

**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT
GRADUATE UNIT PROGRAM**



**THE EFFECT OF SOCIAL MARKETING ON INTENTION OF CONDOM USE
THE CASE OF HIGHER EDUCATION STUDENTS OF UNITY UNIVERSITY**

By

Hiwot Endale Dessalegn

**Thesis Submitted to Addis Ababa University School of Commerce in Partial
Fulfillment for the Award of Master of Arts (MA) in Marketing Management**

Advisor: Temesgen Belayneh (PhD)

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INTERNAL EXAMINER

DECLARATION

I, Hiwot Endale Dessalegn, hereby declare that the thesis work entitled “The Effect Of Social Marketing On Intention Of Condom Use: The Case of Higher Education Students of Unity University” submitted in partial fulfillment of the requirements for Master of Arts (MA) in Marketing Management to Addis Ababa University School of Commerce, is the result of my own work and that I have acknowledged all sources of materials I used for the study. This study has not been submitted for any degree in this University or any other University.

Name: Hiwot Endale Dessalegn

Signature: _____

Date: _____

STATEMENT OF CERTIFICATION

This is to certify that Hiwot Endale Dessalegn has carried out her research work on the topic entitled “The Effect of Social Marketing on Intention of Condom Use: The Case of Higher Education Students of Unity University” is her original work and is suitable for submission for the award of Masters Degree in Marketing Management.

Temesgen Belayneh (PhD)

(Advisor)

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ACRONYMS

Ad: Advertising

BCC: Behavior Change Communication

CDC: Center for Disease Control

Condom social marketing (CSM)

USAID: United States Agency for International Development

DKT/E: DKT Ethiopia

POP: Point of purchase

HIP: High Impact Practices

SRH: Sexual and Reproductive Health

HIV: Human Immuno deficiency Virus

HEI: Higher Education Initiative

PSI: Population Service International

WHO: World Health Organization

ABSTRACT

The objective of this study was to examine the effects of social marketing advertising communication on intention of condom use. Data was collected using a structured questionnaire survey containing Likert statements on respondents' attitude towards the advertising in general, the advertising message, Advertising appeal and its orientation of social value and intention of condom use.

Survey data was collected from 344 student sample respondents from University Gerji main campus to measure their attitude towards DKT Ethiopia's social marketing advertising communication. Multiple regression analysis was employed on survey to examine the proportion of variation on the dependent variable of intention of condom use explained by the independent variables Attitude towards the ad in general, advertising message, advertising appeal and its orientation to social value. One sample t- test was performed to measure the sample mean for intention of condom use.

Results from data analysis revealed predictor variables attitude towards the ad, advertising message, ad appeal and ad's orientation to social value has a positive significant effect on the dependent variable and moderately strong intention of condom use.

Key Words: Social marketing, advertising communication, attitude, intention of condom use

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Social Marketing advertising communication is a behavior change communication that involves the development of tailored message and appeal which then is disseminating through mass media or interpersonal communication (CAHR, 2018). Since social marketing was introduced by Kotler and Zaltman in 1971 with the purpose of applying commercial marketing concepts to non-commercial areas, its application has broadened to address various social issues (Cheng, Kotler & Lee, 2009). It is the adoption of commercial marketing concepts, frameworks and techniques for societal causes Social marketing uses marketing concepts to bring about the desired social changes for the wellbeing of society (Donovan and Henley, 2010).It is the adoption of commercial marketing concepts, frameworks and techniques for societal causes. Social marketing uses the same commercial marketing tools and techniques with a purpose of benefiting society (Weinreich, 2007).

Most societal issues arise from individuals' behavior. Accordingly, behavior changes bring positive health outcomes by changing attitudes and practices (Jones, Iverson, Penman & Tang, 2005). Social marketing focuses on consumer behavior with an objective of influencing voluntary behavior changes (Garier and Bryant, 2005). Social marketing employs the same marketing principles and techniques to influence behavioral changes among target audiences (Cheng, et al., 2009). In the field of marketing, Consumer behavior is a process an individual goes through from need identification to consumption to disposal (Jain, 2014). According to USAID (2008), communication results behavioral change through changing knowledge, attitude and social norm.

Attitude is one of the psychological factors that influence behavior (Jain, 2014). Attitude towards a brand is the extent to which consumers expect the brand to meet certain expectation (Open University, 2016). According to Jain (2014) consumer attitudes are a combination of a consumer's feelings, beliefs and behavioral intentions toward an object (A brand, an advertisement.)

Influencing attitude through communication campaigns is carried out through one or more of the three communication mediums; Interpersonal communication, use of media, community/social mobilization One marketing tool social marketing uses to influence target audiences' attitude is advertising communication (Kotler, 2002). Advertising is a non-personal marketing communication tool that carries message promoting offers to encourage, influence or persuade target audience to take action. Advertising has a communication objective of forming a favorable attitude towards the brand and purchase intention (Rossiter and Percy, 1985).

One arena that extensively uses the social market approach is public health (Cheng, et al., 2009). Social marketing organizations are not for profit organizations that allocate resources obtained from donors to market socially desirable products that benefit the consumer as well as society as a whole (HIP, 2016). These organizations target behaviors towards the use of socially marketed products (Armand, 2003). Condom social marketing (CSM) is an intervention approach in which social marketing marketing programs develop condom brands and promote them to the target audience for purchase and use (USAID, 2011).

DKT Ethiopia is a social marketing organization. It started operation in 1990 with a mission of providing affordable, wide range, safe options of sexual and reproductive health products through social marketing. According to DKT/E (2016), Its social marketing program has objectives of ensuring accessibility of these products to its target population and that they want to use them. Accordingly, DKT Ethiopia's social marketing objective involves making its audiences want to use sexual and reproductive health (SRH) products (DKT/E, 2016). The organization aims to create demand for the SRH products it offers through behavior change campaign using The organization uses television, radio, billboards, point of purchase (POP) materials and social media to promote its two condom brands: 'Hiwot Trust', is its first condom introduced in 1990 and 'Sensation' introduced in the year 2004. Since the start of its operation in this country, the organization has distributed around two billion condoms (DKT Ethiopia, 2016).

