# *THE EFFECT OF SOCIAL MARKETING STRATEGY IN SHAPING THE BUYING BEHAVIOR OF ADDIS ABABA UNIVERSITY STUDENTS*: *In the case of Addis Ababa University School of Commerce*

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Approved by board of Examiners

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# Table of Content

# ACRONYMS

| | |
|---|---|
| AIDS: | Acquired Immune Deficiency Syndrome |
| DKT: | DKT Ethiopia |
| EDHS: | Ethiopia Demographic and Health survey |
| EC: | Emergency Contraception |
| HIV: | Human Immunodeficiency Virus |
| IUDs: | Intrauterine Devices |
| NHS: | National Health Survey |
| NGO: | Non Govermental Orgainzation |
| NSMC: | National Social Marketing Center |
| PSI: | Population Service International |
| US: | United States |
| WHO: | World Health Organization |

# LIST OF TABLES

# LIST OF FIGURES

# ABSTRACT

*Evidently and at an alarming rate, we are seeing young people engaging in sexual activities at an early age. As a result, they are being exposed to different STD's, unwanted pregnancy, drop outs and discriminated by their parents, peers and society. In order to tackle the problem, it requires a major behavioral change in society especially among the young generation. Thus, social marketing is one of the preferred interventions that is used to reach and mitigate this challenge and benefit society as a whole. Therefore, study was initiated to examine the effect of social marketing strategy in shaping the buying behavior of Addis Ababa university students in Addis Ababa. The study was conducted on 256 regular students that are 1st, 2nd and 3rd year at AAUSC. Descriptive and explanatory study was designed to investigate the relationship between the dependent (Buying behavior) and independent variables (product, place, promotion and price). SPSS 20.0 software package was used to analyze the data obtained. The analysis shows that place the most positive effect on shaping the buying behavior of the students compared to the other independent variables. Following promotion, product and price found to have the same positive significant effect on buying behavior. The result based on the Beta value place has the most significant effect on buying behavior followed by promotion and product while price is the insignificant on from the independent variables. In conclusion, social marketing strategies (Promotion, product, place and price) are effective on the university students on the uptake and use of contraceptive. Which in turn will likely decrease the exposure of STD's and unwanted pregnancy among Addis Ababa university students at school of commerce. Lastly, promoting contraceptives to university students for prevention of STD's and unwanted pregnancy could be a temporary solution but not a permanent one. Concerning bodies should play a major role in working on social marketing interventions on higher education institutions on other preventive methods such as abstinence programs.*

*Keywords: Social Marketing, contraceptives, Social marketing strategies, Buying behavior*

# CHAPTER ONE

# INTRODUCTION

## 1.1. Background of the Study

Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others.
The successful marketer will try to understand the target market's needs, wants, and demands. In terms of marketing, the product or offering will be successful if it delivers value and satisfaction to the target buyer. Communication channels deliver messages to and receive messages from target buyers. They include newspapers, magazines, radio, television, mail, telephone, billboards, posters, fliers, CDs, audiotapes, and the Internet. To pursue marketing objectives in the target market, Marketing mix tools are used such as product, price, promotion and place (Kotler, 2000).

Marketing has evolved through centuries; the first era was the product centric era (marketing 1.0) focusing on selling and used marketing as an art of persuasion. Then to the customer centric era (marketing 2.0) where marketers focused on identifying unfulfilled needs and wants and converting them in to profitable opportunities, even though it was customer centric it didn't put an effort to focus on customers. When we enter in to the 21$^{st}$ century, marketing turned in to the human centric era (marketing 3.0) where customers are treated as human beings who are active, anxious and need more participation in value creation process. Social marketing is one of the marketing methods that focuses more on the customer and their problems and provide solution to a societal problem.
Many authors have defined social marketing in different ways. Andreasen (1994) on clarified what social marketing means by stating:

> 'Social marketing is the adaptation of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences to improve their personal welfare and that of the society of which they are a part.' He further explained the definition.

> To achieve their sales objectives, private sector marketers engage in a great many activities that are designed to change beliefs, attitudes, and values. But their only reason for doing this is that they expect such changes to lead to increased sales and social marketing should be designed to have as its "bottom line" influencing behavior.

Social marketing is to influence the behavior of an individual, a society or the whole nation. Thus, the study of consumer behavior becomes an essential part of the process. According to Hawkins & Mothersbaugh (2010), consumer behavior is the study of individuals, groups, or organizations and their process of selecting, securing, using, and disposing of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Social marketing is focusing on development of different activities on changing people's behavior with the aim to benefit an individual or society. One of the societal issues is young female adolescence pregnancy. This could happen either by rape or without having a better knowledge about sex, peer pressure or being in an early marriage. According to Jensen & Thornton (2003), noted women who bear children at early ages face a much higher risk of maternal health problems, disability and death, in addition to risking problems for their children.

DKT International is a registered, non-profit organization founded in 1989 to focus the power of social marketing on some of the largest countries with the greatest needs for family planning, HIV/AIDS prevention and safe abortion. By doing so, DKT has achieved health impact, and done it cost-efficiently. Although they work mostly in the private sector, they also support the public sector, often partnering with government health facilities to reach the total market. And the mission of DKT is to increase the availability and affordability of a full spectrum of modern birth control methods, strengthen the supply chain to increase availability of contraception and improve method mix variety, increase demand and inspire new contraceptive users through advertising and educational campaigns (DKT, 2017). Due to the presence DKT has in AAUSC, it is selected for this study mainly for its social marketing strategies.

Ethiopia is DKT's first country program, started in 1990, the year after DKT was founded. Since then, Ethiopia has made progress towards improving access to and use of contraceptives. The contraceptive prevalence rate for married women increased dramatically from 3% in 1990 to 40% in 2015 (DKT, 2017).

Since the study will be based on Addis Ababa University School of Commerce students a brief description on the university is that it was established in 1943 is the pioneer and business education and training in Ethiopia.

Thus, the goal of this research is to analyze and evaluate the effect of social marketing strategy particularly on DKT on the buying behavior of Addis Ababa University School of Commerce Students in accessing and up taking voluntary modern contraceptive.

## 1.2. Statement of the Problem

Young people are experiencing a time of transition, full of physical, psychological, emotional and economic changes as they leave childhood and enter adulthood. In the survey done on 2011 EDHS has indicated that 47% of young adolescent were sexually active. When you put this in to perspective young girls including the rural and urban are becoming exposed to different unfortunate situations, for instance getting pregnant at that early age and not being able to attend school because of that, having the risk of being exposed of STD, being out casted by society etc.

In previous times specially, when religion plays a major role in Ethiopia society, retaining virginity until marriage was the norm. But due to globalization the norm has changed drastically, and young adults are now facing issues such as exposer to STD and unintended pregnancy early age. Social marketing then becomes a major tool to address these issues.

Looking at how young adults are becoming exposed to STD's is overwhelming. 1.4 percent of Ethiopians age 15-49 are HIV-positive. Women and men living in urban areas are at especially high risk; almost 6 percent of adults in urban areas are HIV positive (Melles, 2008)

Slightly more than 6 in 10 (62%) women and 18% of men age 25-49 were sexually active by the age of 18. Just 3% of young women in Addis Ababa have started childbearing by age 19 and the median age at first birth for all women age 25–49 is 19.2. (EDHS, 2012).

Research was conducted among higher education institution students and the results were, 27% ever had sex at least once in their life and 19.1% had sex in the last 12 months. Around 60% of students had boy/girlfriend at the time of the study. Twenty-two percent of sexually active students used condoms consistently; 41% did not use condoms during their last sex act (DKT, 2012).

According to Lefebvre (2011), what the US Agency for International Development (one of the major donors for social marketing projects to address an assortment of health problems in the developing world) has defined:

> 'Social marketing is the use of commercial marketing techniques to achieve a social objective. Social marketers combine product, price, place, and promotion to maximize product use by specific population groups. In the health arena, social marketing programs in the developing world traditionally have focused on increasing the availability and use of health products, such as contraceptives or insecticide-treated nets.'

According to Pullin (2009) as cited by Giacomin (2012), which accepts the need for problem solving but which emphasizes instead openness of mind, the challenging of existing constraints and efforts to influence and possibly change behaviors and social structures.

There are organization that provide modern contraceptives to the society at large, but for this study DKT international Ethiopia is used. Due to its presence in higher educational institutions. DKT's uses social marketing to ensure the availability, affordability, and distribution of reproductive health products such as condoms (Male & Female), injectables, emergency contraception(EC),

contraceptive pills and intrauterine devices(IUDs), etc... to a wide range of sales outlets to create demand for contraceptives through the development of integrated, behavior change campaigns. The communication tools used for the social marketing objective are digital, social mass media to change behavior and influence target audience to adopt the products. Some of the commination tools DKT uses are TV, radio, print, out door and digital advertising as well as social media platforms which are Facebook, Twitter, Instagram and YouTube to promote the programs and brands (DKT, 2018).

From recently researches, there was a study done by Wendwosen Teklemariam Nibabe (2013) on the knowledge and awareness of female college student towards contraceptive. Another by Beekle A.T. & Mccabe C. (2006) on awareness and determinants of family planning practice in Jimma, Ethiopia. Their research mainly focuses on the awareness and knowledge with regards to contraceptive. This shows that few studies have been conducted on the effect of social marketing strategies in shaping the buying behavior of university students.

It is therefore with this background that the study aimed at minimizing the gap in research on the effect of social marketing strategies in shaping the buying behavior of the students. For the case study Addis Ababa University School of Commerce students are selected.

## 1.3. Research Questions

As indicated on the statement of the problem, the research was conducted to identify effect of social marketing strategies in shaping the buying behavior students. Accordingly, the study systematically gives to answer the following questions.

1. Does product have an effect the students buying behavior of modern contraceptives?
2. Does price have an effect on the students buying behavior of modern contraceptives?
3. Does promotion have an effect on the students buying behavior of modern contraceptives?
4. Does place have an effect on the students buying behavior of modern contraceptives?
5. To what extent does promotion of modern contraceptive trigger/activate the need to be sexually active among students?

## 1.4. Objective of the study

### 1.4.1. General objective

The general objective of the study is to analyze the effect of social marketing strategies in shaping the buying behavior of the students.

### 1.4.2. Specific Objective

The study has the following specific objectives:

- To analyze the effect of product on the buying behavior of modern contraceptive.
- To analyze the effect of price on the buying behavior of modern contraceptive.
- To analyze the effect of promotion on the buying behavior of modern contraceptive.
- To analyze the effect of place on the buying behavior of modern contraceptive.
- To analyze the effect of promotion on triggering/activating the sexual behavior of the students.

## 1.5. Definition of Terms

### 1.5.1. Conceptual Definition

| | |
|---|---|
| **Social marketing** | It Is the use of marketing theory, skills and practices to achieve socialchange(http://www.businessdictionary.com/definition/social marketing.html) |
| **Consumer Behavior** | Refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants (Rani,2014) |
| **Product Availability** | Refers to a resource that is committable, operable or usable upon demand to perform its designated or required function. (http://www.businessdictionary.com/definition/availability.html) |

| | |
|---|---|
| **Place** | Extent to which a consumer or user can obtain a good or service at the time its needed and ease with facility or location can be reached from other location such as distribution channels, market coverage, (http://www.businessdictionar.com/definition/place.htm) |
| **Price** | Refers to the amount of money charged for a product or service. (Kotler et al.,1999) |
| **Promotion** | Refers to promotion being implemented will be used to create awareness and deliver a message to the intended audience (Hawkins ,2010) |

### 1.5.2. Operational Definition

| | |
|---|---|
| **Contraception** | Is the use of various devices, drugs, agents, sexual practices, or surgical procedures to prevent conception or pregnancy. |
| **Contraceptive Methods** | DHS (Demographic and Health Survey) defined contraceptive methods are grouped into two categories: |
| **Modern Methods** | Modern methods include female sterilization, male sterilization, the pill, the IUD, injectables, implants (such as Norplant), the female condom, the male condom, lactational amenorrhea method (LAM), emergency contraception, the diaphragm, and foam/jelly. |
| **Traditional Methods** | Include periodic abstinence, withdrawal, and any country-specific traditional methods (Khan et al., 2007). For the study the focus is on modern contraceptive. |
| **DKT** | Is a non-profit, non-governmental organization (NGO) but operates like a social enterprise. (DKT, 2017). |
| **Adolescence/Youth/** | Terms used are youth (defined by the United Nations as 15–24 years) and young people (10–24 years), a term used by WHO and others to combine adolescents and youth (WHO, 2014). |

Adolescent refers to individuals in the age between 15 – 24 group for this study.

