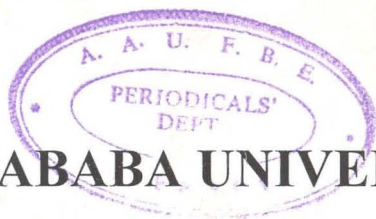


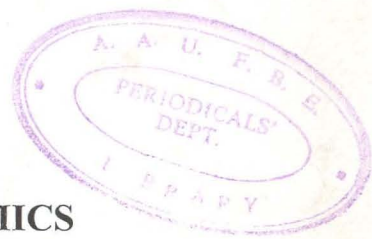
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**ADDIS ABABA UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

**EVALUATING PROMOTION PROGRAMMES
OF SOCIAL MARKETING ORGANIZATIONS:
THE CASE OF DKT-ETHIOPIA**

**BAHRAN ASRAT
FACULTY OF BUSINESS AND ECONOMICS**



**A PROJECT PAPER SUBMITTED TO THE SCHOOL OF
GRADUATE STUDIES OF ADDIS-ABABA UNIVERSITY IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MA IN BUSINESS ADMINISTRATION**

**JULY 2006
ADDIS ABABA**



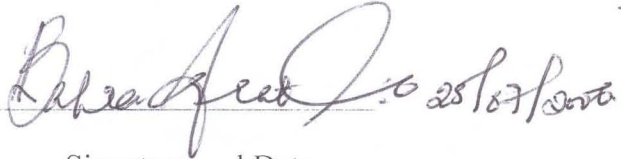
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BAH ✓

DECLARATION

I, Bahran Asrat, hereby declare that the project entitled "Evaluating Promotion Programmes of Social Marketing" is my original work and has not been presented for degree in any other University and that all the materials used for the project have been duly acknowledged.

Bahran Asrat

 25/07/2006

Signature and Date

CERTIFICATION

This is to certify that Mr. Bahran Asrat has completed his project work entitled "Evaluating Promotion Programmes of Social Marketing". In my opinion, his project is appropriate to be submitted as a partial fulfillment of the requirements for the award of Degree in Masters of Business Administration.

Dr. Zewdie Shibre
Project Advisor



Signature and Date

ACKNOWLEDGEMENT

I would like to extend my gratitude to my advisor, Dr. Zewde Shibre, under whose supervision and unreserved comments this project has been completed.

I am still indebted to Ato Ibsa from DKT-Ethiopia for his friendly cooperation in providing me valuable materials and information.

Finally, my thanks go to my family and all my friends for their appreciation and encouragement.

Anybody else who contributed to the completion of this study in anyway but may have been omitted is also acknowledged.

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Abstract

This study focuses on the performance of promotion programmes of social marketing organizations by taking a well known institution of the type- DKT- Ethiopia, as a case. Promotion is one of the most determinant variables that play a key role in helping such organizations in achieving their objectives. The objectives of social marketing programmes mainly are helping various societal members in increasing their commitment to solve a number of problems. These days social marketing is considered to be of great help in the stated context. The study has been initiated from two directions. First the management of DKT 's promotion mix is overviewed; then, the performance of the programmers have been evaluated in terms of their impact on helping the society in bringing change where fighting the social problems requires the involvement of various societal members.

High school and university (undergraduate & post graduate) students as well as female employees of catering service firms are selected as representative groups of the society for the purpose of the study. About 535 questionnaires were distributed out of which 500 have been qualified in to the analysis. 200 are from high school students, 225 from university students and 75 from employees (female) working in cafeterias & hotels.

The major focus areas of the study are about the societal awareness of DKT Ethiopia and its services, the effectiveness of the organization in media selection, the societal views on the contents of the promotion messages and their impacts on the attitudes and behaviors of one self.

The findings show that the promotion programmes well contributed to the impressive degree of awareness the society has about DKT Ethiopia. But, this is not reflected when it comes to the services the organizations provides. It also has been observed that DKT-Ethiopia only focuses on the media advertising, which put its influence on other issues that are discussed in the main body of the study.

CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

Different authors define social marketing in many ways. One of the most prominent authors in marketing discipline, Philip Kotler, illustrated social marketing as:

A design, implementation, and control of marketing programs seeking to increase the acceptability of social ideas, causes or practice among a target group.

It may be viewed as consisting of three main elements:

1. Satisfaction of human need: - the key term is human needs, not those that are business-or product-oriented. An opportunity is seen for marketing techniques to be used to sell clean air, clean water and adequate housing, for instance. (Kotler and Roberto, 1989)
2. Expansion to social fields: - marketing is seen as an instrument that can be used to further all the goals of society. It is suggested that marketing techniques can be used to help achieve socially desirable goals: population control, improved racial tolerance, and increased support of educating. (Kotler and Roberto, 1989)
3. Consideration of social impact: - a new important approach is presented that business must assess not only the profitability of its actions, but also the over all effect those actions have on society. (Kotler and Roberto, 1989)

In Ethiopia social marketing is fairly new and its effectiveness relative to other social change strategies is hard to evaluate. Social marketing has been applied mainly to family planning, environmental protection, energy conservation, improved health and nutrition

and there have been some encouraging successes but more applications are needed before we carefully assess social marketing's potential for producing social change.

DKT-Ethiopia is a not-for-profit organizations, providing social services by focusing on helping various parts of the society in fighting the epidemic of HIV-AIDS and using the family planning mechanisms to limit their family size. It has been operating on the stated and other social issues for more than a decade here in Ethiopia. Its name DKT represents the three Amharic words "Dink Kistet Le'tena". This organization takes its roots back to its Indian initiator around the beginning of the 1970's.

As its name indicates, DKT- Ethiopia works for bringing change over the societal challenges through collaboration with the concerned societal parties. Even though it shares some of the approaches used by the other NGOs (such approaches as providing material aids to the community members in need), its main strategy is to help the society through building a sense of partnership in the process to bring change and solve the problems stated above.

For example, DKT-Ethiopia launches intensive promotion and awareness creation campaigns over the need for changing behaviors and using protection mechanisms to protect oneself against HIV-AIDS and then distributes Condoms as one tool of protection through most available outlets in the country at very low costs.

This is where the organization justifies its utilization of at least three of the marketing elements. Pricing, Promotion, and Distribution to achieve its objective which mainly is

effecting changes in the attitudes, beliefs and over all behaviors of the societal parts to get their most critical problems solved.

From the marketing mix elements that DKT-Ethiopia uses to promote its objectives, the *promotion function* has been given a relatively significant degree of attention. This partly is due to the role of promotion in influencing behaviors and commitments of individuals and hence, the society.

The basic issue, therefore, taken in to attention of this study, is the degree to which DKT-Ethiopia applies the proper promotion strategies and the techniques to meet its objectives.

1.2. Statement of the Problem

Due to their nature and purposes of operations, organizations like the DKT-Ethiopia can play significant roles in influencing the societal behaviors in relation to challenges such as the HIV-AIDS and family planning. The major strategic approach that such organizations are strongly advised to adopt is to create the base that initiates the sense of being a client or a customer in the minds of the societal target group to whom the concerned social marketing campaigns are focally addressed.

Today, marketing is seen as an instrument that can be used to further a number of societal goals. The strategies, techniques and functions of marketing have been widely used by not-for-profit organizations, to influence the attitudes, perceptions, awareness and other behavioral traits of the general public and particular focus groups.

Of the 4 marketing mix variables: product, pricing, promotion, and distribution, the latter three have been seriously put in to use by social marketing firms. According to the public relation and operation unit officers of DKT-Ethiopia, significant level of attention and commitment is given to use the promotion and distribution techniques in the campaigns against HIV-AIDS and to use family planning mechanisms. I found the initiation of DKT-ETHIOPIA potentially wise and commendable; however, there are a number of major limitations in its promotion campaigns that affect its potential to meet its objectives. In spite of efforts made by DKT-Ethiopia to apply and benefit from modern marketing techniques, a number of concerns are raised from different directions regarding the proper utilization of such techniques and the degree of success achieved by the organization as a result of using the techniques.

The most frequently raised opinions from various parts of the society, about, the promotion campaign of the social marketing organization, are:

- ⇒ The frequent use of only few types of promotion mix elements.
- ⇒ Greater attention given to the provision of plain & informative messages, which lack the required level of composition to influence the behaviors of people.
- ⇒ Lack of aggressive, competitive, and sales oriented elements that should serve as set of stimuli to invoke the active involvement of the society in the campaigns.
- ⇒ Lack of competition based promotion campaigns among the social marketing organizations.

The consistency of such opinions means that the promotion campaigns have to be systematically and objectively evaluated.

1.3. Objective of the Study ✓

The general objective of this study is to assess, evaluate/analyze the promotion strategies of DKT-Ethiopia and provide feasible recommendations on the problem areas identified. Basically, it is intended to evaluate the performances of the stated social marketing organization with respect to its use of the promotion techniques to bring a change of behavior and increase commitment of the society on curving its problems.

The study focuses on the following parameters as bases of evaluation:

- ⇒ The potential of the promotion campaigns in influencing the behavior of the society at large and the specific target groups in particular.
- ⇒ The selection of media and promotion mix elements.
- ⇒ The level of integration between the promotion strategies and the other social marketing variables.

1.4. Scope of the Study ✓

The study focuses on the analysis of performances of social marketing organizations by taking the case of DKT-Ethiopia. It is committed to the evaluation of the promotion mix strategies of the organization:

The selection of the organization is subject to its commendable experience in applying social marketing techniques to solve societal behavior.

Religion

32-40

The focus is intended to be on promotion function for its significance as a means to achieve objectives of such social marketing organizations and to provide an in depth analysis.

The data collection is limited to respondents in Addis Ababa due to limitation of time.

1.5. Methodology ✓

3

The analysis /evaluation of promotion campaigns of DKT-Ethiopia is obviously a case study. However, since the performance of the organization in its promotion strategies is evaluated in terms its success in influencing behavioural changes in the society, the study needs to widen its boundary to get the right picture of the situation.

D

Both secondary and primary data are collected. The information concerning the promotion strategy mainly is collected from concerned management units of DKT-Ethiopia-supported by analyzing documents and publications related to the matter.

Primary data collection tools such as questionnaires are used to get the feedback over the performances of promotion campaigns from different-groups that can represent the society at an acceptable level.

SAMPLING

The major focus/target group of the study are *college and high school students and females that are involved with small scale service giving firms such as cafeterias, restaurants, and hotels (as employees)*. This does not mean that the study does not represent other parts of the society. It does. However, the stated groups are believed to

be easier to get an access to in addition to their potential to be fully addressed through the social marketing programmers of DKT- Ethiopia.

The primary data is collected from these society groups through representative sampling techniques.

Regarding students, I took student population of Addis Ababa University (Regular undergraduate and post graduate programmes) and Menelik II Senior High School as representative groups of respondents from the higher institutions and high schools of Addis Ababa respectively. This is because of the relative homogeneity of the student community of both levels and the anticipated difficulties to include all institutions under the scope of this study.