Condom social marketing (CSM) is one of its programs to promote the use of condoms among its 'high risk' target audience (DKT/E, 2016). According to DKT/E (2016), its condom social marketing for prevention of HIV/AIDS has target population of sex workers and clients, persons with Multiple sexual partners, persons in uniform (military

and police staff and youth students in universities through the Higher Education Initiative (HEI). The Higher Education Initiative was launched by the organization in 2009 as an intervention to the increased vulnerability of students in higher education institute to HIV and unwanted pregnancy. With the goal of reducing risky sexual behaviors among university students, the initiative aims to influence change in behavior through quality behavior change communication using different communication channels mainly peer education billboards, and its social networking platform for university students (temarinet.com). Social Marketing advertising communication is Behavior change communication involves developing tailored messages and disseminating through mass media or interpersonal communication (CAHR, 2018).

1.2 Statement of the problem

In social marketing, change in audience's behavior is achieved through tailored message and appeal communicated through communication channels such as mass advertising (CAHR, 2018). While the approach to social marketing has been evolving since its inception, two points remain the same in the field: incorporating the fundamentals of marketing and its focus on behavior change (Cheng, et al., 2009). (Andreasen, 1994), states that for the social marketer 'consumer behavior is the bottom line'. Behavior change is the ultimate outcome of social marketing programs (Weinreich, 2007). The goal of social marketing is to bring social change through behavior and attitude change (Nanda, 2013). As encouraging voluntary behavior change is one of the typical components of social marketing that make up the 'social marketing criteria', Social marketing programs apply commercial marketing technologies to influence their target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups or society as a whole (Kotler, 2002).

The goal of social marketing is to bring social change through attitude change; effective communication determines the achievement of this goal (Nanda, 2013). Societal issues mainly emanate from undesired or risky behaviors individuals practice (Jones, Iverson, Penman & Tang, 2005). DKT/E's Higher Education Initiative is a behavior change intervention for the increased vulnerability of this particular population group to HIV/AIDS and unwanted pregnancy. According to (DKT/E, 2018) University students are one population group that practice irresponsible sexual behaviors that heightens their vulnerability to HIV/AIDS, other STDs and unwanted pregnancy. According to the

research conducted by the organization upon the launch of Higher Education Initiative HEI in 2009, the HIV prevalence among university students were 2.5%; a much higher rate in comparison with the 0.6% HIV positives between the age of 20-24.

Although studies has been done on social marketing advertising communication (Jones, et al., 2005); (Nanda, 2013), social marketing on attitude (Jones and Rossiten, 2002); (Nanda, 2013); (Martin, 2015), intention of condom use (Agweda, Dibua & Eromonsele, 2010) in different contexts, virtually there is no study, to the extent of my knowledge, that examines the relationship between social marketing advertising communication and intention of condom use in Ethiopian context. There was a study that examines the impact of social marketing strategies on women's choice of contraceptives in Ethiopian context (Getaneh, 2016), but this research did not examine the advertising communication aspect of social marketing and its effect on intention of condom use.

Therefore, this study aims to examine the effect of social marketing on intention of condom use in the Ethiopian context.

1.3 Basic research questions

The main research question for this study is to what extent social marketing advertising communication affects intention university students towards condom use

Specific research questions

- To what extent attitude towards the advertising in general affects intention of condom use?
- To what extent message of social marketing advertising communication affects intention of condom use?
- To what extent the appeal of social marketing advertising communication affects intention of condom use?
- To what extent social value of social marketing advertising communication affects intention of condom use?

1.4 Objective of the study

General objective

The main objective of this study is to examine the effect of social marketing advertising communication on attitude of university students towards condom use in Ethiopian content

Specific objective

- To examine the effect of attitude towards the advertising in general on intention of condom use.
- To examine the effect of message of social marketing advertising communication on intention of condom use.
- To examine the effect of appeal of social marketing advertising communication on intention of condom use.
- To examine the effect of message of social marketing advertising communication on intention of condom use.

1.5 Scope of the study

This research focused on the advertising communication aspect of social marketing and its effect on intention of condom use. The scope of this study focused on DKT Ethiopia's Higher Education Initiative (HEI) condom social marketing project targeting higher education students of Unity University. Hence, Higher education students of Unity University main campus are the population of this study. While the initiative has a set of behavior change communication, From components of adverting that affect attitude, attitude towards the Ad, advertising message, appeal and the advertising orientation to social value were taken as major determinants of attitude towards the advertisement and intention of condom use. There are four models to measure the effectiveness of an advertising communication. In this study, the "Attitude –towards- the- Ad" model is used to measure effectiveness of advertising communication in creating intention of condom use.

1.6 Significance of the study

The result from this study has both academic and practical contribution by providing insights on attributes of social marketing advertising communication and measuring the effect. The result and its implication contribute to the knowledge of social marketing in particular and advertising as a marketing tool in general. The result of this research will benefit DKT Ethiopia as well as other behavior change communication programs that execute social advertising communications by harnessing insight into the essence of behavior change advertising communication and its implications on attitude and behavior. It will assist in advertising communication planning and attitude change strategic decision process for future behavior based social marketing campaigns by providing relevant findings.

1.7 Limitation

Consumer behavior is said to be an ongoing process and cannot be wholly captured from what takes place in a mere moment (Open University, 2016). The findings of this study will be limited to capturing the effect of social marketing on attitude towards condom at a moment in time. Moreover, the norm attached to condom use in our community might result in unwillingness to or 'no respond' to survey questions.

1.8 Definition of terms

Advertising communication: an audio or visual form of communication or announcement in a public medium (newspaper, TV, radio, outside, point of sale) to promote a product, service, idea...)

Attitude: an individual's feelings, beliefs and behavioral intention towards an object.