## 1.6. Significance of the study

The paper has a significance with regards to minimizing the gap on research on the effectiveness and effect of using social marketing strategies in shaping the buying behavior of consumers and point out areas for further investigation. For the students undertaking similar studies the study may serve as a guide and reference. It is evident that in recent times many youths are engaging in a risky sexual behavior and are prone to be exposed of STD's and unwanted pregnancy at an early age. This study will be an insight in provide perspective on what triggers students the need to be sexually active at an early age.

This study may certainly provide baseline information about for social marketers on the effect of social marking strategies on shaping the buying behavior of Addis Ababa University Students. Also, will be a guide to implement different youth interventions/ development programs that will prevent the students in engaging in risky sexual behavior. Therefore, the result of this study can contribute significantly to the marketing literatures in the area of social marketing strategies because there are very limited studies in this context.

## 1.7. Scope of the study

The geographical scope is Addis Ababa, Ethiopia. The scope of the study is only limited to the social marketing strategies done by DKT and respondents would be the undergraduate regular students ($1^{st}$,$2^{nd}$ & $3^{rd}$ year) who are attending Addis Ababa University School of Commerce. DKT is a well-known organization that works on making the modern contraceptives available, affordable, accessible and create awareness by using the marketing strategies such as product, place, promotion and price. DKT has a presence in Addis Ababa University school of commerce by placing advertisements inside the university compound. Due to this, the focus of the study will

be on the effect of social marketing strategies (product, prices, promotion, place) which are particularly used by DKT in shaping the buying behavior of the students.

## 1.8. Organization of the study

This research paper consists of five chapters. The first chapter, which is the introduction, contains background of the study, background of the organization, statement of the problem, definition of terms, objective of the study, hypothesis of the study, scope of the study, significant of the study, and limitation of the study. In chapter two, related literature review. The third chapter is the portion that presents methodology used in the research. The fourth chapter is detailed analysis of the responses scored through respondents of the study and focuses on the discussion of the research result. The last chapter contains major findings conclusion and recommendation given based on the analysis.

# CHAPTER TWO

# LITERATURE REVIEW

The literature review is subdivided into theoretical framework, empirical reviews, and conceptual framework. At the end of this section it is hoped that a critical understanding of key issues is exhibited, that the reader is better informed and that there is a clear justification for the research in this area.

## 2.1. Theoretical Review

### 2.1.1. Marketing

Marketing can be defined as a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others and the entities that can be marketed are: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas (Kotler,2005).

In the 21st century consumers are having more information, knowledge and choice. Due to this reason consumers will be looking to purchase a product or service that brings more value to them. Kotler (2005) put it this way, in terms of marketing, the product or offering will be successful if it delivers value and satisfaction to the target buyer. The buyer chooses between different offerings on the basis of which is perceived to deliver the most value.

### 2.1.2. Social Marketing

The term social marketing was first coined by Philip Kotler and Gerald Zaltman in 1971. They realized that the same marketing principles that were being used to sell products to consumers could be used to sell ideas, attitudes, and behaviors. (Nanda, 2013)

Some consider social marketing to do little but use the principles and practices of generic marketing to achieve noncommercial goals. This is an oversimplification: social marketing involves changing seemingly intractable behaviors in composite environmental, economic, social, political, and technological circumstances with (more often than not) quite limited resources. If the basic objective of corporate marketers is to satisfy shareholders, the bottom line for social marketers is to meet society's desire to improve quality of life (Serrat,2013).

As Andreasen, (2002) argued what makes social marketing potentially unique is that it holds behavior change as its "bottom line," therefore is fanatically customer-driven, and emphasizes creating attractive exchanges that encourage behavior (the benefits are so compelling and the costs so minimal that everyone will comply). The National Social Marketing Centre defines social marketing as "the systematic application of marketing alongside other concepts and techniques to achieve specific behavioral goals, for social or public good (NSMC, 2006).

Social marketing is applied in wide variety of social problems and the most appropriate are when new information and practices need to be disseminated that will improve their lives, when counter marketing is needed which is when companies are promoting the consumption of products that are undesirable or potentially harmful and lastly when activation are needed when people know what they should do but do not act accordingly (Fox & Kotler,1980).

Saunders et al. (2015) defines social marketing as follows: 'social marketing is the application of marketing principles to enable individual and collective ideas and actions in the pursuit of effective, efficient, equitable, fair and sustained social transformation.

The program of social marketing is primarily seeking to benefit the broader society and not the marketing organization itself. Given this context, social marketers essentially became behavior change agents who measured success in terms of behavioral outcomes rather than in terms of social outcomes (Saunders, 2014).

Often referred to as "health communication," the use of communication methods to provide individuals with important health information has been a part of public health practice for decades, if not centuries (Maibach., et al, 2007). Unless people are made aware of their own health problems

and the implications of their self-reliant activity, any national level health program/project will not be successful (Aras 2011).

Andreasen (2002) developed the following six benchmarks by which a social marketing program can be developed and assessed:

1. use of behavioral change is the benchmark
2. consistent use of audience research when developing, testing, and monitoring an intervention;
3. careful segmentation of the target audience;
4. clear motivation that influences the target audience to change or modify behavior;
5. use of the traditional four "Ps" in the social marketing strategy;
6. and awareness of competitor products that might impede the desired behavior.

For customers to perceive value and benefit in social marketing interventions and to establish long-term relationships, there is a need to engage customers in creating value to maintain loyalty. The relationships built with different stakeholders through interactions motivate customers to be involved in the design and implementation of effective social marketing programs. Involvement and interaction allow room for customers to be cocreators in social marketing programs, which customers can then identify with (trust) and commit to (moving from intentions to actual behavior) (Singh, 2011). When there is trust, commitment and satisfaction in the base to create positive perceived value/benefit and the outcome is also the same this will lead to sustainable behavioral changes. (Serrat, 2010) noted that like generic marketing, behaviors are always the focus when it comes to social marketing: social marketing is also based on the voluntary exchange of costs and benefits between two or more parties.

A lifetime of experience has led Brogan & Partners to establish strategies to improve the effectiveness of social marketing and here are some of the strategies they have stated: showing consequences of risky behavior, showing consequences of risky behavior of others, empowering people to take personal responsibility and engaging them in the conversation (Perman and Kue, 2015).

### 2.1.3. Social Marketing Theories and Models

As Lefebvre, RC (2000) stated that the following are the most commonly mentioned theories and models in social marketing programs:

1. Health Belief Model- emphasizes target audiences are influenced by perceived personal susceptibility and seriousness of the health issue, and benefits, barriers and cues to action for the desired behavior.
2. The Related Theory of Reasoned Action- suggests the best predictor of behavior is intention to act and this intention is influenced by perceived benefits, costs and social norms.
3. Social Cognitive Theory- states that likelihood of adopting the behavior is determined by perceptions that benefits outweigh the costs and belief in self-efficacy (ability to perform the behavior
4. The Transtheoretical Model of Behavior Change (or "Stages of Change")- describes six stages that people go through in the behavior change process.

    - Precontemplation: people are not intending to take action in the foreseeable future, usually measured as the next six months

    - Contemplation: people in this stage indicate that they are planning to take action (change behavior) within the next six months.

    - Preparation: here people indicate that they will take action in the next month and have a plan of action.

    - Action: at this stage, people have made specific behavioral changes within the past six months

- Maintenance: people in this phase are working at preventing relapse and use many of the processes described earlier to help them maintain their changes. This phase lasts anywhere from 6 months to 3 years.

- Termination: is described as "the stage in which individuals have zero temptation and 100% self-efficacy

5. The Social Ecological Model- Social ecological models emphasize multiple levels of influence (such as individual, interpersonal, organizational, community and public policy) and the idea that behaviors both shape and are shaped by the social environment.

### 2.1.4. Social Marketing Strategies and Consumer Behavior

Grier and Bryant (2005) defined social marketing as a consumer-centered, research driven approach to promote voluntary behavior change in a priority population.

Social marketing has been used in attempts to reduce smoking, as noted above; to increase the percentage of children receiving their vaccinations in a timely manner; to encourage environmentally sound behaviors such as recycling; to reduce behaviors potentially leading to AIDS; to enhance support of charities; to reduce drug use; and to support many other important causes (Hawkins & Mothersbaugh,2010).

Marketing mix (product, price, place, and promotion) from commercial marketing are essential for social marketing to make a social campaign successful (Grier and Bryant, 2005).

- **Product / Accessibility**

A product is anything a consumer acquires or might acquire to meet a perceived need (Hawkins, 2010). This means consumers buy a product that can stratify or meet their needs and want. Based on this companies are guided by the product concept which holds that consumers favor those products that offer the most quality, performance, or innovative features (Kotler, 2002).

Kotler & Zaltman, (1971) stated that the social marketing "product" is not necessarily a physical offering. The products can range from intangible to actual physical products. Sellers should study the target audiences and design appropriate products. In each case, the social marketer must define the change sought, which may be a change in values, beliefs, affects, behavior, or some mixture. Must meaningfully segment the target markets and must design social products for each market which are "buyable," and which instrumentally serve the social cause.

- **Promotion / Awareness**

Promotion is one of the marketing strategies. According to Hawkins (2010) marketing communications include advertising, the sales force, public relations, packaging, and any other signal that the firm provides about itself and its products. The promotion being implemented will be used to create awareness and deliver a message to the intended audience.

Use of extensive market research is necessary to determine the communication channels that will best reach your audience for easy adoption of the products or services. Marketing the products with taste and sensitivity and it is important to recognize that it is not non-marketing but rather a style of marketing that was chosen in the belief of its greater effectiveness in accomplishing the goal (Kotler & Zaltman, 1971)

- **Place / Availability**

Place includes company activities that make the product available to target consumers (Kotler et al., 1999).

According to Kotler & Zaltman, (1971), marketing approach to social campaigns calls for providing adequate and compatible distribution and response channels. Poor results of many

social campaigns can be attributed in part to their failure to suggest clear action outlets for those motivated to acquire the product.

- **Price / Affordability**

As explained by Kotler et al. (1999), price is the amount of money charged for a product or service, or the sum of the value that consumers exchange for the benefits of having or using the product or service.

Price represents the costs that the buyer must accept in order to obtain the product. It includes money costs, opportunity costs, energy costs, and psychic costs. The marketing man's approach to pricing the social product is based on the assumption that members of a target audience perform a cost-benefit analysis when considering the investment of money, time, or energy in the issue (Kotler & Zaltman, 1971).

According to Knowles (1993), this remains a popular consumer preference-building technique today. As a result of repeated, simultaneous presentation, consumers will closely associate with the brand or product. this is due the promotional campaigns that is conducted to create awareness among the targeted audience.

Consumers buy products frequently, with careful planning, and by comparing brands based on price, quality and style. According to Ferrell (2005), the product is the core of the marketing mix strategy in which retailers can offer consumers symbolic and experiential attributes to differentiate products from competitors. However, it is also concerned with what the product means to the consumer. Also by making the product available at all times plays a major role in affecting the consumers behavior.