University students are classified in to two major groups: *Under graduate and postgraduate students*. The under graduate students are also categorized in to two sub-groups: *freshman and junior students (year I and II) and senior (year III and above) students*. This is done based on the fact that the post graduate students do have an active participation in the larger public's affairs and are assumed to have a matured look on various society based issues. The undergraduate students represent the most dynamic societal parts in that they are in the youth age category, which are of the largest possibility of being subject to the societal challenges such as the HIV/AIDS epidemic, and pre-marital pregnancies. These are of the most active areas that DKT-Ethiopia deals with through its social marketing programmes.

The under graduate student community is also composed of two major representative groups. Those that are in their first and second years that can be characterized by their

less-confident, hesitant and emotionally a bit confused view of their environment and those that are at their senior years characterized by relatively more matured looks and clarity in their attitudes towards their environment, which largely attributes it self to their academic seniority and better association to the environmental variables around them.

The following faculties are selected to be addressed through the study because of the relatively balanced distribution of students yearly, gender, and graduate/undergraduate basis.

Table-1.1 Representative population of university students.

COLLEGE/ FACULTY	Level of program	YEARS									Total		
		I		II		III		IV		V & above			
		F	T	F	T	F	T	F	T	F	T	F	T
I. UNDER GRADUATE													
Social sciences	Degree	174	387	93	364	140	554	0	0	0	0	407	1305
Business & Economics	Degree	169	521	164	520	153	494	0	0	0	0	486	1535
Medicine	Degree	240	496	110	384	66	302	16	86	19	62	451	1330
II. POST GRADUATE													
Social sciences	Degree	3	90	28	274	1	25	0	0	0	0	32	389
Business & Economics	Degree	9	113	40	288	3	25	0	1	0	0	52	427
Medicine	Degree	32	186	47	331	11	156	10	198	0	0	100	871
Total													5957

Having this figure of the university students of the stated faculties at under graduate and post-graduate programmes, I determined to contact around 5% of each category through questionnaires, which means a total of 233 questionnaires dispatched through this community.

Again the ultra large population size and the homogeneity in behavioral frameworks, and levels of consciousness of the college students are the reasons to the small sample size determined in this case.

Hence, the following table shows the sample size of students to be contacted actually through questionnaires.

Table-1.2. Sample distribution of university students.

COLLEGE/ FACULTY	Level of Programmes	YEAR					Total
		I	II	III	IV	V	
- Social science	Undergraduate	17	15	23			55
	Post Graduate	5	10	2			17
- Business & Economics	Undergraduate	22	21	22			65
	Post Graduate	6	9	2			17
- Medicine	Undergraduate	20	13	11	4	4	52
	Post Graduate	6	11	5	7	-	40
Grand total							<u>235</u>

The total population size of Menilik II Senior Secondary school is 5395 of which the distribution is illustrated below.

Table-1.3. Representative population of high school students.

Grade	M	F	Total
9	1018	1212	2230
10	909	980	1949
11	425	250	675
12	327	214	541
Total	2739	2656	5395

Handwritten calculation:

$$\begin{array}{r} 235 \\ 226 \\ \hline 461 \end{array} \rightarrow$$

The 5% sample representation, then, becomes:

Table-1.4. Sample distribution of high school students.

Grade	M	F	Total
9	45	56	101
10	38	42	80
11	15	10	25
12	12	8	20
Total	110	116	226

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12	12	8	20
Total	110	116	226

Concerning the female employees , I learned from the Central Statistics Agency's report of mid – 1998 E.C. that an average of 1807 female employees of cafeterias,restaurants and hotels are found in each sub city of Addis Ababa. Therefore, a sample of 90 (5%) women is to be contacted in the study. This is because the questioners will be distributed in one sub city for I have been informed that the distribution of this societal group is fairly similar in the city.

COLLECTION OF DATA

The study is undertaken focusing on students of various educational levels (high school and university) and females working in cafeterias, hotels, restaurants and other similar service giving centers. The structured questionnaires were, therefore, distributed to 576 potential respondents that belong to the stated categories, out of which 500 (87%) have been considered qualified enough to be admitted in to the analysis.

ANALYSIS OF DATA

To make the data analysis systematically related to the objectives of the study, the respondents are grouped based on educational status and occupation where gender is taken as a domain of each major respondent group.

The analysis is handled in a way that each element/issue included in the study is addressed. The statistical description of the responses form each category is presented in relation to the questions that were meant to represent one major issue of the study. In this

view, the tabular representation and the statistical analysis respectively address the following major points.

- the awareness on DKT – Ethiopia and its activities
- the respondents media usage & choice
- the respondents' familiarity to social challenges using media channels they usually are associated with
- the performance of DKT-Ethiopia in communicating the studied societal parts through other means than media advertising.
- the rate of respondents' affiliation with artistic programmes that specially are focal on societal problems such as HIV-AIDS.
- the possible impressions and feelings that the promotion programmes created on the respondents and their potential of long term influence.
- the degree of contribution the promotion programmes made in increasing the awareness, changing the behaviours and enhancing commitment of respondents concerning challenges such as HIV-AIDS & family planning.
- the ultimate view of respondents about the promotion programmes launched by DKT-Ethiopia.

DATA ANALYSIS ✓

The collected data are categorized in to two. Those data elements provided from the organization (DKT Ethiopia) are of dominantly qualitative. Therefore, the diſcussion mainly focuses on simply describing them as views and practices of the organization. But, the responses from the main (external) respondents are analyzed using The Statistical Package for Social Sciences (SPSS) programme.

CHAPTER TWO: LITERATURE REVIEW

2.1. Social Marketing

The concept of social marketing was established in 1971 and the term has developed into a strategy for changing behavior (Kotler and Roberto, 1989). Social marketing combines traditional marketing approaches, new technology as well as integrated action and planning for social change. The strategy of social marketing differs from the process of education with the definitive goal of knowledge, as this form of marketing concerns behavioral changes (Sargeant, 1999).

Andreasen (1994) argues that in order to be categorized as a form of social marketing, a program or campaign must:

- Apply commercial marketing technology
- Have as its bottom line the influencing of voluntary behavior
- Primary seek to benefit individuals/families or the broader society and not the marketing organization it self

Social marketing differs from other fields of marketing simply with respect to its objectives (Kotler and Andreasen, 1991). Kotler (1975) states that business marketers usually strive to meet the needs and desires of their target markets, while social marketers typically attempt to change the attitudes or behaviors of the4ir target markets. The major aim for business marketers is to generate profit by serving the interest of the target market, while social marketers intend to serve the target market without personal profit. Moreover, business marketers generally promote products and services through the

means of ideas, while social marketers most often market the actual ideas rather than tangible products or services (ibid). Further, the objectives of social marketing can be carried out by virtually anyone; individuals, informal groups or formal organizations (Kotler & Andreasen, 1991).

Research conducted by Carne and Desmond (2002) implies that social marketing theory, and to some extent practice, have created limited views of how the public interest can be evaluated by marketers, and of how marketing action can be exercised in order to achieve social outcomes. Many social marketing programs come about in developing countries where the literacy rates often are low (Kotler and Andreasen, 1991). This imposes great creative challenges for social marketers since it restricts the various types of communication channels that can be used. Furthermore, many of the behaviors that social marketers are aiming to target concern highly sensitive issues. Sargeant (1999) introduces several examples of social marketing campaigns, such as:

- HIV infection and sexual responsibility
- The dangers of smoking
- Drunk driving
- Pollution
- Business ethics
- Recycling
- Drug and alcohol abuse

2.2. Social Marketing in Nonprofit Organizations

Throughout the years, manifold potential solutions have been proposed in order to manage innumerable social problems, and naturally, there are disagreements on how to most effectively solve them (Kotler and Roberto, 1989). Although solutions are of varying nature, the call for social campaigns is recurrent. Hannagan (1992) argues that marketing has traditionally been associated with profitability and competitiveness. Naturally, the role of marketing is different in the nonprofit sector, as the service or product provided is aimed at people who can be described as consumers, customers, clients, patients, passenger pr the 'public'. The fundamental link to traditional marketing is the idea of customer service.

There are many ways of applying social marketing concepts, approaches and techniques at the national, local or community levels. Flexibility in planning and implementation are keys to successfully meeting the needs for information and products such as condoms in the fight against the spread of HIV and AIDS. (Sargeant, 1999)

These approaches are not mutually exclusive although one or more may be applied exclusively by a program or project, or also as parts of a project for strengthening and improvement of an existing "traditional" approach. (ibid)

These models, or possible approaches to social marketing, include:

Community-based systems of product promotion and distribution ("community based distribution" *ICBO*) where non-professional sales agents are recruited from among particular groups within the general population. The individuals receive basic training in

IEC and sales and are usually rewarded financially from small margins on their sales. This approach is increasingly chosen as a means of reaching geographical areas and socio-cultural groups that are difficult to access. Many programs incorporate the method to complement more traditional, retail outlet sales; some programs, usually run by local NGOs, are based entirely on the system. (Sargeant, 1999)

An innovative and promising variant of the CBD approach has recently been developed and piloted over two years in Chennai, India, by International Family Health (IFH) and its local partner NGO, the Indian Institute of Community Health (IICH). In this model ("community-based social marketing" ICBSM) sales agents are recruited from among the general public as well as from within specific groups. In addition to benefiting from basic training in reproductive health and from commissions on their sales, the agents also benefit financially from recruiting others to act as educational and sales agents. CBSM is derived from commercial "network" and a "multi-level" marketing technique successfully applied in developed countries, and has shown potential in rapidly attaining community penetration and involvement in reproductive health issues and HIV prevention. (UNAIDS, 2004)

The "manufacturer's model", where support is provided for the promotion and distribution of brands developed and owned by a manufacturer (foreign or local) or local manufacturer's agent, frequently an importer of the product. The support usually takes the form of grants directly to the manufacturers and/or their distribution agents so as to reduce their commercial marketing costs and therefore allow greater investment in key activities, such as promotion and advertising. A retail price significantly below the usual

market price is the expected end result. In contrast to the "traditional "own brand model" the "manufacturer's model" is the least common. The approach has been almost exclusively associated with The Futures Group International (TFGI) and its international, USAID-supported SOMARC project. (UNAIDS, 2004)

The "targeted service delivery" approach involves planning appropriate social marketing activities, through which the project strives to reach and distribute products to specific target groups, usually high-risk or other priority segments of the general public. These groups are often inadequately served by other service delivery mechanisms, including standard social marketing activities. Their identification usually results from market segmentation studies carried out once the basic distribution structure to the mass market is established, so targeted service delivery is often a component of programs mainly structured around the "traditional" or wider commercial approach. However, many local organizations, usually NGOs, adopt this approach either from necessity (restricted resources) or from particular interest. (UNAIDS, 2004)

2.3. The Social Marketing Mix

The traditional marketing mix of the 4P's has been extended and adapted in order to generate a greater relevance to the marketing of social ideas (Sargeant, 1999). The author describes and explains the various features of the 6P's of the social marketing mix.