Behavior change Communication (BCC): Mass media and interpersonal communication to influence the target audience to adopt desired behaviors (USAID, 2008)

Condom: A device made of latex used during intercourse to prevent infections and pregnancy (UNAIDS, 2000)

Donors: Organizations that provide fund or products related to the social marketing program (DKT, 2016)

Health products: tangible products or services applied to achieve or maintain the overall health. (Armand, 2003)

Not for profit organization: ‘is an organization that does not earn profit for its owners. All money earned or received through grant is used to pursue the objective of the organization.’ (Armand, 2003)

Public Health: Preserving, promoting and improving health, with prevention being the emphasis (Donovan and Henley, 2010)

Social marketing advertising communication: Mass media behavior change communication (USAID, 2008)

Target Audience: individual or group whose behavior change is the focus of a social marketer (Donovan and Henley, 2010)

1.9 Organization of the study

This research consists five chapters. The first chapter is an introduction consisting the research’s background study, problem statement, questions, objective and significance as well as its research scope and limitation. The second chapter incorporates the review related literatures synthesized according to the questions the research aims to answer. Research methodology made up the third chapter discussing the research approach, design and method the research employed to answer the research questions. The fourth chapter of this study is analysis of data gathered to answer the research questions. In the fifth and last chapter, findings are summarized to make up conclusion and recommendation of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter is the review of related literatures to recap relevant notes on social marketing behavior change advertising communication and its resulting effects on attitude and behavior. It discusses the relevant theories and models formulated over the years.

Organized in three parts, theoretical review, empirical review and conceptual framework, it summarized important points from different sources relevant to this particular topic and synthesized them in a way to approach the research problem.

2.1 Theoretical review

2.1.1 Social marketing principles and processes

Social marketing was introduced by Kotler and Levy in 1969 with the realization of broadening the applicability of already existing commercial marketing principles to other areas. It was formally introduced in 1971 with a definition “the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving consideration of product planning, pricing, communication and distribution and marketing research (Kotler and Zaltman, 1971:5).

(Donovan & Henley, 2010) defined social marketing as a branch of marketing reflecting its area of application with a concern for social change. It involves the application of marketing concepts and tools used in business and other goals, to achieve a socially desirable goal. It is the application of same marketing tools and techniques that are used in commercial marketing to social use (Weinreich, 2007). It is the application of marketing principles to improve people’s well-being and social welfare (Lefebvre and Flora, 1988).

Social marketing principles and processes has been identified by multiple authors. While the elements differ, behavior change is their benchmark. (Andreasen, 1994) outlined list of characteristics that a program should comprise in order to be identified as ‘social marketing’. These three general characteristics are drawn from the definition of social marketing: The application of commercial marketing technology; objective of influencing behaviors voluntarily; goal of societal benefit and welfare. In accordance with these general characteristics, (Andreasen, 2002) developed the ‘social marketing criteria’.

Table 1: Social Marketing criteria

Application of commercial marketing technology	Marketing - Concepts (Customer Orientation, Exchange) - Process (Elements of the marketing mix, segmentation, completion, marketing research)
Objective of changing people's behavior	Marketing objective of influencing target audience into Accepting a new favorable behavior, Rejecting undesirable potential behavior, Modifying/ improving on current good behavior and Abandoning current undesirable behavior.
Societal benefit and welfare	Marketing Goal

Source: 'Social marketing criteria' (Andreasen, 1995) and Social marketing definition (Kotler, Roberto & Lee, 2002)

According to (Chang, et al., 2009) there are four arenas of social causes that social marketing is being practiced: Health promotion, Injury prevention, environmental protection and economic development & community mobilization. One of the areas social marketing is playing a major role in is public health. Social marketing is being widely used in public health issues to the extent of it becoming 'part of its domain' (Chang, et al., 2009). With the growing multi-faceted health challenges the world is encountered with, social marketing principles are used to formulate behavioral change resulting in an effective public health intervention (Lebefvre and Flora, 1988). The apparent shortcomings of traditional health educations and promotions in their implementation at scale have led to the use of social marketing principles that enabled practitioners to impact behavior at a larger scale and context. Social marketing principles are well suited for the task of translating necessarily complex educational methods and behavior change techniques into concepts and products that will be received and acted upon by large segment of the population (Lebefvre and Flora, 1988: P.300). Now, social marketing is

used to influence behaviors toward regular checkups, vaccinations, balanced eating, exercising for healthy lifestyles.

Social marketing is one of the high practices in sexual and reproductive health (SRH) programs. It is used to improve the use of SRH products through integrated marketing programs and blending the marketing mix tools to influence behaviors. Strong evidence shows the impact of social marketing in the use of SRH products (HIP, 2016). Behavior changes bring positive health outcomes by changing attitudes and practices (Jones, et al., 2005). According to (UNAIDS, 1998), approach to condom social marketing is supply and demand oriented. On the supply side, social marketing programs leverage existing commercial infrastructures to make products available to the target consumers. Demand is created by heavy communication to influence behavior on condom use. Social marketers influence healthy behaviors through intense advertising and promotional campaigns. Social marketers use the same commercial marketing tools to design communication campaigns that result in desired behavior (Chang, et al., 2009).

Condom Social Marketing (CSM)

Condom Social Marketing is a social marketing program that involves developing, branding, communicating and distributing condoms to target groups in the population (USAID, 2011). It is an intervention designed to ensure accessibility and use of condoms among the most HIV vulnerable and at risk population groups (UNAIDS, 2000). The meta-analysis of six studies, a study presented effectiveness of condom social marketing. Condom social marketing programs extensively use mass media advertising channel to communicate and influence condom use behavior among the targeted population groups (UNAIDS, 2000).

Challenges of changing behavior

Societal issues emanate from undesired behaviors individuals practice (Jones, et al., 2005). Social marketing works with the objective of influencing voluntary behavior changes for the target population group to abandon the undesirable behaviors and replace them with the desired ones (Garier and Bryant, 2005). Social marketing achieves this through implementing the same marketing tools and techniques to influence behavioral changes among target audiences (Cheng, et al., 2009). Behavior change communication is a communication process that promotes positive behaviors among targeted population

groups through different channels working from creating awareness to forming attitude to acting on positive behavior (USAID Afghanistan, 2010). Behavior change communications take place at levels from individuals, to community, national and global level (APS, 2007).