The price of products and services often influences whether consumers will purchase them. pricing appear to be the most critical aspects of consumer motives (Kim & Jin, 2001) The dimensions of price are list price, discounts, allowances, payment term and credit terms (Borden, 1984). Hence, the earlier literature confirms that pricing has a significant effect on customer buying behavior.

Place strategy calls for effective distribution of products among the marketing channels such as the wholesalers or retailers (Berman, 1996). Products that are convenient to buy in a variety of stores increase the chances of consumers finding and buying them. When consumers are seeking low-involvement products, they are unlikely to engage in an extensive search, so ready availability is important. This implies that place or distribution considerations play a major role in influencing consumer buying behavior.

### 2.1.5. Consumer Behavior

According to Rani (2014) Consumers buyer behavior and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. Social factors are among the factors influencing consumer behavior significantly. They fall into three categories: reference groups, family and social roles and status. Personal factor includes such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept.

The psychological factor consists of motivation, perception, learning as well as beliefs and attitudes. Belief is a conviction that an individual has on something. Through the experience he acquires, his learning and his external influences (family, friends, etc..), he will develop beliefs that will influence his buying behavior (Rani,2014).

As Hawkins & Mothersbaugh (2010) explained that the outcomes of the firm's marketing strategy are determined by its interaction with the consumer decision process. The firm can succeed only if consumers see a need that its product can solve, become aware of the product and its capabilities, decide that it is the best available solution, proceed to buy it, and become satisfied with the results of the purchase.

When it comes to deciding to purchase a product Gartenstein (2018) explained the involvement level which are low involvement and high involvement purchasing. Some purchasing decisions are spur of the moment and involve little thought, whereas others take months of deliberation. It doesn't take much consideration to buy a quart of milk when you've just finished the one in your

refrigerator, which means there is a low involvement in purchasing but buying a new car can take months of extensive research, in this case the involvement is high. Low-involvement purchases tend to be inexpensive, and require little risk where as high-involvement decisions are usually more expensive and more important.

Individual factors as Hoyer & Maclnnis (2008) argue that motivation, ability and opportunity are important in reaching to a decision about a product. Motivation is enhanced when consumers regard something as:

- personally relevant
- consistent with their values, needs, goals, and emotions
- risky and/or
- moderately inconsistent with their prior attitudes.

Whether motivated consumers achieve a goal depends on whether they have the ability to achieve it, which is based on:

- their knowledge and experience
- cognitive style
- complexity of information;
- intelligence, education, and age; and, in the case of purchase goals,
- money.

Achieving goals like processing information also depends on whether consumers have the opportunity to achieve the goal. If the goal is to process information, opportunity is determined by:

- time,
- distractions, and
- the amount, repetition, and control of information to which consumers are exposed.

### 2.1.6. Determinants of Behavior

According to Smith & Strand (2008) determinates are factors that influence the behavior. They classified it as external determinants and internal determinates.

**External determinants are**:

- **Skills** - which are the set of abilities necessary to perform a particular behavior.
- **Access**-encompasses the existence of service and product
- Policy- Laws and regulations that affect behavior and access to product and service
- **Culture** – the set of history, customs, lifestyle, values and practices with in a set of defined groups.
- **Actual consequences** – what actually happens after performing a particular behavior

**Internal Determinates are**:

- **Knowledge**- having basic factual knowledge
- **Attitude**- a wide- ranging category for what an individual think and feels about a variety of issues
- **Self-Efficacy**- an individual's belief that he/she can do a particular behavior
- **Perceived social norms**- the perception that the people surrounding an individual think of what he/she would do
- **Perceived consequence and risk**- what a person thinks will happen, either positive or negative, as a result of preforming a behavior.
- **Intentions**- what an individual plans or projects what he/she will do in the future

Maheshwari (2009) also mentioned other factors influencing buying behavior, which are consumer motivation, perception and attitude and elaborated as follows:

"**Consumer motivation** - Consumer motives or goals can be represented by the values they hold. Values are people's broad life goals that symbolize a preferred mode of behaving (e.g., independent, compassionate, honest) or a preferred end-state of being (e.g., sense of accomplishment, love and affection, social recognition). Consumers buy products that will help them achieve desired values; they see product attributes as a means to an end.

**Consumer perception** - Perception is the process of sensing, selecting, and interpreting stimuli in one's environment. He further explained that we chose what info we pay attention to, organize it and interpret it. Information inputs are the sensations received

through sight, taste, hearing, smell and touch. There are three ways how we perceive things, one is selective exposure where we tend to select inputs to be exposed to our awareness. Second selective distortion, this happens when we change, or twist current received information, which is inconsistent with our beliefs. The third and the last one is selective retention, in this case we remember only those inputs that support our beliefs, and forget those that don't.

**Consumer attitude**- Generally it seen that attitudes drive perceptions. We learn attitudes through experience and interaction with other people. Consumer attitudes towards a firm and its products greatly influence the success or failure of the firm's marketing strategy. Attitudes are dynamic, which means they are constantly changing. As an individual learns new information, as fads change, as time goes on, the attitudes one once held with confidence may no longer exist."

Personal factor affects the buying behavior also, some examples of personal influences are a woman's knowledge about contraception, her religious beliefs about taking contraception, her genetic makeup which may cause infertility issues. poverty, attitudes towards using contraception, and personal history of taking contraception. A woman's personal beliefs or religion may influence her choice to use family planning services (Mason, 2005)

Studies link risk behaviors, such as alcohol or substance use, to sexual risk-taking, religious involvement influences sexual behavior, peer relations influence adolescent sexual activity good parent-child relations, academic aspirations and sports participation can promote sexually healthy decisions by teens (Dillard, 2002).

Other factor is the environment that the students are surrounded. According to Mutinta & Govender (2012), students in university engage in sexual risk behavior because campus life introduces them into life where sexual moral behavior is defined differently from what they know in rural areas. When students join the university, they are suddenly hit by a culture that extols sexual risk behavior and eventually risky sexual practices become normal behavior to them.

Also, Mutinta & Govender (2012) found out in their study was that 62% of students who had not engaged in sex prior to joining university had their sexual initiation during their first year of study at the university. It showed that students are under enormous pressure from their peers to engage in sexual activities after joining university. Which indicates that there is a peer pressure from other students or friends who are sexually active. To make matters worse, being a virgin is treated as being outdated as Mutinta & Govender (2012) came to the conclusion that some students suspected of being virgins or have disclosed that they are virgins are isolated by those who are engaging in sex, and consequently are subjected to prejudice or made fun of.

Culture and religion also has an influence on the buying behavior. Haglund and Fehring (2009) examined the association of religiosity with risky sexual behaviors among adolescents and young adults. Religiosity was defined as a set of institutionalized beliefs, doctrines and rituals, and ethical standards of how an individual should live a good life. The authors also clearly indicated that youths who perceived or viewed religion as a very important aspect of their lives were not only likely to attend church frequently, but they were also more likely to have fewer sex partners. Adding to this, secondary youths with strong religious affiliation were also less likely to engage in sexual intercourse before marriage.

When purchasing any product, a consumer goes through a decision process. This process consists of up to five stages: first is problem recognition, a consumer will be looking for a product or service that meets his needs, then the consumer will search for information about the product or service, the third stage will be evaluating alternatives, forth is deciding to purchase the product or service, the last and the fifth stage is after the purchase is made, evaluating the product and deciding whether to purchase it again or not will take place (Hawkins & Mothersbaugh,2010).

## 2.1.7 Social Marketing and Buying Behavior

According to Hawkins (2010), social marketing has been used in attempts to reduce smoking, as noted above; to increase the percentage of children receiving their vaccinations in a timely manner; to encourage environmentally sound behaviors such as recycling; to reduce behaviors potentially leading to AIDS; to enhance support of charities; to reduce drug use; and to support many other important causes. Just as for commercial marketing strategy, successful social marketing strategy requires a sound understanding of consumer behavior.

As Evan (2006) stated that social marketers argue that attempts to influence health behavior should also start from an understanding of people we want to do the changing. The task is to work out why they do what they do at present-their values and motivation and use this to encourage healthy options.

Robinson (2009) argues that social marketing can be context blind which means, it intensely focuses on the individual and tends to neglect context. Context is central to the adoptability of behaviors. It's more than a cursory consideration of the 4 Ps: "product, price, place, promotion". Instead the entire contextual system needs to be the subject of strategizing and modification, including physical infrastructure, service design, place design, management and regulatory systems. So, based on Robinson to be able to shape the behavior of the consumer, everything must be accounted, and not only individual factors should be considered, the product availability, promotion, place which is the distribution of the product and making it convenient to the consumer and price, making the product affordable, plays a role in shaping the buying behavior.

Dann (2010) stated that behavioral change is achieved through the creation, communication, delivery and exchange of a competitive social marketing offer that induces voluntary change in the target audience, and results in the benefit to the social change campaign's recipients, partners and broader society at large.

To bring this behavioral change there is a process. Grier and Bryant (2005) noted that the social marketing process is a continuous, iterative process that can be described as consisting of six major steps or tasks: initial planning; formative research; strategy development; program development and pretesting of material and nonmaterial interventions; implementation; and monitoring and evaluation. The initial planning stage involves gathering relevant information to help identify preliminary behavioral objectives, determine target markets, and recognize potential behavioral determinants and strategies.

## 2.2. Empirical Review

Social marketing can increase awareness of contraceptive options among youth and improve their access to contraceptive methods, leading to higher contraceptive use. Social marketing often includes a combination of mass media to spread information about contraception, other marketing techniques to promote contraceptive use and services, and contraception provided through the private sector, such as pharmacies or drug shops. Youth often prefer private distributors as they offer more confidentiality and privacy to customers (Population Reference Bureau, 2017)

An intervention was conducted by Agha (2002) in four countries using social marketing programs which sold subsidized, branded condoms to traditional outlets, such as pharmacies and clinics and to non-traditional outlets, such as supermarkets, kiosks and street vendors. And promoted the brands through mass media advertising and through information, education and communication tools such as billboard messages. This intervention showed an increase of condom and modern contraceptive use in two out of four countries evaluated compared to comparison groups.

Another research was conducted by Rossem & Meekers (1999) using different social marketing programs with the aim to increase youth's knowledge of use of condoms and other modern contraceptives and encourage them to post pond sexual initiation and practice abstinence. The programs were short interventions. Reaching to a conclusion that even though the programs with short intervention improved reproductive health knowledge and awareness but to see the changing behavior of the youths requires a longer intervention.

On the contrary according to Baya & Mberia (2014) stated that in most sub-Saharan African countries, more than 70 percent of young women begin sexual activity during adolescent period – this to a large extent is as a result of exposure to media effect. Pointed out that young people listen to adverts, but they do not learn about the contexts in which the behavior depicted occurs. Further explained it as Adolescents may be exposed to sexual contents in the media because they are still at their developmental stages and hence cannot decipher good from bad media programming.

Odimegwu & Raimi (2003) studied the media exposure of Nigerians regarding family planning messages was associated with increased family planning knowledge, more positive attitudes and increased practices. It shows that the more the sources of family media messages, the higher the likelihood of positive family planning behavior. Which shows that promotion is an effective measure in changing a behavior.

Manzano et al., (2012) mentioned that the product availability in the marketplace plays a role on the buying behavior. In the study led by Jato et al., (1999) in Tanzania shows that family planning communications campaigns has shown increase contraceptive use. The result of the research was the more type of media the women are exposed to, the more likely they are to practice contraception.

Goldin & Katz (2000) explained that when the contraceptives were widely available the it enabled them to be more sexually active without no commitments, but before the contraceptive was available, young people refrained from sexual activities before securing commitments. Furthermore Skiles., et al, (2015) came across the finding that the increase usage of a contraceptive is influenced by the access to the service and product availability.