Product: The model by Kotler (2002) facilitates the understanding of the complexity of the social marketing product, the *core*, actual and *augmented* product. The product within social marketing is the concept that the marketer wishes to highlight and draw attention to

in order to stimulate a change in behavior. Contrary to traditional marketing, where the product is designed to suit customer preferences, the social marketer strives to foster a change that would benefit society as a whole. The aspect of persuasion is significant as the marketing efforts aiming at behavioral change must reflect the benefits arisen.

Price: The price may be viewed as the monetary cost of adopting a change in behavior. The social programs might require individual funding, however, most often the actual cost of a change in behavior will be of a social nature. In some cases an opportunity cost arises as a person might have to travel, wait or sacrifice the pleasure or convenience of a certain activity.

Place: Place refers to the location at which a service component involved on the social marketing mix can also be regarded as the channels of information applied when reaching a target market, for example distributing leaflets via universities, family planning clinic, etc.

Promotion: Promotion refers to all the various tools that could be used in order to awake and motivate an interest among the consumers. These activities can take the form of advertising, sales promotion, direct marketing, public relations, personal selling and exhibitions and trade shows. This is possibly the part of the social marketing mix that is most relied on in order to move target adopters to the next stage in the process of behavior change (Kotler et al, 2002).

Partnerships: Due to the fact that behavior is difficult to change, and many single nonprofit organizations are too small to actually make a difference without assistance,

partnerships are vital in order to reach the objectives. Partnerships often involve working closely together with a broad selection of different organizations which share the same purpose, both within the private and public sector.

Policy: In many cases, individuals might have to be forced on order to institute the required change in behavior. Hence, legislative changes are called for and the social marketer then has to influence the decision makers to implement change. Lobbying to convince governmental officials or other authorities is one medium of policy transformation.

2.4. Social Behavior Change Promotion Programs

There are numerous challenges that have to be taken into consideration when planning effective campaigns and the social marketers must reflect over the various obstacles involved in the process (Rangan, Karim and Sandberg, 1996). In many social marketing situations, the target market or community actually oppose the need for change. Thus, some social changes are extremely difficult to establish even with intense social marketing, while other social changes are comparatively easy to launch and might occur even in the absence of social marketing (Kotler and Andreassen, 1991).

Table-2.1. Categorization of Social Behaviors

<i>One-time Behavior</i>	<i>Low Involvement</i>	<i>High Involvement</i>
Individual Group	Donating Money to a Charity Election of a Local Council	Donating Blood Neighborhood Watch Scheme
Continuing Behavior		
Individual Group	Recycling Newspapers Driving within the Speed Limit	Recycling all Household Waste Supporting the right to Abortion

Categorization of social Behaviors

Source: adapted from Kotler and Andreassen (1991)

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Table-2.1. Categorization of Social Behaviors

<i>One-time Behavior</i>	<i>Low Involvement</i>	<i>High Involvement</i>
Individual Group	Donating Money to a Charity Election of a Local Council	Donating Blood Neighborhood Watch Scheme
Continuing Behavior		
Individual Group	Recycling Newspapers Driving within the Speed Limit	Recycling all Household Waste Supporting the right to Abortion

Categorization of social Behaviors

Source: adapted from Kotler and Andreassen (1991)

According to Kotler and Andreasen (1991), there are three Key dimensions when determining the difficulty of successfully transforming social behavior. The distinction is made between; (1) low or high involvement, (2) one time or continuing, and (3) individuals or groups. Assuming that the circumstances are otherwise equal, it is more difficult to change behaviors that are of (1) high involvement, (2) continuing (3) group decisions, or a combination of these.

2.5 Promotion in Nonprofit Organizations.

Kotler et al (2002) categorize the major media channels used in social marketing in to seven different media types; advertising, public relations, printed materials, special promotional items, signage and displays, personal selling and popular media. With regards to the research purpose of this study, the role of advertising in social marketing will be thoroughly examined.

The social marketer has the opportunity to use both paid advertising (Kotler and et al, 2002). Paid advertising regards any paid appearance of non-personal presentation and promotion of an offering through a formal communications medium, and financed by an identified sponsor (Kotler and Andreasen, 1991). An advantage with paid advertising is that it allows total control over the medium and the encoded message, as well as considerable control over the schedule of the message.

However, paid advertising leaves the social marketer with little control over the decoding stage (ibid). In addition, Marchand and Lavoie (1998) argue that paid advertising is not

an efficient communication tool for nonprofit organizations, and the expense is another difficulty. Moreover, Kotler and Andreasen (1991) describe unpaid advertising, also known as public service advertising/announcements, as any type of advertising where space and/or time for the advertisement is free. This form of advertising is similar to paid advertising; however, the social marketer has very limited control over the scheduling. The lack of control is due to the fact that public service announcements are often broadcasted after midnight or other off-peak viewing/listening hours where the media have unsold spots (ibid).

Kotler (1975) argues that since many organizations do not approach the area of advertising with adequate understanding, advertising activities can become a great waste of resources. The marketers often do not evaluate the market correctly; hence, the goal of the advertising campaign becomes unclear (ibid). A large number of nonprofit organizations do not clarify their objectives with their advertising campaigns, or they make mistakes when choosing objectives not suitable for advertising (Colley, 1961, as it appears in Kotler, 1975). Needless to say, it is a waste of resources to run an awareness campaign on a market already prepared for action (ibid).

Hannagan (1992) argues that the objective of advertising for a large number of nonprofit organizations is to be persuasive, and both persuasive and informative approaches may be included. The ideal advertisement is often expected to build long-term goodwill between the organization and its customers, and the message often needs repeated reinforcement as markets do not remain static (ibid). Hannagan (1992) states that advertising for social causes come about as nonprofit organizations wish to:

- Build a good corporate image
- Increase usage
- Counteract competition
- Introduce new products and services

2.6. Elements of Successful Campaigns

The trust worthiest indicator of success for a social marketing campaign will be the concrete outcome, in other words the results of the campaign (Kotler et al, 2002). Each of the following 12 elements will provide an integrated overview of the variety and character or successful components of social marketing campaigns (ibid).

Element 1: Take advantage of what is known and has been done before

Evaluating the past and similar campaign attempts is significant when executing a situation analysis, previous campaigns may provide detailed information regarding successes and failures, market segmentation and cost-effective strategies.

Element 2: start with target markets that are (most) ready for action

A major obstacle with in social change campaigns is the fact that target markets do not always perceive problems, needs or wants (Kotler and Roberto, 1989, as it appears In Kolter et al, 2002). There fore, campaigns are more likely to succeed in achieving behavior change when targeting those segments most receptive to the message.

Element 3: promote a single, doable behavior, explained in simple, clear terms

To be able to break through the noise created by the immense amount of messages people receive every day, a message needs to be clear and action-oriented. A simple slogan can be critical as the audience can choose to adopt, reject, modify or abandon the message.

Element 4: consider incorporating and promoting a tangible object or service to support the target behavior

It has proven successful to use tangible objects such as litterbags, natural fertilizers and condoms in order to sell and maintain behavior change. This provides an excellent opportunity for corporate sponsors to naturally be a part of the campaign.

Element 5: understand and address perceived benefits and costs

Successful social marketing campaign strategies ought to be designed to “increase perceived or actual benefits of the desired behavior and reduce perceived or actual barriers and costs” (Andreasen 1995, as quoted in Kolter et al 2002, p. 56).

Element 6: make access easy

Convenient locations and easy ways to sign up as well as reasonable opening hours will most likely make the adoption less complicated.

Element 7: develop attention –getting and motivational messages

The style and mature of mass communication are crucial to the success rate or a social marketing campaign. Messages that are motivational, expressing benefits in a noticeable and memorable manner have proved to be successful (North Carolina department of transportation, 2000, as it appears in Kotler et al, 2002)

Element 8: use appropriate media and watch for and exploit opportunities for audience participation

The choice of media channels, design, and layout will determine the success of the campaign.

Element 9: provide response mechanisms that make it easy and convenient for inspired audiences to act on recommended behaviors

The developments of distinct approaches, where volunteers play a significant role in the successful establishment of projects have been recognized as successful. Furthermore, convenient mechanisms have contributed with a vital part in volunteer recruitment.

Element 10: allocate appropriate resources for media and outreach

There are two rather simple mistakes that can cause failure of social marketing campaign. First, sufficient resources are not assigned the media reach, and second, media frequency is not adequate. If the message regarding the desired behavior and benefits acquired does not properly reach or, the levels of participation will most likely be lower that preferred.

Element 11: allocate adequate resources for research

In social marketing, limited budgets are extremely common, especially since many campaigns are conducted by or in connection with nonprofit organizations. However, marketing research is critical as it provides information crucial for the success of the campaign

Element 12: Track results and make adjustment

Monitoring the progress and hence making adjustment when needed is necessary in order to maintain the desired position and accomplish the objectives and goals. This element is clearly most efficient when there is still time to revise and improve the campaign.

CHAPTER THREE: PROMOTION PROGRAMS OF DKT-ETHIOPIA

3.1 Background of DKT Ethiopia

The Washington based DKT international is a social marketing organization which is committed to assisting the people and government of Ethiopia in the fight against AIDS and strengthening the family health program. The abbreviation DKT stands initially for Dhendra K. Tyagi, the Indian pioneer who devoted most of his life to the early Indian family planning program. Locally, we prefer the DKT logo to be registered as "Dink Kistet Letena".

DKT international has over 20 years experience in over 30 countries. DKT's social marketing strategies utilize health care products accessible and affordable to the people, primarily uncovered by public health system on one end, and the commercial sector on the other.

DKT Ethiopia is a registered international NGO with a signed triple party's agreement, with the ministry of health and disaster prevention and preparedness commission. It started the social marketing program (SMP) in February 1990 and is affiliated with and receives technical and financial assistance from DKT international. DKT Ethiopia has well-established and solid collaborative relationship with national, regional and district health officials as well as all other relevant government and non-government authorities.

DKT also receives support from USAID Royal Netherlands embassy, the Packard foundation, the Gates foundation as well as from the Ethiopian ministry of health and

others. DKT Ethiopia's operating philosophy emphasizes voluntary fertility control and increased access to contraceptive and other essential health products.

3.2 Key Components of DKT's Social Marketing System

The social marketing strategy focuses on making essential health products available, accessible, acceptable and affordable through proven marketing techniques in community based facilities and private retail outlets. Basic components include the following:

1. Communication to create and increase awareness of DKT products,
2. Training health care providers and peer group communicators,
3. Promotion to make people aware of the products' benefits,
4. Distribution to get the products to intended population groups,
5. Make available packaging materials along with brand names to create familiarity of the products.
6. Maintain quality and quantity of products at all times.
7. Regulate affordable price by making the products available and accessible.

