Preferred	Neutral	Less preferred	Not preferred
Pills					
Injectables					
IUD'S					
Condoms					
Tubal ligation					
Vasectomy					
Spermicides					

5. Do you think that the campaign and advertisement has influenced you to purchase or prefer te contraception method of your choice?

Contraception method	Yes	No	I don't know
Pills			
Injectables			
IUD'S			
Condoms			
Tubal ligation			
Vasectomy			
Spermicides			

Appendix III: DODOSO

Jina	Jinsi (Me.....Ke.....)
Umri	Hali ya ndoa
(Sijaoa/olewa.....Nimeoa/olewa.....Ninaishi kinyumba bila ndoa.....)	

Matangazo ya njia za uzazi wa mpango yanavohamasisha mtu katika kufanya matumizi ya kukunua au kupata njia hizo

1. Je umeshawahi kuona/kusoma au kuisikia tangazo linalohusu njia za uzazi wa mpango? (Weka alama ya vema kwenye jibu sahihi)

Njia ya uzazi wa mpango	Mara nyingi	Wastani	Kidogo	Sijawahi ona/sikia/soma	Sikumbuki
Vidonge					
Sindano					
Vipandikizi					
Kondomu					
Kitanzi					
Kufungwa mirija (Mme)					
Povu/jeli					

2. Hua unajisikiaje au kuhisi vipi unapoona,sikia au soma kuhusu matangazo ya njia za uzazi wa mpango? (Weka alama ya vema kwenye jibu sahihi)

Hisia	Nakubalina sana	Nakubaliana kiasi	Sikubali/sipingi	Napinga kiasi	Napinga sana
Nzuri na inaelimisha					
Nzuri lakini inaaibisha					
Mbaya na inaabisha					
Yote hapo juu					

3.Je unadhani kua matangazo ya njia za uzazi wa mpango yanaendana na vyombo vinavyotumika kutangazia?

Mlinganisho wa ujumbe wa matangazo na chombo cha habari	Ndio	Hapana	Sijui
TV/Luninga			
Redio			
Magazeti			
Mabango			
Vituo vya afya/vipeperushi			

4. Ni njia gani ya uzazi wa mpango unayoikubali zaidi?

Njia ya uzazi wa mpango	Ninaikubali sana	Ninaikubali kiasi	Siikubali/siipingi	Siikubali kiasi	Siikubali kabisa
Vidonge					
Sindano					
Vipandikizi					
Kondomu					
Kitanzi					
Kufungwa mirija (Mme)					

5. Je unadhani matangazo ya njia za uzazi wa mpango yamekuhamasisha kufanya maamuzi ya kununua na kukubali njia ya uzazi wa mpango unayoikubali?

Njia ya uzazi wa mpango	Ndio	Hapana	Sijui
Vidonge			
Sindano			
Vipandikizi			
Kondomu			
Kitanzi			
Kufungwa mirija (Mme)			
Povu/jeli			