On the contrary Rector (2002) discussed that early sexual activity has multiple negative consequences for young people. Research shows that young people who become sexually active are not only vulnerable to STDs, but also likely to experience emotional and psychological injuries, subsequent marital difficulties, and involvement in other high-risk behaviors. His study also reveals that provided contraceptive methods to young adults will have little effect on out-of-

wedlock childbearing as well as protection from HIV and other STD's. He argues the best way to mitigate this problem is to develop an effective abstinence youth program.

## 2.3. Conceptual Framework

The explanation for building the research framework and developing the hypothesis is provided here. This research framework includes two interrelated parts, which are the buying behavior, the dependent variable, and the marketing strategies are thee independent variables influencing the behavior changes which in turn leads to the purchase of modern contraceptive.

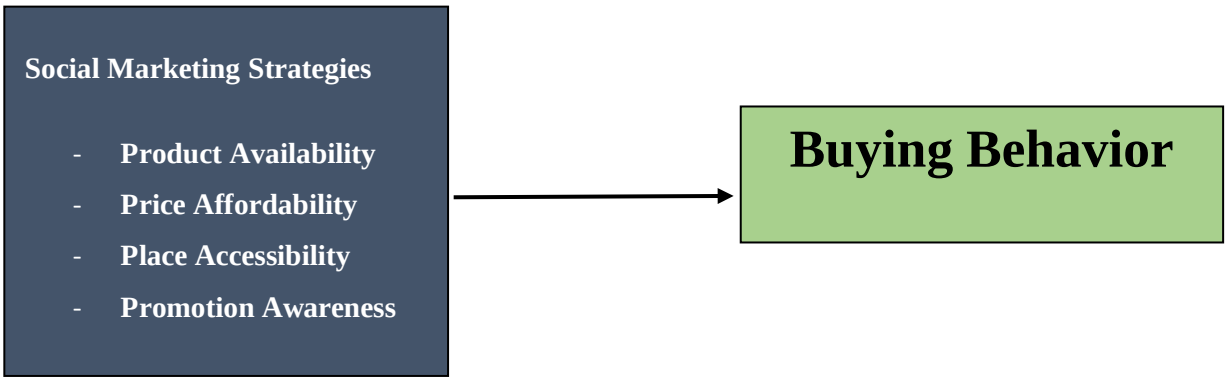



**Figure 1: Conceptual Frame work**

Source: Adopted and modified partially from (Geneva, Switzerland, WHO,2008

## 2.4. Hypotheses

From the bases of literature in chapter 2, the following hypotheses are formulated to achieve the general and specific objective. The dependent variable is Buying behavior and the independent variable is social marketing mix. There are 4 sub-variables of the independent variable which are product, promotion, price and place. The following hypotheses were developed:

H1: Product has a positive significance effect on buying behavior

H2: Promotion has a positive significance effect on buying behavior

H3: Price has a positive significance effect on buying behavior

H4: Place has a positive significance effect on buying behavior

For clarification of variables the table is presented below:

**Table 1: Description and Measurement of The Dependent and Independent Variables**

| Type | Variables | How it is measured |
|---|---|---|
| **Independent** | Product | Measured by the availability of modern contraceptive |
| **Independent** | Price | Measured by affordability of modern contraceptive |
| **Independent** | Place | Measured by accessibility of modern contraceptive |
| **Independent** | Promotion | Measured by changing the attitude and feelings of the consumers by using different methods of promotion |
| **Dependent** | Buying Behavior | Measured by the student's buying behavior was shaped by social marketing strategies |

# CHAPTER THREE

# 3. RESEARCH METHODOLOGY

In this chapter, the research methods used in this thesis are discussed. The chapter describes the detailed research methodology used to address issues identified earlier along with the means of collecting data for analysis, and the analysis approach.

## 3.1. Research Approach

According to the study objective of the study used a deductive approach. It started from general to specific, which involves developing theory and hypothesis and work down to test the hypothesis and collecting data and finally data analysis to address the hypothesis. The hypotheses and conceptual frameworks that are expressed in operational terms were tested by the collection of quantitative data and analysis in order to take advantage of more statistical tests.

This research employed quantitative approach which is a data collection method that uses structured technique. Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and their relationships. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of an attribute (Kotharia, 2004).

The quantitative approach will be used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It will be used to quantify the participants respond and transform the data gathered to useable statistics.

## 3.2. Research Design

The study is to examine the effect of social marketing strategies on shaping the buying behavior of specifically AAUSC students.

Descriptive research and explanatory research was used in this study. The explanatory research is ideal to describe the characteristics of the variables and at the same time investigate the relationship between variables (Malhotra, et al., 2007). Descriptive research design was selected because descriptive method is mostly appropriate when the research objective include the determination of the degree to which certain variables are related to actual phenomena (Hair et al 2000).

## 3.3. Population and Sampling Technique

### 3.3.1. Population

Undergraduate regular students who are studying at Addis Ababa University School of Commerce that are based in Addis Ababa, Ethiopia were the target population for this study.

### 3.3.2. Sampling Techniques

The first sampling technique used for this study was stratified sampling which was used to divide the population into two or more relevant and significant strata based on one or a number of attributes to have an equal proportion. The second sampling technique used was convenience randomly sampling to distribute the questionnaires to the undergraduate regular students in Addis Ababa University School of Commerce who are at close range. The questionnaires were prepared in English and distributed by person. The survey was self-administered which enabled the students to complete the survey on their own. The questionnaire for this study, the hypotheses were measured by using Likert scales which had five points (strongly disagree to Strongly agree) which is useful in measuring characteristics of people such as attitudes, feeling, opinions etc. and also used categorical scale such as yes/no which were used to gather general information for the respondents.

To be able determine sample size, Yemane (1967) finite and large population sample size formula with 95% confidence level will be employed. the formula used to obtain this sample size is presented below:

$$n = \frac{N}{1+N(e)^2}$$

Where:

n= number of sample taken (sample size)

N= population size

e=sampling error/level precision (usually its 0.05 since the preferred confidence level in sampling is 95%)

$$n= \frac{780}{1+ 780\ (0.05)^2} = \underline{\underline{\mathbf{264}}}$$

## Table 2: Sample Size of the Study Population

| | Strata | Total No. of Students 1st Year | Total No. of Students 2nd Year | Total No. of Students 3rd Year | Total |
|---|---|---|---|---|---|
| 1 | **Accounting and Finance** | 74 | 50 | 74 | 198 |
| 2 | **Business Administration & Information system** | 41 | 39 | 45 | 125 |
| 3 | **Management** | 34 | 42 | 53 | 129 |
| 4 | **Economics** | 35 | 41 | 48 | 124 |
| 5 | **Logistics and Supply Chain management** | 27 | 25 | 26 | 78 |
| 6 | **Administration Service Management** | 0 | 0 | 3 | 3 |
| 7 | **Marketing Management** | 41 | 40 | 42 | 123 |
| | **Total** | **252** | **237** | **291** | **780** |

| | Total No. of students | Sample from Each ni=Ni/N*264 |
|---|---|---|
| **1st Year** | 252 | 85 |
| **2nd Year** | 237 | 80 |
| **3rd Year** | 291 | 98 |
| Total | **780** | **264** |

Therefore, as indicated in the above table, the sample size which is 264 was considered as representative of the departments of the university.

## 3.4. Data Source and Types

The study used both primary and secondary data sources. The primary data were collected from the participant of the program and using the structured questionnaire. And the secondary data will be collected internally from the organization's routine MIS data and from different books related to the research study.

## 3.5. Data Collection Procedures

After specifying the sample size, a structured questionnaire was developed and distributed to the target population. Structured questionnaires are those questionnaires in which there are definite, concrete and pre-determined questions (Kothari,2004). Also, structured questionnaire can be easily administered and relatively inexpensive to analyze. The questionnaires were distributed at the university and the respondents returned the questionnaire after finishing. Even though it was time consuming, it made easier to collect once they have finished with the survey.

## 3.6. Ethical Consideration

The study considered the privacy and identity of the participants of the research paper and there will be full confidentiality of the research data that it will be used for academic purposes only.

## 3.7. Data Analysis

Summarizing the collected data and organizing the data in a way that they answer the research question and objective. Descriptive statistics plus inferential statistics was employed to assess the relationship between the independent variables i.e. Social marketing strategies used by DKT (Product, Place, Promotion and Price) with and the dependent variable buying behavior.

Regression and correlation analysis was used in order to statistically analyze the relationship of factors that described as independent and dependent variables.

The statistical package for social science (SPSS) 20 was used for quantitatively analyzing the responses from the survey. The tools were descriptive statistic, frequency which Provides counts of responses as compared to others and presented the output as a percentage contribution, transformation, correlation and regression.

# CHAPTER FOUR
# 4. RESULTS AND DISCUSSION

As part of identifying and understanding the relationship and influence of the independent variables Social marketing strategies (accessibility, affordability, availability and awareness) in terms of Product, place, price and promotion has on the dependent variable (buying behavior) on the students purchasing contraceptives, the researcher has prepared a questionnaire, distributed it (in person) and analyzed results from the information gathered.

The results of analysis and discussions of what the results mean with respect to the objectives of the study are presented in this chapter.

## 4.1. Response Rate

From the 264 questionnaires that were distributed all of it was returned and only 8 of the response returned was discarded due to unproperly filled making the response rate 97%.

## 4.2. Reliability Tests

To which extent results are consistent over time and an accurate representation of the total population under study is referred to as reliable. Reliability and validity are conceptualized as trustworthiness, rigor and quality in qualitative paradigm (Golafshani, 2003). The questionnaire was validated by the advisor of the researcher. Moreover, pilot test of the questionnaire on selected university students from the study participants. As for reliability the study used Cronbach alpha to assess the internal consistency of the research instrument. Cronbach's alpha (α) is a coefficient of reliability and it is commonly used as a measure of the internal consistency. The reliability in this study as assessed by coefficient alpha, was found to be 0.897, as indication by the below table of acceptability of the scale for further analysis.

**Table 3: Reliability Test of the Variables**

| Factors | No of Items | Cronbach's Alpha (α) Value |
|---|---|---|
| **Product** | **3** | **0.804** |
| **Promotion** | **5** | **0.729** |
| **Place** | **3** | **0.743** |
| **Price** | **3** | **0.831** |
| **Buying behavior** | **5** | **0.786** |
| **Over all scale Reliability** | **19** | **0.897** |

Source: Survey data (2018)

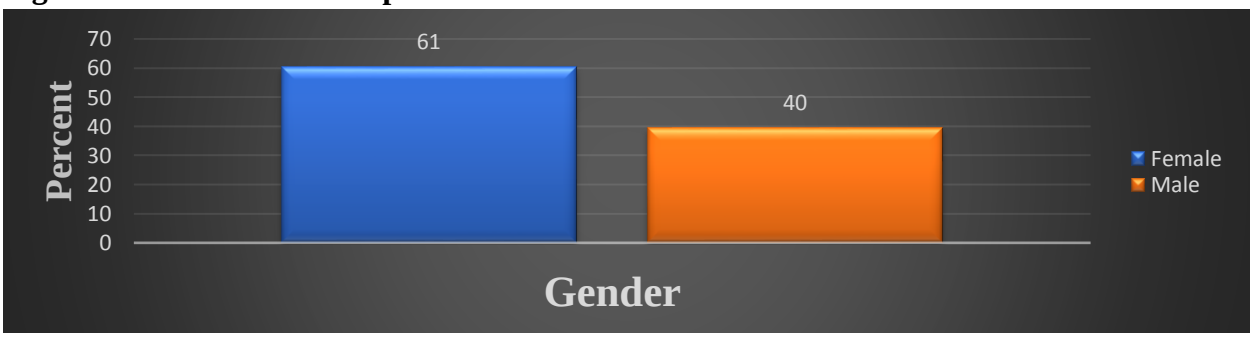
## 4.3. Respondent Profile

In this section, respondents' profile and result of the data analysis are presented and interpreted.