3.3 DKT Ethiopia's Social Promotion Mix

The major component of DKT's social marketing mix is the set of promotion programmes that mainly focus on behavior change and product use through education. DKT Ethiopia uses both traditional and educational messages as well as push health product through brand advertising. The IEC material and media scripts, are developed by DKT, and reviewed by MOH education center for its approval. However, when DKT develops messages to be locally adaptive, it may invite health officials for joint design

and production of the intended IEC messages. Radio, television, and print media were found to be the most far-reaching and effective means to communicate to the vast majority of Ethiopians. Currently DKT airs scripts prepared by local writers on HIV prevention and family planning using local media (radio) in Amharic, Oromiffa, Tigrygna, Affar, Somali, Harari, Sidama, Agnuak, and Nuer Languages. These activities will continue in other areas where new radio programs exist. In addition, however, DKT uses print and out door media such as billboards, roving taxi and bus signs across the country to reach more to the rural population.

Radio Advertisements production & placement, in the year 2003 were 8 & 700 respectively. In the year 2004, 10 educational advertisements were produced and in the same year these messages were 750 times released and for the year 2005, 12 message /advertisement were produced and they were released 800 times. These advertisements /messages were designed in different languages. This implies that in those years the messages produced were increased by 2 and the placements were increased by 50 every year; there fore, the increment of the messages /advertisements is advisable because most of Ethiopians are radio listeners.

In 2003, 4 TV Advertisements/messages were produced and their placements were 125 times for 2004, 5 messages were produced and they were released 145 times and in 2005, 6 messages were produced and released 215 times. From this we can see that the production of advertisements/messages and placement are is growing.

Print advertisements production in 2003 were 4 and the placement were 140. In 2004 5, messages were developed but the placement were 170. In 2005, 6 print advertisements were developed and the placements were 200.

For the years 2003, 2004, 2005 billboard installation with messages were 10, 15, 25 respectively and 10 educational messages were displayed on taxis and city as well as cross country buses for each year.

For Rural communities, family planning messages were developed and aired via radio was 460 times the year 2003, 512 for the year 2004 and 512 in 2005. These messages were produced by over nine languages.

DKT Ethiopia claims that the increasing focus on these media based advertising programmes is one of the major reasons for the steady growth in awareness of the societal members. This, according to the organization, can be justified by looking at the steady increase in the annual sales of the protection tools (condoms and contraceptive pills). The sales review data shows (see annex 1 and annex 2) that the annual sales volume grew from half a million condoms in 1990 to around 9,000,000 in 2004 and from 200,000 packs of contraceptive pills in 1996 to that of 2,000,000 in 2003.

CHAPTER 4: DATA ANALYSIS AND DISCUSSION OF RESULTS

4.1. Awareness of respondents about DKT Ethiopia and its activities

Primarily the study intended to find out the level of awareness of the respondents about DKT-Ethiopia, its major social marketing activities, as well as the means that led to their awareness of the organization. The distribution of the responses related to this concern is illustrated in Table 4. 1.

According to the statistical distribution of responses in the above table, the general awareness of the respondents about the existence of DKT-Ethiopia is more than satisfactory. Taking the educational status of respondents as a reference, for instance, 93% of the literates 90% high school students, 79.4% of the under graduate and 100% of the post graduate students admitted that they know an organization called DKT-Ethiopia. This clearly reflects the acceptable degree of awareness DKT-Ethiopia created in the respondents. In relation to this, the ratio of students who answered positively about their familiarity to the name DKT-Ethiopia is 86.8% of the total number of respondents in this category. Surprisingly, DKT-Ethiopia seems to be less known in this category (Students) compared to the other occupational group (waitresses) in which 93.3% of them said that they really know about DKT-Ethiopia.

Table – 4. 1. Knowledge about DKT-Ethiopia and its activities.

		Education Status of the Respondent											Occupation of the Respondent						
		Literate		Total	H. School Student		Total	Undergraduate Stud		Total	Postgraduate Student		Total	Student		Total	Waitress		Total
		Sex			Sex			Sex			Sex			Sex			Sex		
		M	F	M	F	M	F	M	F	M	F	M	F	M	F				
Do you know an organization called DKT-Ethiopia?	Yes		70 (93)	70	102 (56)	78 (43)	180	69 (49)	70 (50)	139	35 (70)	15 (30)	50	206 (55)	163 (44)	369		70 (100)	70
	No		5 (6)	5	10 (50)	10 (50)	20	24 (66)	12 (33)	36				34 (60)	22 (39)	56		5 (100)	5
If Yes in B1, how did you come to know about DKT-Ethiopia?	I don't know		5 (100)	5	11 (52)	10 (47)	21	24 (66)	12 (33)	36				35 (61)	22 (38)	57		5 (100)	5
	I personally use its services.					10 (100)	10							10 (100)	10				
	From friends, family members, & other acquaintances		10 (100)	10	14 (36)	24 (63)	38	11 (100)		11				25 (51)	24 (49)	49		10 (100)	10
	From messages displayed on bill boards around the city		5 (100)	5	39 (88)	5 (11)	44	17 (48)	18 (51)	35	15 (100)		15	71 (75)	23 (24)	93		5 (100)	5
	Through mass/private media		55 (100)	55	48 (55)	39 (44)	87	41 (44)	52 (55)	93	20 (57)	15 (42)	35	109 (50)	106 (49)	215		55 (100)	55
Which of the following areas of services do you usually associate DKT-Ethiopia to?	I don't know		5 (100)	5	10 (50)	10 (50)	20	18 (50)	18 (50)	36				28 (50)	28 (50)	56		5 (100)	5
	Distribution of condoms, contraceptive pills		20 (100)	20	15 (60)	10 (40)	25	29 (70)	12 (29)	41	15 (75)	5 (25)	20	59 (68)	27 (31)	86		20 (100)	20
	Awareing the public about HIV-AIDS, family plan., & Child care		30 (100)	30	49 (55)	40 (44)	89	23 (48)	24 (51)	47		5 (100)	5	72 (51)	69 (48)	141		30 (100)	30
	Helping people living with HIV-AIDS		15 (100)	15	15 (60)	10 (40)	25	17 (73)	6 (26)	23				32 (66)	16 (33)	48		15 (100)	15
	1 & 2		5 (100)	5		5 (100)	5		12 (100)	12	20 (100)		20	20 (54)	17 (45)	37		5 (100)	5
	2 & 3					5 (100)	5								5 (100)	5			
	1, 2 & 3				23 (74)	8 (25)	31	6 (37)	10 (62)	16		5 (100)	5	29 (55)	23 (44)	52			

VALUES IN BRACKETS INDICATE PERCENTILES

62
70
59
98
270
409

Of those respondents that stated their awareness of DKT-Ethiopia, the first majority group 215 (43%) of the total 500 respondents mentioned the mass/ private media outlets as the sources or the means to know about the organization followed by 18.6% respondents who related their knowledge to the billboards they have seen displayed around the city. The other sources such as friends, families and similar indirect sources are mentioned by only 59 (11.8%) of the total respondents. In a society like ours the last method could be an effective tool of influencing the societal behavior and its members' attitudes regarding such challenges as HIV-AIDS. But as stated in chapter 3, DKT-Ethiopia intensively uses formal media outlets like electronics and printed channels and sets up a number of billboards for their wide area coverage and cost –efficiency. However, as tried to be mentioned above, using the words of mouth (personal communication through already communicated societal members) is of a great advantage when it comes to addressing the programmes and messages to more integrated, less income generating and less media oriented community groups that are believed to make up the greater part of our population. Only 2% admitted that they came to know about DKT-Ethiopia after starting to use its products and services. This may be because many people are not usually ready to discuss about their use of such items as those that are provided by social marketing organizations.

Comparing the two occupational categories of the respondents, 73.33% of waitresses attribute their awareness about DKT-Ethiopia to the media outlets that the organization most intensively use to promote it self and its activities and hence take the lead in this aspect. The ratio of students which relate their awareness about DKT-Ethiopia to the

mass media is relatively lower. Only 50.6% of the total 425 students stated this channel as their source of primary awareness.

Taking educational status as a base, the literate respondents lead by relating their awareness to DKT's primary outlet-the media with 73.3% when compared to 70% of the post graduate, 53.1% undergraduate, and 43.5% of high school students. Concerning the more informal (but highly effective method if used properly) channel; that is, friends and family members are relatively better sources to high school students (19%) and then literate (waitress) respondents (13.3%) where as 6.3% of under graduate university students' awareness emanate from such a source.

Coming to the next issue, respondents were asked to identify which social marketing activity (activities) they associate DKT-Ethiopia with. This question was intentionally provided so as to identify the degree to which the society properly understands DKT-Ethiopia, its purpose and its operational focus. Of the total respondents, only 8.4% could properly state the services provided by DKT-Ethiopia (creating awareness on social problems and distributing protection tools) of which students and waitresses are represented by 8.7% and 6.7% of their respective respondents. The majority of respondents from both categories could only mention one service. 33.2% and 20.2% of the students associated DKT-Ethiopia only with one of its awareness creation and distribution of protection tools services respectively. The figure is similar when it comes to waitresses. What is interesting in this case is that 13.2% of the students and 6.7% of the waitress could not mention any service that DKT-Ethiopia provides. 12.2% of the students even wrongly added direct health treatment of AIDS patients as a service

provided by the organization. Post graduate students stand first in properly identifying DKT's services where 40% of them have answered so. The high school students stood last with only 2.9% giving the complete answer.

Generally observed, even though over whelming majority the respondents have been found to be aware about DKT-Ethiopia's existence, only an insignificant ratio of the total respondents and that of each category were able to properly describe its services and activities. This rationally can be related to the gaps in the promotion/ communication programmes that DKT runs; hence, lessons should be taken from the above analysis.

4.2. Respondents' respective choice of media outlets

In this part of the discussion, the effectiveness of DKT's selection of the proper promotion media outlets is measured. This is done by focusing on the types of media channels that most of the respondents access and their readiness to follow up messages concerning such social problems as HIV AIDS.

Table – 4. 2. Frequency of media use of respondents.