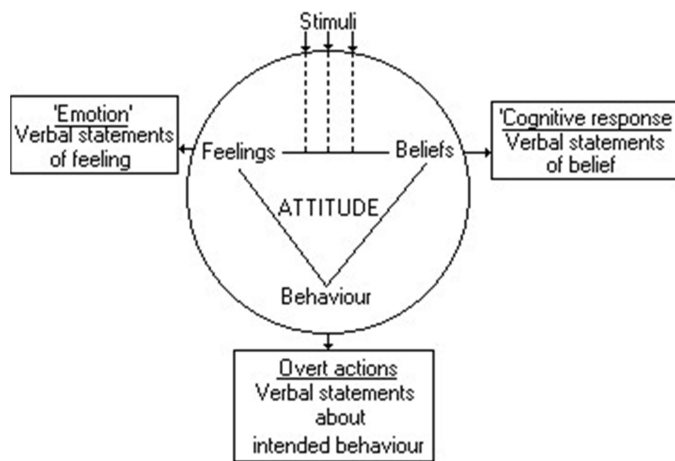
The effectiveness of social marketing program is determined by its effectiveness on influencing behavior (Serrat, 2010). (Andreasen, 1994) states that for the social marketer, ‘consumer behavior is the bottom line’. It is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon behavior for the benefit of individuals, groups or society as a whole (Kotler, Roberto & Lee 2002, p. 5). (Cheng, et al., 2009: 1) in their book “Social Marketing for Public Health” adopted a definition of the same essence; “*social marketing is a process that applies principles and techniques to create, communicate and deliver value in order to influence target audience behaviors that benefit society as well as the target audience*”. Social marketing uses promotion to bring about behavioral changes that address social issues such as health, environmental, safety and community building issues to the benefit the society. Behavior is said to incorporate thought, feeling or action of people. As the goal of social marketing is behavior change, programs need to understand the nature of behavior, factors that influence it and their roles (Garier and Bryant, 2005). There are a number of psychological and sociological factors that influence behavior: Psychological (motivation, perception, learning, beliefs and attitude), Personal (age and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self- concept), Social (reference groups, family, roles and status) and Cultural (culture, subculture, social class system) (Open University, 2016). Consumer behavior in the field of marketing is a process an individual goes through from need identification to consumption to disposal. It examines overall influences on consumer behavior (Solomon, Bamossy, Askegaard, & Hogg, 2006).

Attitude

Attitude is one of the psychological factors that influence behavior and a key element in the field of consumer behavior (Open University, 2016). It is one of the factors that drive behavior and an important factor for marketers to understand its nature, how attitudes are formed and how they determine behavior (Mayfeyden, 1998). Attitude has an important role in the behaviour of audiences. Understanding, targeting and changing behaviour involves

understanding consumer attitudes (Schiffman and Kanuk, 2004). An attitude refers to the consistent tendency of an individual to behave in favorable or unfavorable manner with regards to a product, brand or use (Schiffman and Kanuk, 2004). It represents a summarized evaluation of an object or thought which are expressed in terms such as, like or dislike, favor or disfavor (Walley, 2009). It represents the positive, negative or neutral mental readiness towards an object (Jain, 2014). There are three components that combine to formulate attitude, According to Jain (2014): affective (affect for or against a psychological object), behavioral (actions or responses as result of attitude) and cognitive (opinion, beliefs /disbeliefs). These three factors combine to form an attitude towards an object. An individual’s attitude towards an object is determined by simply identifying its beliefs, feelings and intent to act in verbal statement. Accordingly, Consumer attitudes are a combination of a consumer’s feelings, beliefs and behavioral intentions toward an object (A brand, an advertisement.)

Figure 1: Three dimension attitude model



Source: 3D Model of Attitude (Jain, 2014)

- *Affective Component*

The affective component is the emotional response towards an attitude object. Emotional response expressed in liking or disliking of the object.

- *Behavioral Component*

The behavioral component is a verbal or action. It's a tendency by an individual towards actions or observable responses that are the result of an attitude object. It involves individual's (favorable/unfavorable) response to do something regarding attitude object.

- *Cognitive Component*

The cognitive component is an evaluation of an object. It constitutes an individual's opinion (belief/disbelief) about the object. Cognitive refers to the thoughts and beliefs an individual has about an attitude object. It can be positive, negative or neutral.

Influencing attitudes through communication campaigns is implemented through one or more of the three communication mediums; interpersonal communication, use of media, community/social mobilization. Advertising communication is one of tools social marketers use to influence target audience behavior changes (Kotler, 2002). Advertising is a non-personal marketing communication tool that carries message promoting offers to encourage, influence or persuade target audience to take action (Kotler and Keller, 2006). What makes social marketing communication from communication commercial marketers implement to influence consumers behaviors is, social marketing communicates a need individuals or groups don't know or don't want to use or practice for reasons of the associated pleasure trade of , confrontations or embarrassment from practicing the behavior (APS, 2007); (Jones, et. al, 2005), .