To understand the profile of respondents, the research involved questions such as- Gender, age, which year they are in, their relationship status and where they are currently living.

### A. Gender and Age Group

**Figure 2: Gender of the Respondents**




Source: Survey data (2018)

As the above chart illustrates, majority of the respondents are female (61%). Based on the response from the 256 respondents, 82% of the students are between the age group of 21-25 and only 16% are between the age group of 26-31. The table below summarizes the above information regarding age.

**Table 4: Respondents Age Group**

| Age of the Respondents | | |
|---|---|---|
| Age Group | Frequency | Percent |
| 15-20 | 4 | 1.6% |
| 21-25 | 210 | 82% |
| 26-31 | 42 | 16.4% |
| Total | 256 | 100.0% |

Source: Survey data (2018)

### B. The Academic year, relationship status and living status of the respondent

According to the response the respondent's made regarding their academic year, 43.8% are in 3rd year, 35.9% are in 2nd year and only 20% are in year 1.

**Table 5: Academic year of the Respondents**

| Which year are you? | | |
|---|---|---|
| | Frequency | Percent |
| Year 1 | 52 | 20.3% |
| Year 2 | 93 | 36.3% |
| Year 3 | 111 | 43.4% |
| Total | 256 | 100% |

Source: Survey data (2018)

In terms of relationship status of the respondents, 68% of them are single and 29.3% are in a relationship and 2.7% are married.

**Table 6: Respondents Relationship Status**

| What is your relationship status? | | |
|---|---|---|
| Status | Frequency | Percent |
| Single | 173 | 67.6% |
| In a relationship | 76 | 29.7% |
| Married | 7 | 2.7% |
| Total | 256 | 100% |

Source: Survey data (2018)

77.3% of the respondents live with their parents while 10.9% are living on their own and the rest live with their grandparents/spouse/other.

**Table 7: Living status of the Respondents**

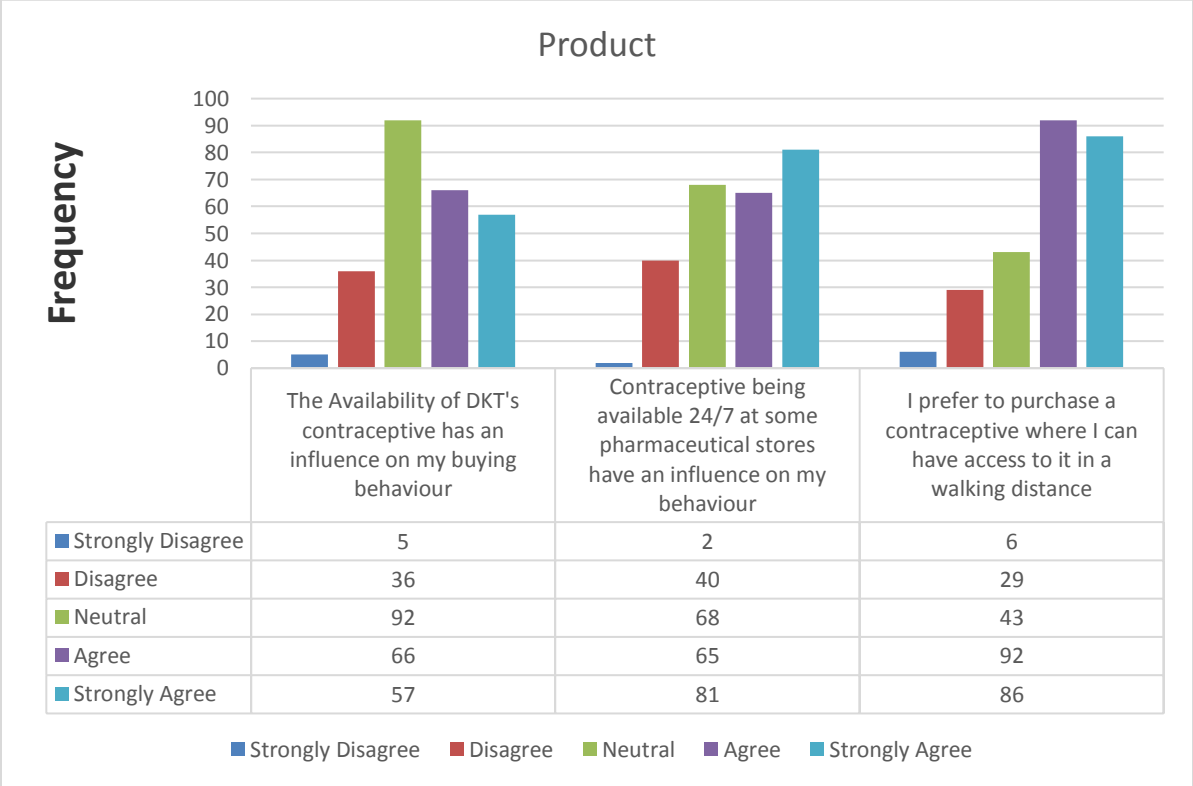
| | | |
|---|---|---|
| **I currently Live with?** | Frequency | Percent |
| My Parents | 198 | 77.3% |
| On my own | 28 | 10.9% |
| With my Grandparents | 12 | 4.7% |
| With my spouse | 7 | 2.7% |
| Other | 11 | 4.3% |
| Total | 256 | 100% |

Source: Survey data (2018)

## 4.4. Frequency Report on Independent variables

## A. Product

35.9% of the respondents were neutral on the availability of contraceptive having an effect on their buying behavior while 25.8% have agreed to the statement. If the timing has an effect of their buying behavior, 31.6% of the respondents strongly agreed while 26.6% were neutral. 35.9 % agreed on the preference of accessing a contraceptive in a walking distance.




| | The Availability of DKT's contraceptive has an influence on my buying behaviour | Contraceptive being available 24/7 at some pharmaceutical stores have an influence on my behaviour | I prefer to purchase a contraceptive where I can have access to it in a walking distance |
|---|---|---|---|
| Strongly Disagree | 5 | 2 | 6 |
| Disagree | 36 | 40 | 29 |
| Neutral | 92 | 68 | 43 |
| Agree | 66 | 65 | 92 |
| Strongly Agree | 57 | 81 | 86 |

**Figure 3: Response on Product**

Source: Survey data (2018)

## B. Promotion

48% of the respondents agreed to purchasing a contraceptive which is excessively broadcasted while 25% were neutral. 44.1% agree and 35.2% strongly agree to the

statement if the promotion have an effect on the respondents attituded towards being sexually. Whereas, 19.5% respondents were neutral. 50.8% agree that when the contraceptive have received publicity in a bigger scale makes it easier to buy the contraceptive. 48.4% respondents agree promotion increased their awareness and knowledge while 13.3% were neutral to the statement. 51.2%, 37.9%, 9.8% of the respondents agree, strongly agree and neutral respectively on the notion that promotion implemented has an effect on the impression and feelings about contraceptive.

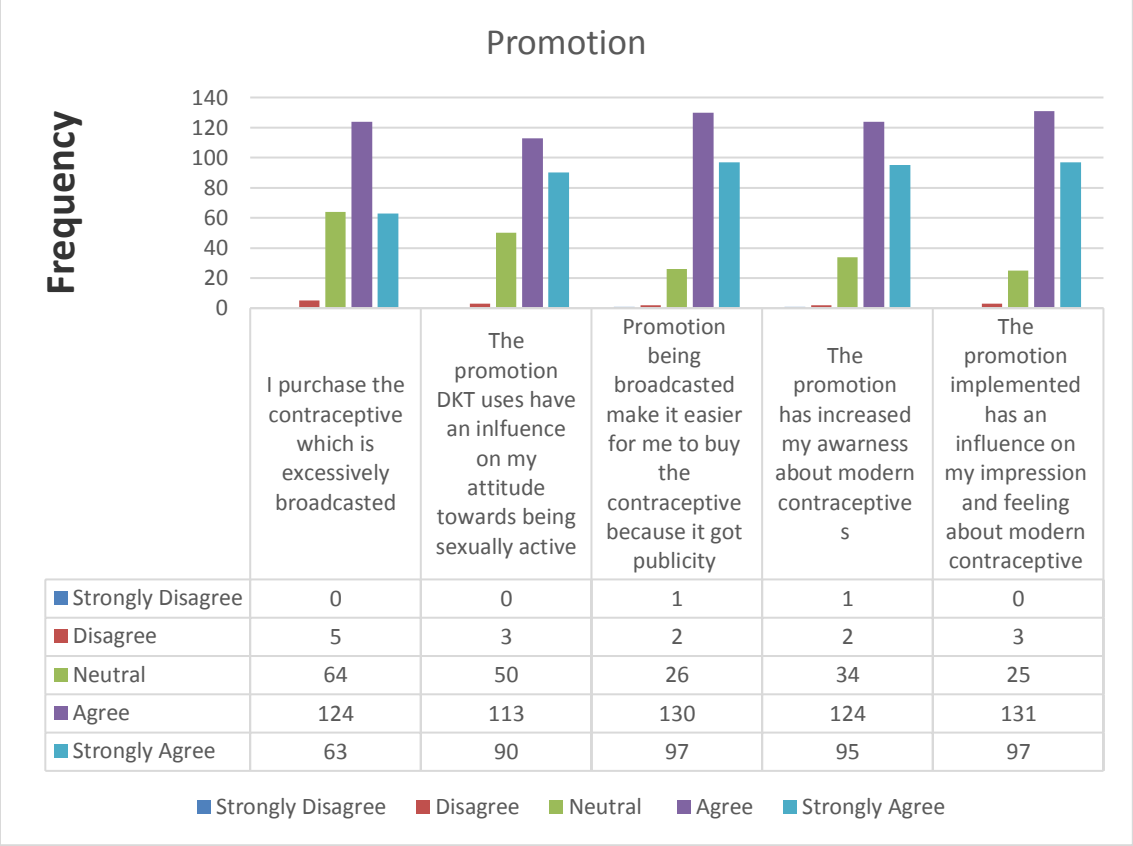
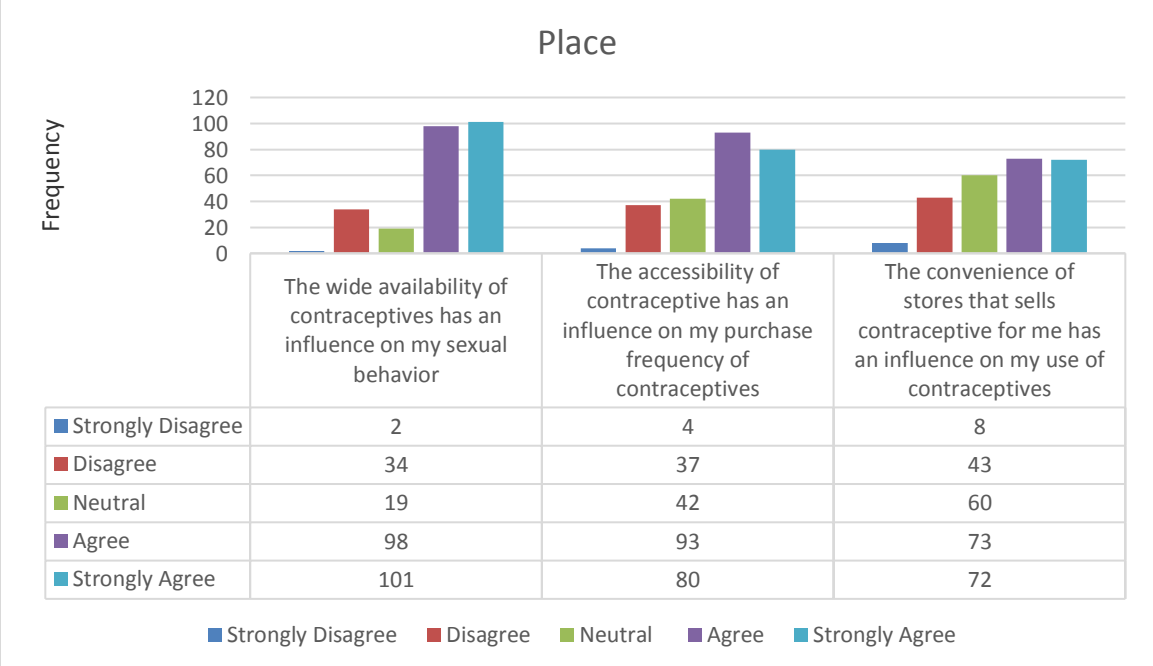