		Education Status of the Respondent											Occupation of the Respondent						
		Literate		Total	H. School Student		Total	Undergraduate Stud		Total	Postgraduate Student		Total	Student		Waitress		Total	
		Sex			Sex			Sex			Sex			Sex		Sex			
		M	F	M	F	M	F	M	F	M	F	M	F	M	F	Total			
Please rank the media lines you favor to attend based on the frequency from 1 to 5.	Internet			15 (100)		15	15 (71)	6 (28)	21	5 (100)		5	35 (85)	6 (14)	41				
	TV		40 (100)	40	48 (51)	45 (48)	93	41 (50)	41 (50)	82	20 (57)	15 (42)	35	109 (51)	101 (48)	210		40 (100)	40
	Radio		35 (100)	35	49 (67)	24 (32)	73	22 (48)	23 (51)	45	5 (100)		5	76 (61)	47 (38)	123		35 (100)	35
	Newspapers					9 (100)	9	6 (50)	6 (50)	12	5 (100)		5	11 (42)	15 (57)	26			
	Others					10 (100)	10	9 (60)	6 (40)	15				9 (36)	16 (64)	25			
How frequently do you watch/listen to/read about HIV-AIDS, family planning, & child care services?	Highly frequently		5 (100)	5	14 (48)	15 (51)	29	19 (61)	12 (38)	31	5 (100)		5	38 (58)	27 (41)	65		5 (100)	5
	Frequently		5 (100)	5	25 (46)	29 (53)	54	17 (48)	18 (51)	35	5 (33)	10 (66)	15	47 (45)	57 (54)	104		5 (100)	5
	Fairly		40 (100)	40	39 (57)	29 (42)	68	16 (28)	40 (71)	56	20 (80)	5 (20)	25	75 (50)	74 (49)	149		40 (100)	40
	Rarely		25 (100)	25	34 (77)	10 (22)	44	35 (85)	6 (14)	41	5 (100)		5	74 (82)	16 (17)	90		25 (100)	25
	Never					5 (100)	5	6 (50)	6 (50)	12				6 (35)	11 (64)	17			

VALUES IN BRACKETS INDICATE PERCENTILES

Looking at the type of available media outlets that the respondents usually access/follow up, around 50% of the total respondents put TV as their favorite media type, seconded by 31.6% who mentioned radio as their preference where as internet and newspapers hold the next subsequent positions with 8.2% and 5.2% respondents stating them as most frequently visited channels. 5.1% of the total respondents admitted that they do not totally follow up such media channels. As the study is limited to the metropolitan Addis, it is not surprising for half of the respondents to mention TV as their most favorite media type ;but, this figure should not be taken as representative of the respondents' media use in other parts of the country. When we view the responses on media use frequency, some interesting figures are witnessed. Occupationally, 53.3% of waitresses as 49.4% students choose the same media line as their most frequent choice. In both categories radio takes the second place as a favorite media with 46.7% of waitresses and 28.9% of students choosing it. Respondents from the student category have gone further to mention internet (9.6%) and newspapers (6.5%) as media elements that they frequently visit. Here, it must be taken a notice of the fact that no waitress has mentioned internet and newspaper as her favorite media type. Rather they are limited to the TV and Radio options. Of the student-respondents, post graduate university students stand first at 70% in being close to TV where as undergraduate university and high school students follow by 46.9% and 46.5% of TV favoring respondents of their respective group size. The literate (waitresses) respondents lead the league of frequent radio users again followed by high school students at 36.6% and under graduate college students at 25.7% where as post graduate students take the last place by 10% representative of radio users. Under graduate college students rank top as users of internet (12%) where as post graduate students take the next

position by 10% them using such a media bottomed by of course, high school students of which of 5% appreciate internet as their most frequent choice. With regards to news papers, post graduate students out smart the others in using them because of the 10% respondents saying so. Under graduate university and high school students follow respectively at 6.9% and 4.9% rate of representation.

Some remarks can be put down in this case. In addition to the above stated factors, which contributes to the majority of respondents observed as using TV more frequently than the other media lines, it is natural for respondents like high school students focusing on the electronics media than that of printed media outlets such as newspapers/magazines for the interest and access are limited to frequently use internet and newspapers. This might be taken as a backup for DKT's position of focusing on widely accessible media lines such as TV and Radio that can cover large part of the society at a short period of time. However, an increasing ratio of modern and individually accessible outlets (internet & newspapers) users is being observed specially in the urban areas.

Concerning the distribution of respondents that put down their responses on the degree of frequency of their readiness to read/listen to/ watch programmes related to such societal as HIV-AIDS, family planning and child survival issues, the findings are as follows. Around 15.3% of the students and 6.7% waitresses have claimed to follow up messages concerning the stated societal problems highly frequently. 24.5% of students and again 6.7% of the waitresses answered that they frequently do so where as 35.1% of the students and 53.3% of the waitresses stated the degree of frequency with which they read/ watch/ listen about the societal challenges is only fair. The rate of waitresses that rarely

and never do so are 33.3% and 0% respectively. Amazingly the last two responses are relatively more associated to student respondents at a respectively 21.2% and 4%. This shows that the student population needs to be motivated a lot more than the other category even though such measures are required to be aggressively but wisely initiated on both categories.

Taking education status levels, high school students are motivated/ambitious enough to know about such issues that 41.5% of the respondents are ready to follow up the media they favour and get interested in the above societal issues, a readiness next seen in 40% of the post graduate students, and that of under graduate students at 37.7% which is bottomed by literates (waitresses) at 6.7%. Fair level of commitment is seen step wise in the literates who constitute 53.3% of their group post graduate students at 50%, high school student at 34% and undergraduate college students at 32%. Again the literate respondents take the lead by admitting that they rarely are interested to listen to /read/ watch media coverage about the stated societal problems from which 33.5% belong to such response category. Under graduate, high school and post graduate university students are represented by 23.4%, 22%, and 10% of the respondents. 6.9% of the undergraduate and 2.5% of the high school students have said that they never came across with such messages so far.

The statistics above shows that majority of the respondents are not ready to be fully committed to follow up the transmissions. This again may be attributed to the lack of motivational incentives from the social marketing firms, or poor composition of the messages and their lack of appealing contents to the studied societal parts. Since

considerable ratio of the respondents stated that they are ready and have been able to read/watch/ listen to messages associated with HIV-AIDS and family planning at a degree of average/fair frequency, it can be taken as an initiating factor to work harder and achieve more so as to increase the commitment of the society to know and understand more about these problems or at least concerns.

4.3. The degree of using the available promotion mix elements

It has been discussed in chapter 2 about the need to use personal selling and sales promotion programmes as major promotion mix elements specially when launching social marketing programmes. On the other hand, DKT-Ethiopia argues that greater attention should be given to broad range media promotion programmes for reasons related to the degree of coverage achieved at the expense of relatively lesser financial and other resources. To analyze this point from neutral ground, let's see how much strongly DKT uses personal selling, sales promotion and publicity programmes to communicate with its target audiences.

Table – 4.3. Respondents' familiarity to promotion programs of DKT-Ethiopia.

		Education Status of the Respondent											Occupation of the Respondent						
		Literate		Total	H. School Student		Total	Undergraduate Stud		Total	Postgraduate Student		Total	Student		Total	Waitress		Total
		Sex			Sex			Sex			Sex			Sex			Sex		
		M	F	M	F	M	F	M	F	M	F	M	F	M	F				
Have you been personally approached by sales officers of DKT-Ethiopia?	Yes		25 (100)	25	52 (74)	18 (25)	70	1 (100)		1	5 (100)		5	58 (76)	18 (23)	76		25 (100)	25
	No		50 (100)	50	60 (46)	70 (53)	130	92 (52)	82 (47)	174	30 (66)	15 (33)	45	182 (52)	167 (47)	349		50 (100)	50
Have you ever got and used premiums such as T-shirts, stationery, calendars and similar items from DKT-Ethiopia?	Yes		50 (100)	50	62 (59)	43 (41)	105	1 (100)		1	5 (100)		5	68 (61)	43 (38)	111		50 (100)	50
	No		25 (100)	25	50 (52)	45 (47)	95	92 (52)	82 (47)	174	30 (66)	15 (33)	45	172 (54)	142 (45)	314		25 (100)	25
How regularly do you attend radio/TV talk show programs about HIV-AIDS?	Regularly		5 (100)	5	15 (37)	25 (62)	40	27 (69)	12 (30)	39		5 (100)	5	42 (50)	42 (50)	84		5 (100)	5
	Well regularly		25 (100)	25	34 (58)	24 (41)	58	24 (80)	6 (20)	30	5 (100)		5	63 (67)	30 (32)	93		25 (100)	25
	Occasionally		40 (100)	40	58 (66)	29 (33)	87	28 (32)	58 (67)	86	25 (71)	10 (28)	35	111 (53)	97 (46)	208		40 (100)	40
	Never		5 (100)	5	5 (33)	10 (66)	15	14 (70)	6 (30)	20	5 (100)		5	24 (60)	16 (40)	40		5 (100)	5
How regularly do you attend dramas, films, and other art show related to HIV-AIDS/family planning?	Regularly		5 (100)	5	15 (27)	40 (72)	55	24 (44)	30 (55)	54		5 (100)	5	39 (34)	75 (65)	114		5 (100)	5
	Well regularly		20 (100)	20	39 (57)	29 (42)	68	7 (53)	6 (46)	13	20 (100)		20	66 (65)	35 (34)	101		20 (100)	20
	Occasionally		45 (100)	45	53 (79)	14 (20)	67	48 (54)	40 (45)	88	15 (60)	10 (40)	25	116 (64)	64 (35)	180		45 (100)	45
	Never		5 (100)	5	5 (50)	5 (50)	10	14 (70)	6 (30)	20				19 (63)	11 (36)	30		5 (100)	5
Do you usually read brochures, newsletters, and leaflets concerned with HIV-AIDS/family planning?	Yes		35 (100)	35	73 (55)	58 (44)	131	68 (49)	70 (50)	138	30 (75)	10 (25)	40	171 (55)	138 (44)	309		35 (100)	35
	No		40 (100)	40	39 (56)	30 (43)	69	25 (67)	12 (32)	37	5 (50)	5 (50)	10	69 (59)	47 (40)	116		40 (100)	40

VALUES IN BRACKETS INDICATE PERCENTILES

The ratio of respondents who have said to be personally approached by marketing officers from social marketing organizations is only about 20%. By occupational basis, 33% of the waitresses have been familiar to the personal selling programme of DKT-Ethiopia which is relatively better when compared to only 17.9% of the students who admitted so. From the student respondents, high school students got the highest level of opportunity to be contacted by DKT-officers at relative rate of 33% of the total group size followed by 10% of post graduate students and at the bottom are the under graduate students of whom only 0.6% answered "yes" to the question.

To measure the degree of coverage of DKT's sales promotion programmes, respondents were asked if or not they have got and used some premiums with which the name DKT-Ethiopia has been related by any means. 26% of the students said they have, while 73.9% of them said they have not. Coming to the waitresses, the situations looks to be different 66.7% the total number of this category stated that they got the chance and have actually used the premiums. DKT should give the required level of attention to close the gaps concerning the poor performance of its social sales promotion programmes in the student population.

4.4. The role the promotion programmes in changing social behaviour

Coming to this part the main issue that the analysis is intended to focus is the potential of the promotion programmes /packages in influencing the level of awareness of the change in attitudes and behavior of the respondents. With respect to this, the respondents were provided with questions concerning the way they feel after they come across with the

promotion messages, and the level to which they associate their contribution in the behavioral changes they achieved concerning the societal hazards like HIV AIDS.

Accordingly motivation to know and change is remarked as the most desirable behavioral element for the societal members to feel, know, and act in the right manner to fight the stated social problems individually and as a group.