Social marketing Advertising communication

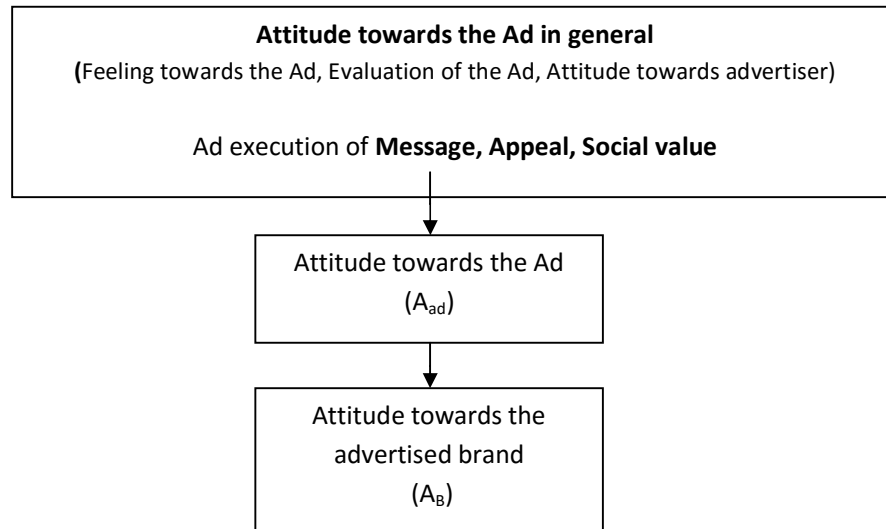
Social marketers use similar commercial marketing communication tools to influence behaviors (USAID, 1998). Influencing behaviors through communication campaigns is carried out through one or more of the three communication mediums; Interpersonal communication, use of media, community/social mobilization. Social marketing, as an approach to social change, uses advertising communication as its major tool to impact behavior (Kotler and Zaltman, 1971). According to (USAID, 1998), advertising is the most commonly used behavior change communication tool by social marketing programs. Advertising is a non-personal marketing communication tool that carries message promoting offers, brands, ideas, benefits in visual or audio form through digital or print media (Christian, et al., 2014). Advertising is used to inform, influence the target audience. The one of the communication objective of advertising is to formulate a positive attitude towards the brand and create intent of use (Belch and Belch, 2004). Advertising communication achieves this through its message of positioning statement

articulated and in alliance with the norm of target audience, with an advertising appeal that has hedonic/pleasant or entertaining (Ling, Piew & Chai, 2010).

Measuring the effectiveness of social marketing advertising communication

Attitude towards the Ad has been a major construct to measurement effectiveness of advertising communication (Christian, Zdeněk & Lucie, 2014). It explains advertising responses with mediator role between advertisement and responses to the advertisement (Mackenzie and Lutz, 1989). Attitude towards advertising is a predisposition to favorably or unfavorably respond to advertising (Mackenzie and Lutz, 1989).

Figure 2: Model of Attitude-towards-the-Ad



Source: Adopted from Structural model of Attitude- towards-the-Ad, (Mackenzie and Lutz, 1989).

According to literature, attitude towards advertisement is affected by demographic variables, attitude towards advertising in general, and features of advertisement (Mackenzie and Lutz, 1989),(Spears and Singh, 2004), (Christian, et al., 2014).The major demographic variables that are detrimental on attitude towards advertising are age, gender, educational status. Many authors have come up with their list of features that determine attitude towards advertising. According to (Ling, Piew & Chai, 2010), the major determining factors of attitude towards advertising are General *Attitude towards the Ad* feeling & evaluation of the Ad and attitude towards advertiser, *Advertising message*

with credible product information and benefit; *Advertising appeal* that is hedonic/pleasant, entertaining/humorous; with consideration to *social value/norms*. Attitude towards the Ad in general refers individuals' evaluation of the advertising and the advertiser in general.

Effects of Advertising Message, Appeal and social value orientation on individuals' attitude towards Advertisement.

Message of advertising is one of the determinants of attitude towards advertisement. It refers to the underlying point that the advertiser is trying to get across (Ling, et al., 2010). Advertising messages “should speak the language of the audience (Mahtra, 2015). According to (Cheng, et al., 2009), developing a social marketing communication involves careful market segmentation and crafting a positioning statement.

Advertising appeal is one of the determinant factors of individual's attitude towards an Ad. It refers to a component of advertising that captures the attention at time of exposure to advertising stimuli (Mahtra, 2015). Advertising appeal may involve humor, entertainment, hedonic value, emotional cues and attractive images to grab the attention of target audience, pairing the advertisement with liked stimuli to create an appeal (Ling, et al., 2010). Advertising appeal approaches range from fear appeal to entertaining and humorous appeal (Mahtra, 2015).

When advertising messages are said to speak the language of their audience, they are incorporating the social value of that target audience (Krezolek and Smyczek, 2017). According to Willenborg, (1972).Advertising is said to have significant social impact in its orientation to social value creating favorable or unfavorable attitude in the mind of the audience.

Table 2: List of factors that determine audiences' attitude towards Ad to create intent to act

Korgaonkar, Silverblan & O'Leary (2001)	Seven factors: product information, social role and image, hedonic/ pleasure, value corruption, falsity/ no sense, good for the economy, materialism.
Petrovici & Marinov (2005)	Six factors: general attitude, attitude institution, attitude instrument, product information, social role (integration) /

	image, hedonic/ pleasure.
Tsang, Ho, & Liang (2004)	Five factors: entertainment, informative, irritation, credibility, relevant, demographic variables.
Tan & Chia (2007)	Six factors: product, hedonic, social, falsity, good for economy, materialism
Zhang & Wang (2005)	Five factors: entertainment, informative, irritation, credibility, interactivity.
Petrovici, Marinova, Marinov, & Lee	Seven factors: product information, social integration/ image, hedonic/ pleasure, good for economy, promotes undesirable values, alienation/ value incongruence, falsity/ misleading
Wang, Sun, Lei, & Toncar (2009)	Five factors: entertainment, information, credibility, economy, value corruption.
Source: Ling, Piew & Chai (2010: p.116) "Determinant of consumers' attitude towards advertising"	

2.2 Empirical literature review

2.2.1 Social marketing Advertising communication factors affecting intention of condom use

Condom social marketing programs extensively uses mass media advertising channel to communicate and influence condom use behavior among the targeted population groups (UNAIDS, 2000). Results from six studies show individuals who had an exposure to condom social marketing were twice as likely to use a condom as opposed to those without the exposure (USAID, 2011). Condom use increased in both male and female after the subjects' exposure to condom social marketing. (USAID, 2011). Positive effect of exposure to condom social marketing was much significant in male than in females (USAID, 2011)

Advertising of controversial products can be deemed offensive and lead to a number of negative advertising outcomes (Fereidouni, 2008). Particular to condom, believed to be controversial for the stigma attached to the use of the product, *condom social marketing* plays the role of 'normalizer' through intense advertising and promotional campaigns to raise awareness and reduce perceived stigma of condom use (UNAID, 2000). Advertising communications that integrate social value created a more favorable attitude towards the

advertising among communities that are bound to their social norm (Willenborg, 1972); (Mahtra, 2015).