**Figure 4: Response on Promotion**

Source: Survey data (2018)

## C. Place

39.5%, 13. 3 and 7.4% of the respondents strongly agree, disagree and neutral to the effect of wide availability of contraceptives has on their sexual behavior respectively. Regarding the purchase frequency being influenced by the accessibility of contraceptive, 36.3% agree, 14.5% disagree and 16.4% of the respondents were neutral. Of the respondents 28.5% agree, 23.4% neutral and 16.8% disagree to the convenience of stores that sells contraceptive having an influence on the use of contraceptive.




| | The wide availability of contraceptives has an influence on my sexual behavior | The accessibility of contraceptive has an influence on my purchase frequency of contraceptives | The convenience of stores that sells contraceptive for me has an influence on my use of contraceptives |
|---|---|---|---|
| Strongly Disagree | 2 | 4 | 8 |
| Disagree | 34 | 37 | 43 |
| Neutral | 19 | 42 | 60 |
| Agree | 98 | 93 | 73 |
| Strongly Agree | 101 | 80 | 72 |

**Figure 5:Response on Place**

Source: Survey data (2018)

## D. Price

35.9% respondents were neutral to the statement that affordability of the contraceptive increasing their usage habits. When asked if price of contraceptive is high, would they still purchase it, 31.3% strongly agree and 28.5% were neutral. 44.1% respondents agree that the cost of a particular contraceptive has an influence on the usage of contraceptive and 16.4% were neutral.

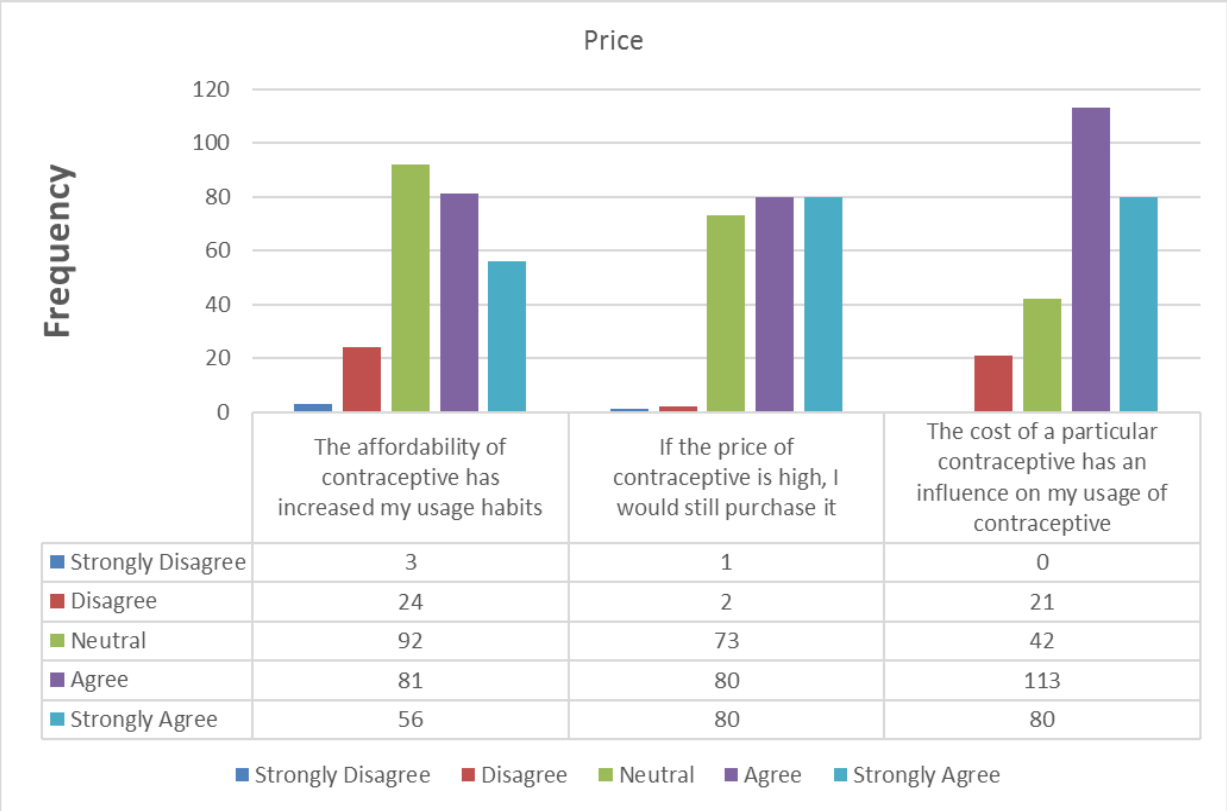



**Figure 6:Response on Price**

Source: Survey data (2018)

## 4.5. Correlation Analysis

The effect of social marketing strategies DKT uses which are product, promotion, place and price on shaping the buying behavior of university students on purchasing contraceptives was measured using correlation analysis.

Correlation helps to quantify the strength of any relationship between variables exist and it is a measure of linear relationship between variables. Correlation of .01 to .30 is considered small, correlations of .30 to .70 are considered moderate, and correlations of .70 to 1.00 are considered very large (Saunders et al.,2009). The predictors – social marketing mix elements - were regressed on the dependent variable – buying behavior. The results are shown and interpreted as follows. Tables are presented in Correlations, Model Summary, ANOVA and Coefficient order.

**Table 8: Correlations Between the Variables**

| Correlations | | | | | | |
|---|---|---|---|---|---|---|
| | | **Promotion** | **Place** | **Price** | **Product** | **Buying Behavior** |
| **Promotion** | Pearson Correlation | 1 | | | | |
| | Sig. (2-tailed) | | | | | |
| | N | 256 | | | | |
| **Place** | Pearson Correlation | .463** | 1 | | | |
| | Sig. (2-tailed) | .000 | | | | |
| | N | 256 | 256 | | | |
| **Price** | Pearson Correlation | .424** | .249** | 1 | | |
| | Sig. (2-tailed) | .000 | .000 | | | |
| | N | 256 | 256 | 256 | | |
| **Product** | Pearson Correlation | .536** | .421** | .446** | 1 | |
| | Sig. (2-tailed) | .000 | .000 | .000 | | |
| | N | 256 | 256 | 256 | 256 | |
| **Buying Behavior** | Pearson Correlation | **.620**** | **.602**** | **.411**** | **.542**** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | |
| | N | 256 | 256 | 256 | 256 | 256 |

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Survey data (2018)

The table above indicates that there is a strong positive correlation between the independent variable (Product, Promotion, Place and price) with the dependent variable (buying behavior). Promotion and buying behavior have positive relationship ($r = 0.620$ with $p<0.01$); Place and buying behavior have positive relationship ($r = 0.602$ with $p<0.01$); Price and buying behavior have positive relationship ($r = 0.411$ with $p<0.01$) and Product and buying behavior have positive relationship ($r = 0.542$ with $p<0.01$).

## 4.6. Assumption Testing for Regression Analysis

To confirm that the obtained data truly represented the sample and that the researcher has obtained the best results meeting the assumptions of regression analysis is necessary (Hair et al., 1998). The assumptions for multiple regression include the following: the relationship between each of the predictor variables and the dependent variable is linear (linearity) and that the error, or residual, is normally distributed (Normality) and uncorrelated with the predictors (multi–collinearity).

### 4.6.1. Multi – Collinearity

When there is a high degree of correlation between independent variables, the problem of what is commonly described is the problem of multicollinearity (Kothari, 2004). If tolerance value closed to 1 and VIF value is around 1 and not more than 10, it can be concluded that there is not multi-collinearity between independent variable in the regression model (Pallant, 2011). As the table below indicates the tolerance value there is no problem of multi-collinearity.

**Table 9: Multi-collinearity test of VIF and Tolerance**

| Independent Variables | Collinearity Statistics | |
|---|---|---|
| | Tolerance | VIF |
| Promotion | .609 | 1.643 |
| Place | .744 | 1.344 |
| Price | .753 | 1.327 |
| Product | .622 | 1.608 |

**Source: Survey 2018**

### 4.6.2. Linearity

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables. Linearity can easily be examined through residual plots (Saunders, 2009). The linearity assumption can easily be checked using scatterplots or residual plots: plots of the residuals vs. either the predicted values of the dependent variable or against (one of) the

independent variable(s) (Hoekstra et al., 2014). The scatter plots of standardized residuals versus the fitted values for the regression models were visually inspected from the figure.

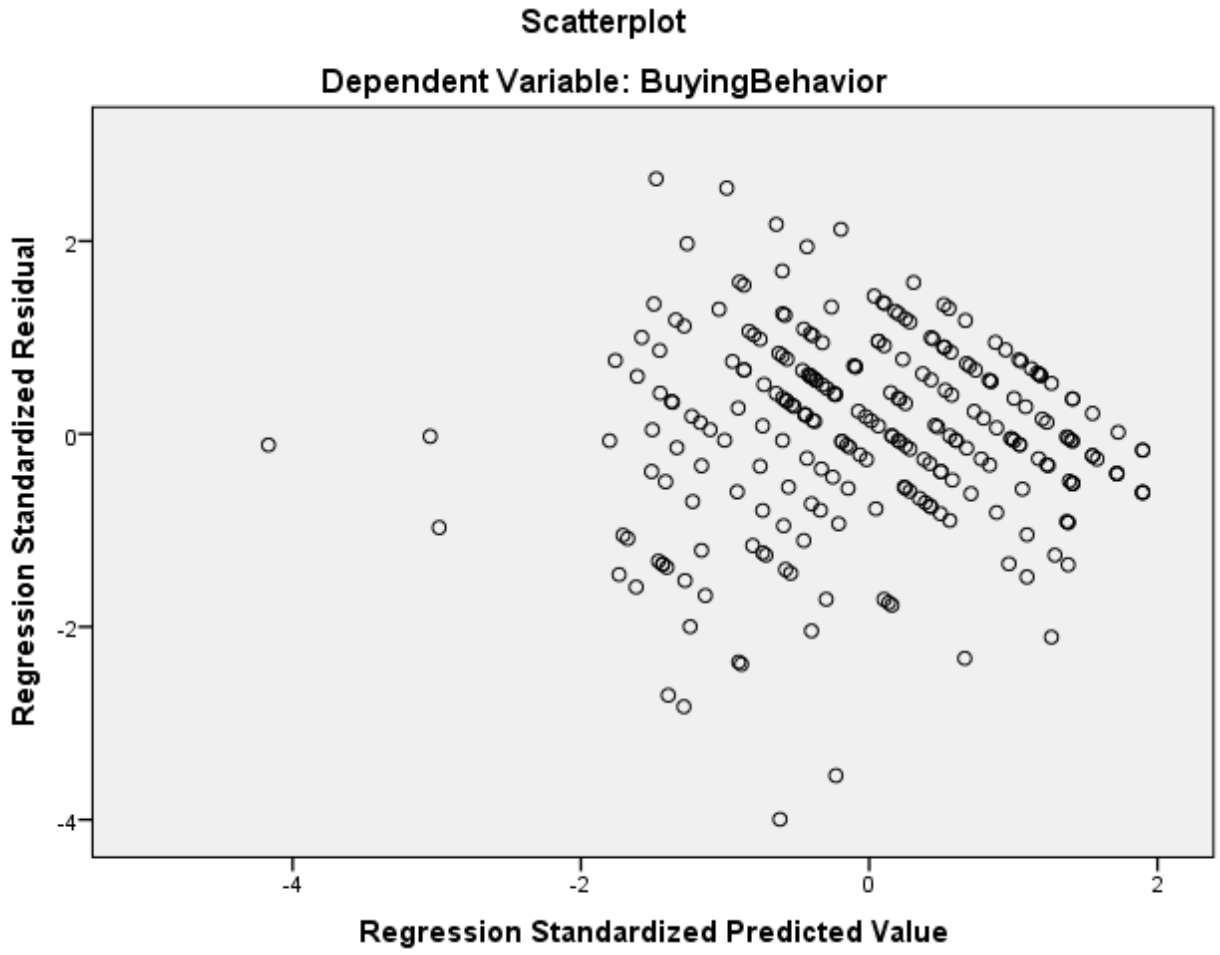



Figure 7: Scatter Plot

Source: Survey (2018)