The first thing the respondents were asked to state was their respective immediate feelings after being approached through the promotion programmes. The alternative feelings are some of which any rational person is expected to feel. A satisfactory number of respondents out of the total (43.6%) tended to mention motivation to change as their immediate feeling a dominance followed by those who said they feel frightened representing 19.4% of the total. Respondents who admitted that they feel sad, bored, indifferent and shocked stand at respective positions, being 10.8% .8.8% and 2.6% of the total population. Even if the ratio of respondents who came to associate them selves to the feelings that are relatively necessary to change oneself, the distribution also implies that a potentially significant degree of respondents still reflect those feelings (boredom and indifference) that are obstacles to bring one self to the position of acting to curve the problem in attention of this study.

Table – 4. 4. Effects of the promotion programs and messages on behavioral changes of respondents.

		Education Status of the Respondent											Occupation of the Respondent						
		Literate			H. School Student			Undergraduate Stud			Postgraduate Student		Student			Waitress		Total	
		Sex		Total	Sex		Total	Sex		Total	Sex		Total	Sex		Total	Sex		
		M	F		M	F		M	F		M	F		M	F		M		F
How do you feel immediately after coming across with promotion messages about HIV-AIDS?	Motivated		50 (100)	50	59 (64)	33 (35)	92	27 (44)	34 (55)	61		15 (100)	15	86 (51)	82 (48)	168		50 (100)	50
	Frightened				15 (42)	20 (57)	35	19 (51)	18 (48)	37	25 (100)		25	59 (60)	38 (39)	97			
	Shocked		5 (100)	5	5 (33)	10 (66)	15	12 (66)	6 (33)	18				17 (51)	16 (48)	33		5 (100)	5
	Sad		10 (100)	10	19 (65)	10 (34)	29	18 (75)	6 (25)	24				37 (69)	16 (30)	53		10 (100)	10
	Bored		5 (100)	5	5 (33)	10 (66)	15	13 (68)	6 (31)	19	5 (100)		5	23 (59)	16 (41)	39		5 (100)	5
	Indifferent		5 (100)	5	9 (64)	5 (35)	14	4 (25)	12 (75)	16	5 (100)		5	18 (51)	17 (48)	35		5 (100)	5
Do such feelings stay long with you?	Yes		70 (100)	70	68 (50)	68 (50)	136	75 (56)	58 (43)	133	25 (83)	5 (16)	30	168 (56)	131 (43)	299		70 (100)	70
	No		5 (100)	5	44 (68)	20 (31)	64	18 (42)	24 (57)	42	10 (50)	10 (50)	20	72 (57)	54 (42)	126		5 (100)	5
The promotion messages increased my awareness on the causes & effects of HIV-AIDS.	Strongly agree		40 (100)	40	49 (67)	24 (32)	73	35 (35)	64 (64)	99		10 (100)	10	84 (46)	98 (53)	182		40 (100)	40
	Agree		25 (100)	25	44 (63)	25 (36)	69	49 (80)	12 (19)	61	35 (87)	5 (12)	40	128 (75)	42 (24)	170		25 (100)	25
	Neutral		5 (100)	5	19 (67)	9 (32)	28	2 (100)		2				21 (70)	9 (30)	30		5 (100)	5
	Disagree		5 (100)	5		25 (100)	25	7 (53)	6 (46)	13				7 (18)	31 (81)	38		5 (100)	5
	Strongly disagree					5 (100)	5								5 (100)	5			
The stated feelings have resulted in changes of my behaviors & attitudes towards HIV-AIDS & family planning.	Strongly agree		30 (100)	30	40 (67)	19 (32)	59	30 (51)	28 (48)	58		10 (100)	10	70 (55)	57 (44)	127		30 (100)	30
	Agree		30 (100)	30	39 (52)	35 (47)	74	40 (52)	36 (47)	76	30 (85)	5 (14)	35	109 (58)	76 (41)	185		30 (100)	30
	Neutral		5 (100)	5	28 (59)	19 (40)	47	13 (52)	12 (48)	25	5 (100)		5	46 (59)	31 (40)	77		5 (100)	5
	Disagree		10 (100)	10	5 (25)	15 (75)	20	10 (62)	6 (37)	16				15 (41)	21 (58)	36		10 (100)	10
The promotion messages inspired me to contribute some thing in the fight against HIV-AIDS?	Strongly agree				15 (37)	25 (62)	40	29 (56)	22 (43)	51	10 (66)	5 (33)	15	54 (50)	52 (49)	106			
	Agree		65 (100)	65	60 (63)	34 (36)	94	41 (53)	36 (46)	77	20 (80)	5 (20)	25	121 (61)	75 (38)	196		65 (100)	65
	Neutral				15 (50)	15 (50)	30	6 (25)	18 (75)	24		5 (100)	5	21 (35)	38 (64)	59			
	Disagree		10 (100)	10	22 (71)	9 (29)	31	17 (73)	6 (26)	23	5 (100)		5	44 (74)	15 (25)	59		10 (100)	10
	Strongly disagree													5 (100)	5				

In terms of occupational distribution, the waitresses have been found to feel motivated after coming across with most social promotion programmes at a commendable rate of 66.7% of the respondents from the group where as the respondents categorized as students are only 39.5% in terms of this feeling. On the other hand only 13.3%, 6.7%, 6.7% and 6.2% of the waitresses relate sadness, shock, boredom, and indifference to the promotion messages. The fact that not a single waitress mentions fright as a feeling indicates the level familiarity that this part of the society achieve with such issues. The high school students rank first at acquiring the desired feeling- motivation where 46% of the group answered so, followed by, undergraduate (33.9 %) and post graduate university students (30%) taking the remaining positions. On the other extreme, undergraduate university students should be focused on for they lead the rate of respondents admitting boredom and /or indifference messages to 10.9% and 10.1% followed by post graduate students who stated both at 10% of the total group size. High school students stand last at respective 7.5% and 7% of their group. For reasons not clearly identified, 50% of the post graduate students admit fright as the immediate feeling. The fact that university students of considerable size mention boredom and indifference as the bases to the way they feel towards the promotion messages can partly be attributed to their critical cognitive potential of information from any direction and the academic, economical end psychological pressures they face from their environment (specially the undergraduate students). This point, therefore, should be seriously considered by DKT-Ethiopia

As far as the consistency/ continual existence of the respective feelings, 93.3% of the waitresses claim that their initial feeling continues to exist long, which is not the case in the case of the students for only 59.9% respondents agree with this. According to their educational status, the literate respondents again confirm the continuity of the feelings through 93.3% of their composition followed by 76% of the under graduate students. High school and postgraduate students hold the next respective positions represented by their 68% and 60% respondents. These figures can be interpreted both in their positive and threatening senses; that is, since most of the literate (waitress) respondents pick motivation as their reaction to the promotion programmers, it is positive that 93.3% of them agreed that they feel so for a long time after. This situation/opportunity should be utilized to the maximum possible degree. On the other hand, undergraduate university students include sub-groups that feel indifferent and bored in a greater degree compared to the other categories. These respondents at the same time lead the other student population in the consistency of the feelings. This leads to the need to work hard and in a systematic way to influence such community and its members so that the desired goals can be attained.

After looking at the relatively general and generic reaction that each category of respondents is largely associated with, let's come to assess the potential of the promotion messages in affecting the more specific, awareness-behavior change- action/ commitment based responses of these societal members. In this instance, it is necessary to underline that promotion programmes are usually designed to increase awareness about a given social problem and its related matters, help the society in bringing and maintaining behavioural changes and motivate people to act to solve the problems. With regards to

this understanding, the studied societal members have set down their responses. 42.2% of the total respondents strongly agree with the promotion programmes increasing their awareness about the societal problems such as HIV AIDS a ratio seconded by 40.4% of the total respondents which rationally agree of the case. A relatively lower number of respondents (7%) remain on neutral ground to the appreciation of DKT's promotion efforts only 9.6% and 1% of the total number of respondents disagree and strongly disagree.

Occupation wise, the waitresses strongly attribute their awareness to the social promotion programmes for 40% of them strongly agree with the case. The same 40% of the waitresses agree with the question where as 6.67% of this group reluctantly agree (remain neutral). 13.3% just disagree with the possibility that the promotion increased their awareness. The ratio of waitresses that do not appreciate the social promotion programmes as the base of their awareness should be given a due attention for it is a notion that may lead to the fact that these social parts may become a spot for and a channel for wrongly framed, distorted and misleading information.

Of the student respondents, 42.8% come to agree with absolute certainty on the support of the social promotion programmes in increasing their awareness followed by 40% respondents who simply agree on the question. 9.4% remain neutral to agree/disagree on the assumption. Almost 10% of the students do not accept the claim. The post graduate students can be taken as well addressed group for almost 100% of them admit to acquire their awareness from the various modes of promotion packages of social marketing firms. Where as, high school students should be taken as a group requiring a serious attention

for 15% of them reject to agree on the promotion programmes as sources of their awareness.

Of the students, 73.7% positively accept the promotion programmes as their dependable bases that contributed significantly to the behavioral changes they attained while 26.3% do not share the same view on the relationship between the promotion programmes and the changes in their attitudes towards the societal problems.

In comparison, the finding obviously indicates that DKT Ethiopia is expected to shape its promotion programmes to achieve further in effecting societal behavior changes especially in the cases of waitresses. Since this group (Occupationally) is made up of relatively less paid, less professional, and less academically oriented societal members, the promotion message should be designed in view of such identity variables of the group so that effective directions can be followed to influence behavioral changes.

Coming to the ultimate desired feedback of any target group for social marketing programmes of which promotion plays a key role, the respondents view on the roles of DKT's promotion programmes in their initiation to actually do some thing to solve the societal programs are analyzed and discussed as follows.

Asked about the degree to which they agree on the assumption that the social promotion packages have initiated them to be inspired to act personally (or as a group) to fight the societal problems, only 21.2% of the total number of respondents strongly agreed on the assumption with 52.2% of them just agreed. 11.8% of the respondents refrained from taking either side, where as 13.8% and 1% said that they respectively disagree and

strongly disagree. It may be natural for the relatively higher ratio of the respondents to state their disagreement to the assumption than in the above discussed areas (concerning awareness and behavioral change). This is, because, in this case we are talking about action/practical commitment to acts/, which is relatively difficult for any one to be inspired to try. But, the final goal of most social marketing /promotion programmes is to motivate the society to strongly act and participate in programmes intended to solve those societal problems such as HIV-AIDS, and family planning issues; therefore, DKT-Ethiopia has a lot to do to minimize the number of the societal members that are reluctant to be inspired for action

Based on their educational distribution, the post graduate students agree with the contribution of the social promotion programmes by a leading rate of 90% whereas the high school students represent the majority of those who do not agree with this point for 10% of them in this category which is relatively higher in degree compared to that of the other educational levels and occupational categories. This is most possibly because of their limited level of orientation towards the social challenges and hence belief that they can make a change in solving the problems if participating.