Advertising messages created unfavorable attitude towards audiences when audiences doubt the credibility of information provided in the Advertising (Le and Nguyen, 2014). Message of benefits with testimonials of real ordinary people have resulted a favorable attitude towards many public issues (Australian Public Service Commission, 2007). Edutainment is an advertising appeal used by combining educational message and entertainment to promote personal hygiene in Nepal by (SNV, 2016). Social marketing advertising communication has resulted a progressing behavior change in areas of HIV/ AIDS prevention and violence against women in Rwanda (KFW, 2013). As a result of combined social marketing communication campaigns, HIV prevalence was reduce from 12.8% in 2002 to 3.8 % in 2013.

Table 3: Summary of empirical findings

Table 2.3: Summary of Empirical findings		
Authors	Hypothesized relationship	Result
Le and Nguyen, (2014)	Ad message – intention of use	Negative relationship when credibility is in question
Kokkinaki and Lunt (1999)	Ad message -Attitude towards the ad and the brand	Significant relationship between message of advertising and audiences' attitude towards the advertising
Stahl (2011)	Message and intention to act	Positive and significant effect
SNV (2016)	Ad appeal and attitude of use	Positive relationship
Mahsa Akbari (2015)	Ad Appeal and Attitude towards the Ad and intention	Positive and significant relationship
Donovan and Mpsych, 2005	Ad message and attitude towards communicated behavior	Positive and significant relationship and effect
Chu Lin, Yi-Chih Lee & Nu-Ting Lin(2015);	Ad Appeal and Attitude towards the Ad and behavioral intention	Positive and significant effect
Willenborg	Social Value orientation of Ad –attitude	Positive but weak significance

(1972)		
Fereidouni (2008)	Social Value orientation of Ad –intent to act	Negative and significant when undesirable value promoted
USAID (2010)	Social marketing _ behavior Social marketing advertising communication and intention of condom use	Positive and significant effect
Donovan and Mpsych (2005)	Social marketing _ Behavior Social marketing advertising communication and intention of condom use	Positive and significant relationship
KFW(2013)	Social marketing _ Behavior Social marketing advertising communication and intention of condom use	Positive and significant effects
Jones, Iverson, Penman and Tang (2005)	Social marketing _ Behavior Social marketing adverting communication and behavior of use	Positive association
Martin (2015)	Social marketing communication – behavior	Positive association

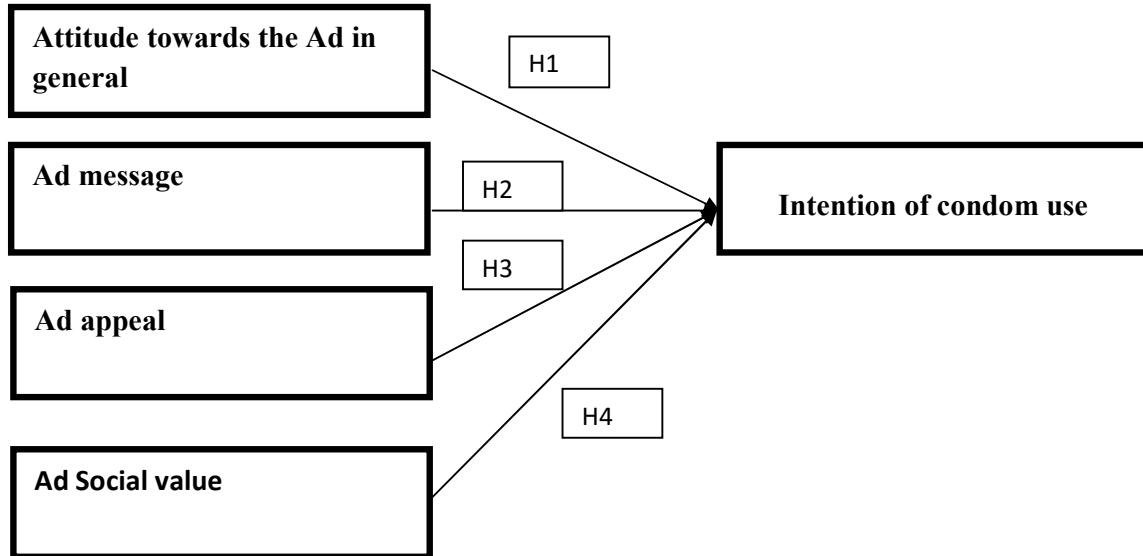
2.3 Conceptual framework

This is to explain the research framework adopted to examine the role of social marketing. The framework is developed from the synthesis of relevant literatures of social marketing behavior change advertising communication and models to measure the effectiveness of advertising communication. The research frame work blended theories: behavior change advertising communication, and attitude-toward- the- ad model to measure effectiveness of social advertising communication.

2.3.1 Conceptual Framework

Figure 3: Conceptual Framework

Social marketing advertising communication



Adopted for this study from: ‘*Determinants of consumers’ attitude towards an adverting*’ (Ling, Piew & Chai, 2010), and ‘*Attitude –towards- Ad model*’ (Mackenzie and Lutz, 1989)

2.3.2 Hypothesis of the study

From the review of literatures on the effect of social marketing advertising communication, the following hypothesis were developed to answer the research questions.

H1: General Attitude towards the Advertising communication has a positive significant effect on intention of condom use.

H2: Message of Social marketing advertising communication has a positive significant effect on intention of condom use.

H3: Appeal of Social marketing advertising communication has a positive significant effect on intention of condom use.