### 4.6.3. Normality of the Error Term Distribution

Tests are based on the assumption of normality i.e., the source of data is considered to be normally distributed. Kurtosis is also used to measure the peakedness of the curve of the frequency distribution. (Kothari,2004). The index of skewness takes the value zero for a symmetrical distribution. A positive skewness value indicates right skew while a negative value indicates left skew. The kurtosis index measures the extent to which the peak of a unimodal frequency

distribution departs from the shape of normal distribution. A value of zero corresponds to a normal distribution; positive values indicate a distribution that is more pointed than a normal distribution and a negative value a flatter distribution. As shown in table 10 below, all items show close to normal distribution considering the criteria proposed by George and Mallery (2010) of Skewness and kurtosis values between -2 and 2. Therefore, the data used in this study was normally distributed.

**Table 10: Skewness and Kurtosis**

| | N | Skewness | | Kurtosis | |
|---|---|---|---|---|---|
| | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| **Promotion** | 256 | -1.043 | .152 | 3.511 | .303 |
| **Place** | 256 | -.576 | .152 | -.295 | .303 |
| **Price** | 256 | -.554 | .152 | -.007 | .303 |
| **Product** | 256 | -.401 | .152 | -.603 | .303 |
| **Valid N (listwise)** | 256 | | | | |

Source: Survey (2018)

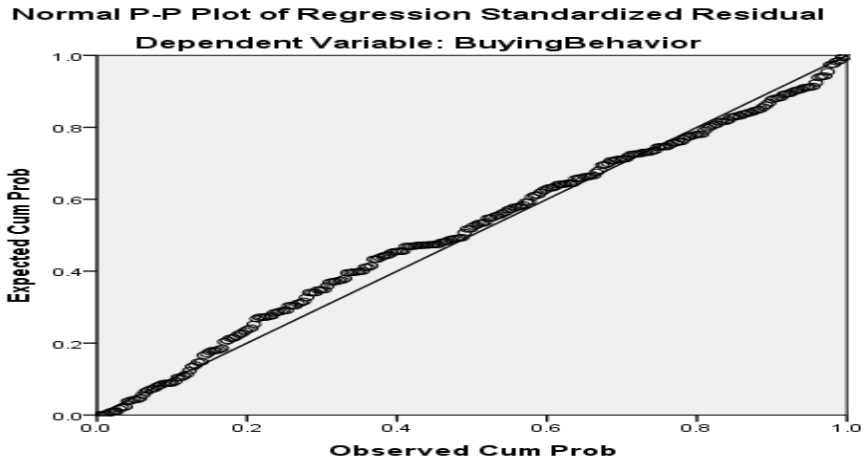



Figure 8: Normal P-P Plot
Source: Survey data (2018)

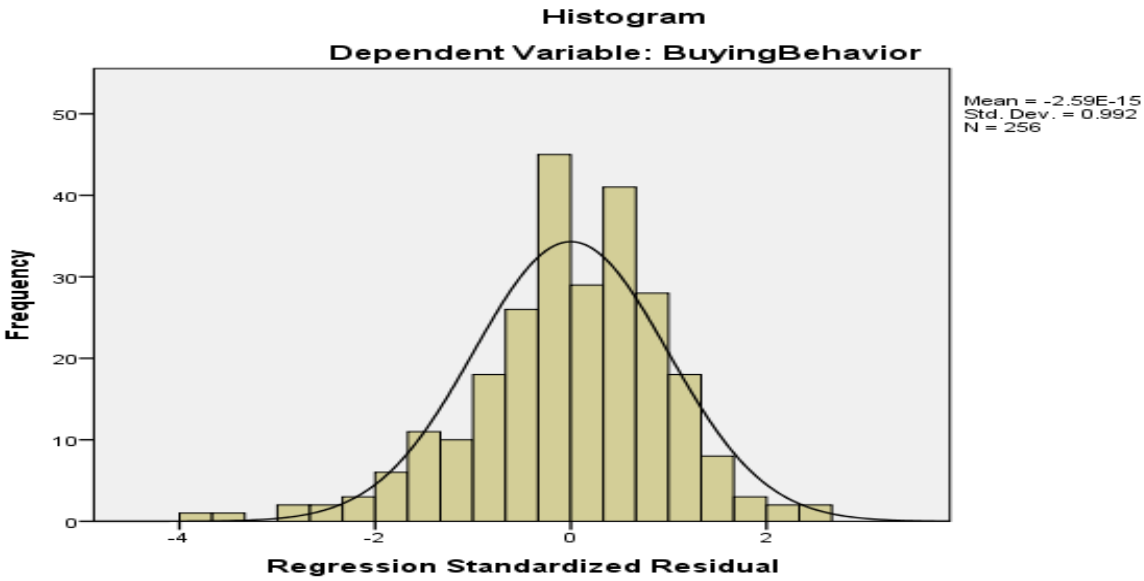



Figure 9: Histogram
Source: Survey data (2018)

According to the above diagnosis information presented in all the tests there are no significant data problems that violate the assumptions of multiple regressions.

## 4.7. Regression Analysis

Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable.

**Table 10: Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .741[a] | .549 | .541 | .45596 |

a. Predictors: (Constant), Price, Place, Promotion, Product

Source: Survey data (2018)

**Table 11: ANOVA**

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 63.419 | 4 | 15.855 | 76.261 | .000[b] |
| | Residual | 52.183 | 251 | .208 | | |
| | Total | 115.602 | 255 | | | |

a. Dependent Variable: Buying Behavior

b. Predictors: (Constant), Price, Place, Promotion, Product

Source: Survey data (2018)

The first statistic 'R' is the multiple correlation coefficients between all of the predictor variables and the dependent variable. In this model, the value is 0.741. The next value, R Square, is simply the squared value of R. This is frequently used to describe the goodness-of-fit or the amount of variance explained by a given set of predictor variables. In this model, the value is 0.549, which indicates that 54.9% of the variance in the dependent variable is explained by the independent variables in the model. The model also indicated that 45.1% of the variance can be explained by other factors which indicated further research is needed to identify the remaining factors that shapes the buying behavior of the students.

The F ratio (systematic variation to unsystematic variation) greater than one explains systematic variation is greater than unsystematic, in addition, the ratio also indicated whether the result of the regression model could have occurred by chance. In this study the F ratio has a value 76.261 and is significant at 0.000. Therefore, it is possible to say the regression model adopted in this study could have not occurred by chance and a significant relationship was present.

**Table 12: Regression of Analysis of Independent and dependent Variables**

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **T** | **Sig.** |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .527 | .243 | | 2.171 | .031 |
| | Promotion | .423 | .073 | .315 | 5.798 | .000 |
| | Place | .267 | .037 | .355 | 7.219 | .000 |
| | Price | .092 | .040 | .112 | 2.286 | .023 |
| | Product | .128 | .040 | .173 | 3.225 | .001 |

a. Dependent Variable: Buying Behavior

Source: Survey data (2018)

The results indicate the positive and statistically significant relationship of perceived with four variables except price which has p value > (0.05). The relative importance of the factor (independent variable) in contributing to the variance of the buying behavior (dependent variable) was explained by the standardized beta coefficient.

Here the largest beta coefficient is .355 which is for Place. This means that this variable makes the strongest unique contribution to explaining the dependent variable. The next higher beta coefficient is Promotion with a β coefficient of .315 with an important sig. level (p=.000) that makes it to be the second most important factor in determining overall buying behavior. The third contributor is Product β=0.173 and p=0.001. Moreover, price with a β value of 0.112 and p value 0.23 is indicated that it has insignificant effect on buying behavior.

Regression analysis can also be used to predict the values of a dependent variable given the values of one or more independent variables by calculating a regression equation.

The equation is as follows:

$Y= \beta o + \beta 1x1+ \beta 2x2+ \beta 3x3+ \beta 4x4+\ldots + \beta nxn+ \boldsymbol{\varepsilon}$

Were:

Y- Dependent variable

Bo- Constant

X1-xn- latent dependent variable

β1- βn- regression coefficient of latent independent variable

**ε** -random error

This is to find the impact of predictors on dependent variable the specific regression equation in the study will be:

**$BB= \beta o+ \beta 1(PRU)+ \beta 2 (PRO)+ \beta 3(PRI)+ \beta 4(PLA)$**

Where: PRU- Product, PRO – Promotion, PRI- Price, PLA- place

Student's overall buying behavior= $0.527+ 0.173(PRU) + 0.315(PRO) + 0.355(PLA)+0.112(PRI) + \boldsymbol{\varepsilon}$

In condition where other variables are constant, if product increases by one standard deviation, buying behavior is predicted to be increased by 0.173 of standard deviation.

In condition where other variables are constant, if promotion increases by one standard deviation, buying behavior is predicted to be increased by 0.315 of standard deviation.

In condition where other variables are constant, if place increases by one standard deviation, buying behavior is predicted to be increased by 0.355 of standard deviation.

In condition where other variables are constant, if price increases by one standard deviation, buying behavior is predicted to be increased by 0.112 of standard deviation.

**Table 13: Research Hypothesis Summary**

| Hypothesis | Result | Reason |
|---|---|---|
| **H1:** Product has a significant positive effect on Buying Behavior | Confirmed | $\beta = 0.173$, $p<0.05$ |
| **H2:** Promotion has a significant positive effect on Buying | Confirmed | $\beta = 0.315$, $p<0.05$ |
| **H3:** Price has a significant positive effect on Buying Behavior. | Confirmed it has a relationship but it is insignificant | $\beta = 0.112$, $p>0.05$ |
| **H4:** Place has a significant positive effect on Buying Behavior | Confirmed | $\beta = 0.355$, $p<0.05$ |

Source: Survey data (2018)

## 4.8. Discussion

The evidence from the survey clearly shows that out of the three of the 4 Ps of marketing strategies, only place, promotion and product have a significant effect on the buying behavior of the students. Even though, price have shown a positive relationship on the buying behavior, the effect is found to be insignificant compared to other strategies.

The finding of the survey reveals, out of the 4 Ps of marketing, ***place*** has the highest effect on shaping the buying behavior of the students. This clearly shows, when contraceptives are widely available and easily accessible, it enables the students to take higher risk and become more sexually active. Thus, place has a higher probability to increase or restrain student behavior with regards to sexual activities. And in turn, it increases the usage and purchase of contraceptives among University students. This finding is consistent with the findings of other researchers such as Goldin & Katz (2000).

The second highest factor contributing to an increased behavioral change is ***promotion*****.** Promotion involves different activities such as advertising, public relations, media, print, digital, events, face-to-face selling, and entertainment. Through promotional mediums, promotion has enabled students

to become knowledgeable about contraceptive products and as a result, promotion has shown a higher impact in altering the buying behavior of the students.