4.5. Respondents' views about the contents of the social promotion messages

The messages launched through any promotional media outlets make up equal or sometimes greater part of any promotion programme that is intended to meet the planned objectives. This fact is even magnified when it comes to social promotion programmes where the capability of the messages to attract, convince and appeal to the senses of the target audiences mean a determinant thing to change the behaviour and attitudes of the

society. This part of the analysis focuses, therefore, on the views of the respondents about the contents of the social promotion messages that they so far came up with through the various media channels and mix elements of promotion.

As illustrated in Table-4.5, respondents were requested to put their views on the promotion messages in terms of their attractiveness, convincing potential, clarity/simplicity, motivational power, flexibility, and appeal to the actual situations of the respondents and other variables that an averagely effective social promotion message is supposed to involve.

Table – 4. 5. Respondents' view on the contents of the promotion messages.

		Education Status of the Respondent												Occupation of the Respondent					
		Literate			H. School Student			Undergraduate Stud			Postgraduate Student			Student			Waitress		Total
		Sex		Total	Sex		Total	Sex		Total	Sex		Total	Sex		Total	Sex		
		M	F		M	F		M	F		M	F		M	F		M	F	
Attractive/artistic	Yes		60 (100)	60	58 (52)	53 (47)	111	40 (36)	70 (63)	110	15 (75)	5 (25)	20	113 (46)	128 (53)	241	60 (100)	60	
	No		15 (100)	15	54 (60)	35 (39)	89	53 (81)	12 (18)	65	20 (66)	10 (33)	30	127 (69)	57 (31)	184	15 (100)	15	
Convincing	Yes		65 (100)	65	107 (68)	49 (31)	156	66 (55)	52 (44)	118	20 (57)	15 (42)	35	193 (62)	116 (37)	309	65 (100)	65	
	No		10 (100)	10	5 (11)	39 (88)	44	27 (47)	30 (52)	57	15 (100)		15	47 (40)	69 (59)	116	10 (100)	10	
Clear & Understandable	Yes		50 (100)	50	102 (40)	73 (41)	175	66 (48)	70 (51)	136	20 (57)	15 (42)	35	188 (54)	158 (45)	346	50 (100)	50	
	No		25 (100)	25	10 (40)	15 (60)	25	27 (69)	12 (30)	39	15 (100)		15	52 (65)	27 (34)	79	25 (100)	25	
Psychologically imposing	Yes		20 (100)	20	43 (59)	29 (40)	72	55 (61)	34 (38)	89	30 (75)	10 (25)	40	128 (63)	73 (36)	201	20 (100)	20	
	No		55 (100)	55	69 (53)	59 (46)	128	38 (44)	48 (55)	86	5 (50)	5 (50)	10	112 (50)	112 (50)	224	55 (100)	55	
Appealing	Yes		35 (100)	35	77 (63)	44 (36)	121	35 (61)	22 (38)	57	20 (66)	10 (33)	30	132 (63)	76 (36)	208	35 (100)	35	
	No		40 (100)	40	35 (44)	44 (55)	79	58 (49)	60 (50)	118	15 (75)	5 (25)	20	108 (49)	109 (50)	217	40 (100)	40	
Motivating for commitment	Yes		45 (100)	45	82 (60)	53 (39)	135	66 (50)	64 (49)	130	15 (60)	10 (40)	25	163 (56)	127 (43)	290	45 (100)	45	
	No		30 (100)	30	30 (46)	35 (53)	65	27 (60)	18 (40)	45	20 (80)	5 (20)	25	77 (57)	58 (43)	135	30 (100)	30	
Flexibile/dynamic	Yes		40 (100)	40	62 (56)	48 (43)	110	11 (19)	46 (80)	57	5 (50)	5 (50)	10	78 (44)	99 (55)	177	40 (100)	40	
	No		35 (100)	35	50 (55)	40 (44)	90	82 (69)	36 (30)	118	30 (75)	10 (25)	40	162 (65)	86 (34)	248	35 (100)	35	
Frequently accessible	Yes		55 (100)	55	79 (64)	44 (35)	123	53 (50)	52 (49)	105	15 (75)	5 (25)	20	147 (59)	101 (40)	248	55 (100)	55	
	No		20 (100)	20	33 (42)	44 (57)	77	40 (57)	30 (42)	70	20 (66)	10 (33)	30	93 (52)	84 (47)	177	20 (100)	20	

VALUES IN BRACKETS INDICATE PERCENTILES

From the total size of respondents 60.2% said that they are usually attracted to the messages while 39.8% expressed their views about the lack of attractive/artistic components of the message. This implies that, though, the majority accepted the attractiveness of the messages, the ratio of respondents who said “no” is more than an acceptable degree for a social promotion message. Occupationally, waitresses are represented by 80% of the respondents that agree on the attractiveness of the messages. On the other hand, only 36.8% the students agree on this case. This clearly indicates the need to undergo a further study so as to develop attractive messages to this group.

Educational level distribution shows that 80% of the literates give their agreement on this quality, a list in which post-graduate students stand last for only 40% of them accept the attractiveness of the message. This also invites the concerned bodies for further attention.

Whether they are attractive or not, the promotion messages have been found convincing by acceptable majority of the total respondents-75%. Respondents from both occupational categories expressed their agreement about the convincing/persuasion potential of the messages at similar situations; that is, 86.2% of the waitresses and 72.7% of the students agreed on this issue.

Taking educational levels, 86.7% of the literates answered positively towards the question, followed by high school students (78%), post-graduate students (70%) and undergraduate students (67%). The reasons why the students relatively agreed less is assumed to be the critical and analytical thinking and attitudes of the members who may be more challenging to convince through simplistic and unsophisticated contents of the messages.

About the clarity of the messages, again the majority the respondents (83.2%) believe that they are clear and understandable enough. In this case, the student respondents have been found greater at 81.4% representation than that of the waitresses who follow by 66.7%. This difference is acceptable for reasons that are similar to the above.

Concerning the motivating variables of the promotion messages, 67% of the total respondents describe them as motivating for change, of which students account 68.2% and the waitresses make up 60% of their respective population. Viewing the educational level of respondents, the undergraduate students look to be okay about the motivating potential of the messages being represented by 74.3% respondents saying "yes" where as their post graduate counter parts make the bottom of the list where 30% agree on the case.

The imposition of the messages on what respondents feel, think, or do is less acclaimed compared to the level of agreement that the other qualities enjoyed. Only 48.8% of the total respondents agree on this issue.

The responses from students show that 48.9% of the group feel under the psychological imposition of the messages at least at a time while 46.7% of the waitresses come to agree on the point.

Asked if they really think that the promotion messages are flexible / dynamic enough to appeal their target, in line with changes in time, societal development, personal changes

in educational status and level of awareness about the environment, only 42.4% of the total respondents stated that they do believe so.

This area becomes more interesting when the respondents are categorized in to their respective occupational groups. On the one hand, 53.3% of the waitresses believe that the messages are flexible enough. On other, only 41.7% of the students award the messages this quality. The most probable reason for such a gap is that the students always remain close to change as individual or a group where the rate of change is very high and steady as scenario which is not relatively familiar to the other group the waitresses. That is why students do not feel that the promotion messages are flexible or dynamic enough to appeal their audiences, by keeping up with changes in time, awareness, and other environmental variables.

From the discussion above, it is necessary to remark for DKT-Ethiopia to work aggressively to maintain the positively identified qualities of the promotion messages, which refers to the clarity persuasion and motivating potentials and to solve problems in relation to the flexibility, attractiveness and imposing variables of the messages.

CHAPTER 5: CONCLUDING REMARKS

The study tried to evaluate the performance of DKT-Ethiopia's promotion programmes from two directions. The first is by directly studying the way the organization handles the promotion programmes while the second is about the impacts the promotion programmes on effecting the desired behavioural changes among the societal members in relation to social problems. As the key findings and their detailed implications have been discussed in chapter 4, the summary of the most important outputs of the study are presented below as concluding remarks.

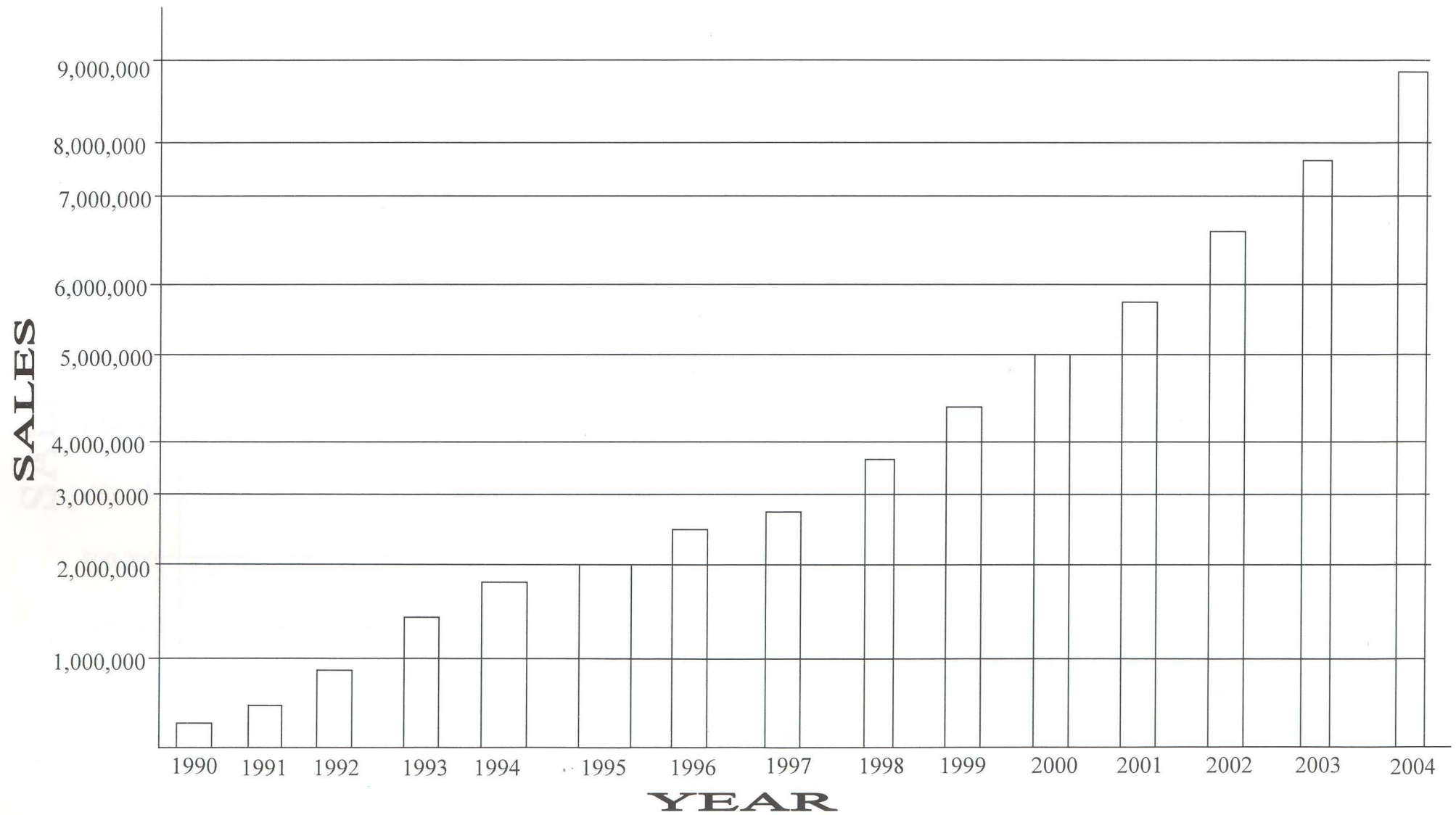
- The level of awareness about the existence of DKT-Ethiopia is very impressive. This can be related to the type of promotion mix element and media types that the organization intensively uses. Focusing on TV and Radio advertising programmes, supported by a number of sales promotion campaigns, helped DKT-Ethiopia in creating awareness among the respondents.