H4: Social value reflected in Social marketing advertising communication has a positive significant effect on intention of condom use.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research approach

This research took a deductive approach in that social marketing, behavioral and advertising theories and approaches are identified. While a deductive approach involves testing theoretical proposition by adopting a specific research method and design, a research method defines how data is analyzed. A quantitative method uses statistical analysis techniques to come to finding and answer research questions (Saunders, 2009)

3.2 Research design

According to (Saunders, 2009), Explanatory research design enables to study a problem through explanations of the relationship between variables. Thus, explanatory research design was employed to examine the effect of social marketing advertising on affective, behavior and cognitive components to form an attitude that results in an intention of condom use. A cross- sectional survey research strategy was employed with quantitative data analysis technique to come to findings.

3.3 Sources of data

This study used primary data to answer the research questions. The source of data for this research is survey data collected through structured questionnaire from student respondents of Unity University Gerji main campus. Primary data means data that is specifically collected for research that is being conducted (Saunders, 2009). A questionnaire is a data collection tool in which a respondent is asked to answer a set of questions in an already set order (Saunders, 2009). A structured questionnaire was designed to measure the effect of DKT/E's social marketing advertising elements on behavior antecedent of attitude towards advertisement and the brand.

3.4 Population of the study

This section describes the population applied to this study. Population refers to 'the set of all cases from which sample will be drawn (Saunders, 2009: p.212). According DKT/E (2016), its Higher Education Initiative (HEI) is one of its condom social marketing projects targeting young university students. Based on convenience sampling, survey data

is collected from 384 sample respondents from undergraduate and diploma students of Unity University College Gerji main campus.

3.5 Sampling procedure and technique

Based on convenience sampling technique, 384 volunteer students from unity university college Gerji campus served as sample respondents from which survey data was be collected. Convenience sampling is a non-probability sampling in which cases from the population are selected based on their convenient accessibility such as location, the amount of resource required (Saunders, 2009). As indicated in many literatures, student respondents in general and specific to surveys offer homogeneity (Christian, et al., 2014); (Spears & Singh, 2004). Volunteer students willing to participate in the survey were given questionnaires with three selected print condom advertisements. The advertisements were also available in digital format for review for clarity.

3.6 Sample size determination

Sample size was determined using sample size calculation for significant predictor variable. At confidence level of 95% with 5% margin of error, Setting the expected coverage for key indicator at $p=0.5$, $q=1-p$ (0.5) the calculated sample size is 384.

$$n=(Z\alpha/2)^2 \times pq/d^2$$

n=Number of respondents required

$Z\alpha= 1.96$ corresponding to 95% confidence level

p= expected coverage for key indicator

$q =1-p$

d=required level of precision at $\pm 5\%$

3.7 Methods of data collection

A self-administered questionnaire was used as a data collection tool to measure attitude. Questionnaire will be collected from 384 volunteer students willing to participate in the survey. A structured questionnaire is developed based on basic measurement process of defining concepts to be measured and their attributes from literatures reviewed on construct measurement for attitude-towards-the-ad. The questionnaire contains two parts: descriptive variables of demographic data (respondent's gender, age,) and Likert items of statements to measure effects of attitude towards the advertisement in general, advertising

message, advertising appeal, and advertising social value orientation on behavior antecedents of attitude on a scale of one to five. Measurements in questionnaire were adopted Measurements in questionnaire were adopted from a standard construct measure for advertising based on attitude-towards-the-ad (Bergkvist and Langner, 2017) and determinant of consumers' attitude towards advertising (Ling, et al., 2010); based on which seventeen (17) measurements were constructed for this research based on the target population. Response for this survey questionnaire was collected through delivery and collection method.

3.8 Validation and reliability of the instrument

Validity and reliability of data collection instruments must be assessed before they are administered to ensure that they represent the investigative topic and that findings from them enable generalization across the entire population (Saunders, 2009). Validity of instrument refers the ability of construct to measure what it is intended to measure and avoid measure result that is biased or incorrect (Saunders, 2009). It defines the researches contribution to body of knowledge (Bergkvist and Langner, 2017). Accordingly, the data collection instrument must be checked for content, criterion, construct elements of validity for adequate coverage, accurate prediction and measuring presence. Measurements in questionnaire were adopted from a standard construct measure for advertising based on attitude-towards-the-ad (Bergkvist and Langner, 2017) and determinant of consumers' attitude towards advertising (Ling, et al., 2010). The attitude-towards-the-ad construct has a total of forty two (42) measurement items on both relevant descriptive variables and the antecedents of attitude from which 21 items including categorical variables were selected for this research. The selected questions were discussed with individual experts to evaluate whether they thoroughly address the investigative topic. Furthermore, the questionnaire was pretested on 20 respondents based on which few amendment were made for clarity and ease of self-administration.

Reliability of data collection instruments must be assessed before they are administered to ensure that they represent the investigative topic and that findings from them enable generalization across the entire population (Saunders, 2009). Reliability measure indicates the reliability of the instrument to be used to collect data. Reliability test was done using Cronbach's Alpha. If the reliability test result Cronbach's Alpha > 0.600, the questionnaire items dictated variable.

Table 4: Reliability test result

S.N	Variable	Number of Items	Cronbach's Alpha Value
1	Attitude in General towards Ad	3	.710
2	Ad Message	4	.774
3	Ad Appeal	3	.713
4	Ad social value	3	.869
5	Intention of condom use	4	.708
6	Overall	17	.788

Source: Survey data (2018)

3.9 Method of data analysis

Statistical Package for Social Science (SPSS 20) was used for statistical analysis. Inferential data analysis was employed to come to findings. Because this is explanatory study, the inferential statistics employed was multiple regression analysis statistical procedure. Regression analysis is an inferential test that examines the effects of independent variables on dependent variables (Devonish, No date). Regression analysis enables to describe the dependent variable relationship with an independent variable (Saunders, 2009). After data was entered on SPSS 20 and reliability of scales was tested, tests of assumptions for regression analysis such as Normality, multi collinearity and linearity were processed.