This finding is also supported by Grier and Bryant (2005) research. They have reasoned, that a carefully designed set of activities intended to influence change usually involves multiple elements such as, specific communication objectives for each target audience; guidelines for designing attention-getting and effective messages; and designation of appropriate communication channels. This finding is also consistent with a study that Baya & Mberia (2014) conducted. In their study they clearly state, due to the exposure of advertisement through different media, resulted in knowledge and awareness increase and that in turn increased sexual practices which leads to the usage of contraceptives.

The third element is ***Product***. Product have the third significant effect on the buying behavior of the students. This is mainly because Contraceptive products has benefited the user in terms of protecting and preventing STD's and unwanted pregnancy in general. Thus, product availability and proximity of shop has made it convenient to student's and that has increased the purchase of the products.

With regards to DKT's product feature, they have made their products such as condoms available in different varieties and flavors. This finding is consistent with Grier and Bryant (2005). They stated that, as social marketers believe the product must provide a solution to problems that consumers consider important and/or offer them a benefit they truly value. For these reasons, research is undertaken to understand people's aspirations, preferences, and other desires. This finding is also supported by Kotler (2002) discussion. He supports the notion that consumers favor those products that offer the most quality, performance, or innovative features.

Out of the 4Ps, ***price*** has the less effect shaping the behavior of the students. The research reveals that price has a lesser effect on their purchasing decisions of the students. This is due to the fact that students have a prior knowledge of the price of products and at some instances the products were given free of charge.

This is supported by the study conducted by (Agha, 2002). He stated that the results of contraceptive social marketing programs that relied on mass media, peer education, and youth-friendly services to increase contraceptive use among male and female young adults. Results showed that interventions targeted at adults can be effective in changing attitudes and sexual behavior if they include multiple channels of communication, reach a substantial proportion of young adults, and make contraceptives widely available.

# CHAPTER FIVE
# SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

## 5.1. Summary of Findings

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

The purpose of this research was to examine the way social marketing strategies on modern contraceptives shapes the buying behavior of university students of AAUSC.

Research questions were developed from research specific objective with the purpose of leading and constructing this study. For the purpose of answering those research questions a questionnaire was employed. Respondents who are 1st, 2nd and 3rd year students of AAUSC participated in the study. Data analysis was conducted by using quantitative methods, with employment of frequencies and percentages and tables presentation analysis.

The majority of the participants in this study were Female (61%), and most of them aged between 21-25 years (82%). Majority of them are on their 3rd year (43.8%), while the rest were on their 2nd and 1st year. Most participants are single while (67.6%) and (29.7%) are in a relationship. Majority of them are living with their parents (77.3%) while (10.9%) lives on their own.

Most of the response on the questions regarding product being widely available, promotion creating awareness and effect the feeling of the students and making contraceptive easily accessible and distributed to all outlets have an effect on shaping the buying behavior of the students.

The correlation analysis had shown that, the four independent variables (Product, promotion, place and price) have strong correlation with the dependent variable (buying behavior) at 0.01 p-value

2-tailed, by scoring a Pearson Correlation Coefficient "R-value" of 0.173**, 0.315**, 0.355** and 0.112** respectively.

From regression analysis of four independent variables with the buying behavior, all independent variables except price contribute to statistically significant at p-value < 0.05. The score of the coefficient correlation determination ($R^2$) was 0.549 which means 54.9%. In this study, the Beta weight score indicated that the effect of place is greater than that of other independent variables.

## 5.2 Conclusion

The aim of the study was to assess the effect of social marketing strategies on shaping the buying behavior of Addis Ababa University School of Commerce students. And based on the study, it can be concluded that out of the 4 Ps of social marketing strategies, promotion, place and Product plays a significant role in shaping the buying behavior of the targeted students. According to the study, price has the least effect and the hypotheses regarding price is rejected.

According to the $R^2$ value, the factors considered in this study contribute to the buying behavior of university student's representatives. 54.9% of the variability of overall buying behavior is explained by the four independent variables. The researcher believes rest 45.1% of the variability of overall buying behavior may be explained by other factors variable.

In general, it can be concluded that the combination of availability, promotional presence, accessibility and lastly affordability of the products has made a favorable impact and has affected the buying behavior of the students. Thus, social marketing strategy as a tool to promote and sell contraceptives among students is effective especially when it comes to shaping and influencing the behavior of the university students at AAUSC.

The above factors have brought an increased demand for the product indirectly affecting young generation (18-25 years). Since the product is perceived safe, available & fairly priced, young people are prone to start their sex life at early age with the confidence that the contraceptive will prevent them from any uncertainties. Providing the contraceptive is one preventive method in reducing STD's and unwanted pregnancy among university students. But more interventions

should be conducted in higher institutions to enable students to be more responsible in their lives. Not only DKT but also the government, the non-government, institution such as (education, health, religion) and other concerning bodies should play a greater role in preventing university students from engaging in risky sexual behavior and other preventive methods such as abstinence programs. Interventions on youth development programs should be implemented that focus on developing young people's self-esteem, self-efficacy and self-worth.

## 5.3 Recommendation

Based on this research study, researcher's recommendation is as follows:

- ✓ Social marketers should be very sensitive to which population the promotion should be targeted to, because students can be influenced to be sexually active. The BTL for this type of product should be segmented to a market where target audience are more appropriate.

- ✓ Social marketers should also point the drawback towards consistent usage of contraceptives especially for women at young ages.

- ✓ Social marketing programs that are implemented should be able to reduce related risky sexual behaviors and early pregnancy when it comes to youths. Offering youth development strategies that are incorporated into effective HIV/STD and pregnancy prevention programs should offer considerable likelihood of success at preventing negative health outcomes, in turn it will decrease risky behaviors towards being sexually active.

- ✓ Knowing that the promotion is more effective in shaping the behavior of the students, the message should reflect the real problems of the targeted audience are facing. Most of the traditional public health interventions that the social marketing uses focus on issues that perceive young people need. These interventions/programs are usually supported by categorical funding streams and typically ask youth to adopt new behaviors which they do not really want to adopt. For example, an HIV/STD prevention program may first develop materials to raise

awareness about the rates of HIV infection among youth, then offer condom availability or access to contraceptive services in order to prevent transmission. But, in paying little attention to the real issues that the target population confronts—such as why the students engage in risky sexual activities at a younger age. Without knowing the exact root causes the program/strategies may also fail to achieve desired changes in behaviors. So DKT's social marketing should pay attention to the real issues/ causes of the young adults.

- ✓ Further researches should be conducted which includes different variables in assessing what shapes the buying behavior of students with regards to contraceptives measures, such as personal, psychological, social and culture.
- ✓ This type of studies should lead to other researches related with targeted social marketing strategies on contraceptives.

## 5.4 Limitation of the study

The study had its own limitations. Since the questionnaire designed to measure the effect of social marketing strategies towards the buying behavior of students; there is a high probability that students' actual behavior towards social marketing strategies is reflected by their response. This study is limited to the context of the Addis Ababa University school of commerce students and as such the findings will not be uncritically generalized to all other Universities based in Addis Ababa. Other researchers could also take other additional variables which are most determinants of the buying behavior. For example, in this research price has a less significant effect in influencing buying behavior of contraceptives so it could be possible for substituting of another variable instead.

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# APPENDIX- QUESTIONNAIRE

## Addis Ababa University School of Commerce
## Masters of Marketing Management Program

**Name of Student: Lefkir Yicheneku**

Dear Respondent,

This questionnaire has been prepared to collect raw data for a research project which shall be submitted in partial fulfilment of Masters of Art Degree in Marketing Management. The objective of the research is to examine the effect of social marketing strategies on shaping the buying behavior of students. The study will be conducted on the students of in Addis Ababa University College of Commerce who are sexually active. If you are not, please return the questionnaire. Any of the data (be it full or a piece) gathered through this questionnaire will be used only for academic purpose and will be kept secretly. Lastly, I would like to thank you in advance for your genuine responses and participation, given your busy schedule. Your honest input is much more appreciated.

**Section I. General Information**

1. Gender 1. Female ☐ 2. Male ☐

2. Age
   1. 15- 20
   2. 21- 25
   3. 26-31
   4. 32-37
   5. >37

3. Which year are you?
   1. Year 1 2. Year 2 3. Year 3

4. What is your relationship Status?
   1. Single
   2. In a relationship
   3. Married
   4. Have multiple relationships

5. I Currently leave with?
   1. My Parents
   2. On your own
   3. With my Spouse
   4. With my Grandparents
   5. My Boyfriend/girl friend
   6. With a friend/friends
   7. Other

Direction: Please indicate your level of agreement and/or disagreement to the statements given under Parts II and III by encircling the appropriate number on the five-point Likert scales provided, where 1=Strongly Disagree; 2=Disagree; 3=Neutral; 4=Agree; and 5=Strongly Agree.

**Section II. Social Marketing strategies**

**Product**

| S. No | Statement | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|---|
| 6.1 | The availability of DKT's contraceptive has an influence on my buying behavior | **1** | **2** | **3** | **4** | **5** |
| 6.2 | Contraceptive being available 24/7 at some pharmaceutical stores have an influence on my buying behavior | **1** | **2** | **3** | **4** | **5** |
| 6.3 | I prefer to purchase a contraceptive where I can have access to it in a walking distance | **1** | **2** | **3** | **4** | **5** |

Promotion

| S.No | Statement | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
| 7.1 | The promotion DKT uses has an influence on my attitude towards being sexually active | **1** | **2** | **3** | **4** | **5** |
| 7.2 | The promotion on contraceptive mainly condom being broadcasted on TV, radios & posted on billboards has an influence on making it easier for me to buy the contraceptive because it has got publicity in a bigger scale | **1** | **2** | **3** | **4** | **5** |
| 7.3 | DKT promotions that are implemented through different medias and outlets has increased my awareness about modern contraceptives | **1** | **2** | **3** | **4** | **5** |
| 7.4 | The promotion implemented has an influence on my impression and feelings about modern contraceptive | **1** | **2** | **3** | **4** | **5** |

## Place

| | Statement | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
| 8.1 | The wide availability has an influence on my sexual behavior | **1** | **2** | **3** | **4** | **5** |
| 8.2 | The accessibility of contraceptive has an influence on my purchase frequency of contraceptives | **1** | **2** | **3** | **4** | **5** |
| 8.3 | The convenience of stores that sells contraceptive for me has an influence on my use of contraceptives | **1** | **2** | **3** | **4** | **5** |

## Price

| S.No | Statement | Strongly Disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
| 9.1 | The affordability of the contraceptives has increased my usage habits | **1** | **2** | **3** | **4** | **5** |
| 9.2 | If the price of contraceptive is high, I would still purchase it | **1** | **2** | **3** | **4** | **5** |
| 9.3 | The cost of the particular contraceptive has an influence on my usage contraceptive methods | **1** | **2** | **3** | **4** | **5** |

**Section IV. Section Buying Behavior**

| No. | Statement | Strongly | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
| 10.1 | I get embarrassed when I purchase contraceptives such as condoms, post pill… | **1** | **2** | **3** | **4** | **5** |
| 10.2 | If I drink alcohol regularly it will influence my purchasing habits of contraceptives as well as my sexual behavior | **1** | **2** | **3** | **4** | **5** |
| 10.3 | I usually use contraceptive | **1** | **2** | **3** | **4** | **5** |
| 10.4 | I believe it is normal to have sexual intercourse before marriage | **1** | **2** | **3** | **4** | **5** |
| 10.5 | The reason behind my first sexual intercourse was because of peer pressure | **1** | **2** | **3** | **4** | **5** |

***Thank you for your time!!***

# DECLARATION

I declare that this study, **the effect of social marketing strategies on shaping the buying behavior of university students** is my own work and that all the sources I have used or quoted have been indicated and acknowledged by means of complete references.

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Signature

**Lefkir Yicheneku**