However, the majority of the respondents could not properly identify the organization with the services that it mainly provides. While the greater majority of the respondents could only mention one service, significant number of respondents could not identify any and even others associated the organization with services that it does not primarily provide. This is where DKT-Ethiopia should realize the limitations of shorter duration media advertising programmes and try to fill the gap through the other mix elements.

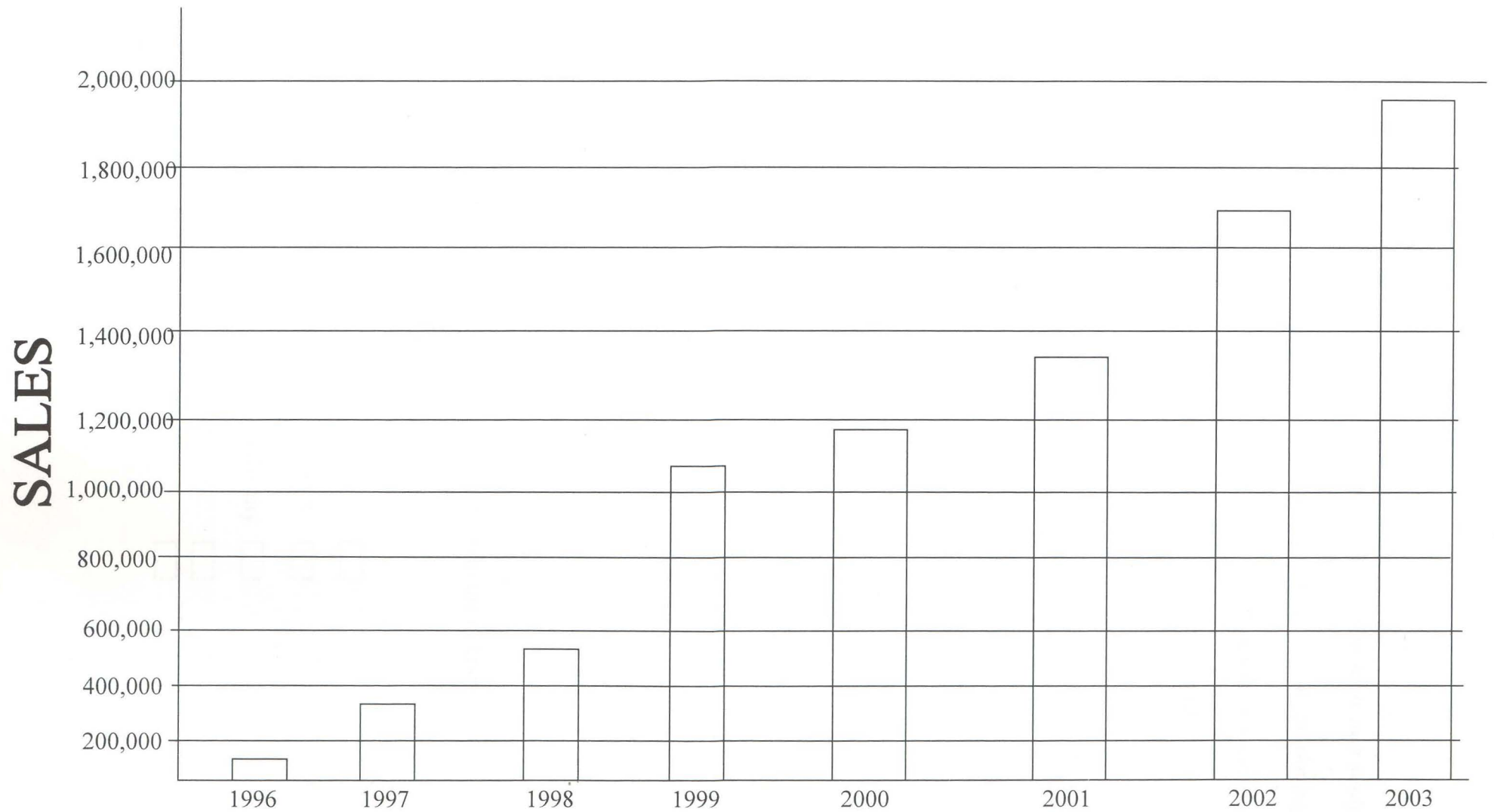
- Coming to the type of media DKT-Ethiopia uses to promote its awareness creation and product oriented programmes, it can be said that the right choice has been made. The two major outlets it uses are TV and Radio, and, the majority of the respondents associate their choices to these media channels. But, it should be noticed that the study also showed the increasing number of respondents that are more affiliated to advanced channels such as internet. This media, therefore, should be considered as a prospective outlet to promote the social marketing ideas specially for selected community members such as university students.
- In the case of frequency levels, that societal members are to be interested on following up promotion messages related the societal hazards such as HIV-AIDS, the record is positive except in the cases of the undergraduate university students. This exception should be given an attention by DKT-Ethiopia.
- Looking at the usage of the promotion mix elements other than media advertising, it can be concluded that they are almost untouched by looking at the responses in the study both from DKT-Ethiopia's officers and the studied community groups. The argument about why the organization focuses on advertising has been presented in the third chapter of which the limitation of fund for promotion and the wide coverage can be taken as the major elements to favour advertising. This point taken, it should also be known that elements such as personal selling & sales promotion campaigns are highly flexible, result oriented, and effective in achieving behavioural changes. They are also easier to handle in urban societies. They should, therefore, be included in the plan of DKT-Ethiopia as one alternative promotion mix programmes.

- This can be viewed together with the way the respondents sketched the social promotion messages. While the majority of them agreed on the clarity, persuasiveness, and motivation potentials of the promotion messages, they are divided on the attractiveness of the promotion messages. Moreover, the majority do not agree on the imposing power and flexibility of the messages. This may be due to the frequent transmission of the similar promotion messages through the available media outlets. Personal selling and sales promotion programmes are known by their attractive, flexible and imposing natural characteristics for they go in line with the personal or group state of being and are able to transmit messages that selectively suit individual audience.
- Finally, the promotion programmes of DKT-Ethiopia have been appreciated for their contribution in increasing the awareness and changing the attitudes of one self by large number of the respondents. This should motivate the organization to use the promotion programmes to initiate action from the society for that is where the respondents indicated the weakest relationship between what they want to do and how much the promotion programmes help them to do.

ANNEX 1: DKT ETHIOPIA'S ANNUAL CONDOM SALES IN UNITS (1990-2004)



ANNEX 2: DKT ETHIOPIA'S ANNUAL CONTRACEPTIVE PILLS SALES (1996-2003)



ANNEX 3: QUESTIONNAIRE

This questionnaire is prepared as one of the significant data collection tools in a study about the promotion mix performances of DKT-Ethiopia in its social marketing operations. Thanking you before hand for your cooperation, I respectfully request you to provide responses to the questions with your utmost conscience and sense of responsibility

1. Gender

Male Female

2. Please state your age

3. Educational status _____

4. Please state your occupation _____

5. Do you know an organization called DKT-Ethiopia?

Yes No

6. (For those who answered “yes” in Question 6), How did you come to know about DKT-Ethiopia?

I personally use its services

From friends, family members, & other acquaintances

From messages displayed on bill boards around the city

Through mass/private media

Others

7. Which of the following areas of services do you usually associate DKT-Ethiopia to?

Distribution of condoms, contraception pills,

Awaring the public about HIV-AIDS, family phanning,

and child care techniques

Helping people living with HIV-AIDS

I don't know

8. Please rank the media lines you favour to attend based on the frequency.

Internet TV Radio Newspapers others

9. How frequently do you watch/listen to/read about HIV-AIDS and family planning?

Highly frequently

Frequently

Fairly

Rarely

Never

10. Have you been personally approached by sales officers of DKT-ETHIOPIA?

Yes No

11. Have you ever got and used premiums such as T-shirts, stationery, calendars and similar items from DKT-Ethiopia?

Yes No

✓ 12. How regularly do you attend radio/TV talk show programs about HIV-AIDS?

Regularly

Well regularly

Occasionally

Never

13. How about dramas, films, and other art show related to HIV-AIDS/family planning?

Regularly well regularly occasionally never

14. Do you usually read brochures, newsletters, and leaflets concerned with HIV-AIDS, and family planning?

Yes No

15. How do you feel immediately after coming across with promotion messages about HIV-AIDS?

Motivated

frightened

Shocked

Sad

Bored

Indifferent

16. Do such feelings stay long with you?

Yes No

✓ 17. The promotion messages increased my awareness on the causes and effects of HIV-

AIDS.

Strongly Agree Agree Neutral Disagree

Strongly disagree

18. The stated feelings have resulted in changes of my behaviors and attitudes towards HIV-AIDS and family planning.

Strongly Agree Agree Neutral Disagree

Strongly disagree

✓ 19. The promotion messages inspired me to contribute some thing in the fight against HIV-AIDS?

Strongle Agree

Agree

neutral

Disagree

strongly Dis agree

✓ 20. For respondents who admitted that they are aware and/or familiar to the services provided by DKT-Ethiopia through media, personal contacts, and publicity tools, please describe your view about the messages transmitted through the following terms.

The messages

Yes

No

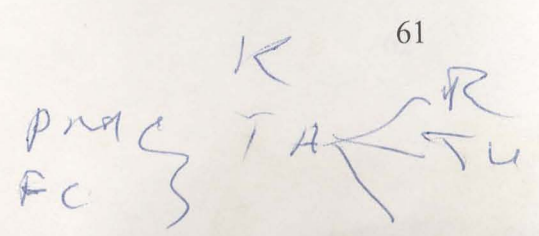
i. are attractive/artistic

ii. are convincing

iii. are clear & understandable

iv. are psychologically imposing

- v. Are appealing
- vi. Are motivating for commitment
- vii. Are flexible/dynamic
- viii. Are of requently accessible



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