3.10 Ethical Considerations

Ethics in research refers to the standard of conduct between what is acceptable and unacceptable. Ethical consideration the implication in regards to access to data and people (Saunders, 2009). This research issues with age and willingness to participate in survey the relevant ethical issues to be addressed. Hence, participant of age 18 and above were only considered to participate in the research survey. It was clearly communicated to participants that participation in the survey was voluntary and data would be dealt with anonymously without revealing the individual. Data collected through the survey was only used in this academic research and would not be used in any other research.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter, data collected from university student sample respondents that participated in the survey is presented, analyzed and interpreted to answer the research questions. In the first part, response rate is presented to state the total number of responses from a total sample size. In this section, data coding process was discussed. In the second part descriptive statistics of respondents is summarized the third part discusses reliability test results, the fourth and fifth part are descriptive statistics and correlation analysis of variables. The sixth and last part discusses regression analysis test results and summarizes the according to hypothesis of the study.

4.1 Analysis of response rate

4.1.1 Response rate

Response rate refers to the total of responses that is collected out of the total sample respondents after excluding ineligible and no responses (Saunders, 2009).

Table 5: Response rate

	Student respondents		
	Correctly filled out and returned	Incorrect fill out	Questionnaire not returned
Number	344	17	23
Percentage	89.6%	4.42%	6%

Source: Survey data (2018)

The self-administered survey questionnaires were handed out to 384 student respondents from unity university Gerji main campus on the third week of March, 2018. From the total of 384 questionnaires handed out, 344 (89.6%) was filled out correctly. 17 questionnaires were filled out incorrectly/incompletely while the remaining 34 were not returned at all which were regarded us illegible and no answer.

4.1.2 Data coding

After data was collected it was coded for analysis. Data coding involves assigning numbers to categorical data and numeric data (Saunders, 2009). Accordingly, for the first part of the questionnaire, demographic variable gender (female=1, male =2), age

(<20=1, 21-27=2, >27=3) was assigned. Enrollment level 1 is for student enrolled for undergraduate study and 2 for diploma study. Relationship status 1 was assigned to single, 2 with partner and 3 for married. For the study variables of general attitude towards the advertising, Advertising message, advertising appeal, advertising social value and intention of condom use measured on Likert scale of 1 to 5 (strongly disagree, disagree, neutral, agree, strongly agree). For negative statements, values were assigned in reverse order.

4.2 Demographic characteristics of the respondents

This section of the chapter presents and summarizes the demographic variables of respondents. Demographic variables in this study included gender, age, enrollment level and relationship status of respondents

Table 6: Distribution of respondents by Gender, Age, Enrollment level and Relationship status

		Frequency (Out of 344)	Percent (%)
Gender	Female	185	53.8
	Male	159	46.2
Age	<20 Adolescents	137	39.8
	20-27 Young Adults	189	54.9
	>27 Adults	18	5.2
Enrollment	Under graduate program	289	84.0
	Diploma	55	16.0
Relationship status	Single	271	78.8
	With partner	64	18.6
	Married	9	2.6

Source: Unity University (2018) and Survey data (2018)

From the 344 filled out questionnaires, 185 were female and 159 were male respondents. Female respondents represented 53.8% of the total respondents and 46.2% were male respondents. 137 respondents were in the age range of <20 representing 39.8% of the total respondents, while respondent in the age range of 20-27 accounted 189 out of the 344 respondents representing 54.9 % of the total respondents. Out of the total respondent, only eighteen were in the age range of >27 accounting for 5.2 %of the total respondents.

Student respondents enrolled in under graduate program accounted for 289 (84%) and 55 diploma program student respondents represented 16% of the total respondents. Relationship status of respondent were one variable for demographic statistics. While 271 (78%) of the total 344 respondents were single, with partner and married respondents accounted 64 (18.6%) and 9 (2.6%) of total respondents respectively.

4.3 Descriptive statistics of Variables

In this part of descriptive statistics, variables are described and compared numerically. According to Saunders (2009), descriptive statistics of variables has aspects of central tendency and dispersion. While central tendency measures average of values, dispersion measures the extent to which data values of variables are different from the mean value. Variables are summarized and presented by measures of central tendency and dispersion or variability (Skuzza, 2013). Accordingly, central tendency was measured by Mean value to describe location of distribution and Standard deviation summarized spread of a distribution.

Table 7: Descriptive statistics of variables

Variable	Mean	Std. Deviation
Attitude towards the Ad in general	3.5901	1.01093
Ad Message	3.5073	1.01103
Ad Appeal	3.7093	.89746
Ad social value	3.5930	.99581
Intention of condom use	3.7304	.85362

Source: Survey data (2018)

For independent variable attitude towards the Ad, the mean value of 3.59 The on a scale of 1-5, average of scale =3 at standard deviation of individual responses from the mean value of 3.59, at 1.01 implies respondent were inclined to favorable attitude towards the Ad. The mean score of 3.5073 for the variable of advertising message also indicates responses are greater than neutral value towards favorable attitude towards the message of the add. Advertising appeal has the greatest mean value of 3.7093 than the other variables, reflecting a more favorable attitude towards the advertising appeal.

Advertising's orientation of social value has the second greater value of mean of 3.59 also suggesting a favorable attitude towards the social value reflected in the Ad. The dependent variable of the behavior antecedent of attitude has the largest mean value from all the study variables with a mean value of 3.730

Table 8: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Intention of condom use	344	3.7304	.85362	.04602

Table 9: One Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	upper
Intention of condom use	15.87	343	.000	.73038	.6399	.8209

One sample t- test was used compare the sample- mean with the sample midpoint of the dependent variable intention of condom use (Saunders, 2009). The test was carried out after assumptions of normal distribution and no significant outliers are met. The midpoint of three (3) on a scale of 1-5 (1 being most unfavorable response, 2 unfavorable, 3 neutral, 4 favorable and 5 most favorable response measuring intention of condom use.) was taken to compare the sample mean. The above one sample statistics test result shows the mean value of 3.7304 for the variable of intention of condom use with a mean difference of .73038 from the mid-point of 3 at significance value of .000 confirming the population mean is significant.

4.4 Correlation analysis

Relationship among independent and dependent variables was tested using Pearson correlation. Pearson correlation test examines relationship between variables (Devonish, No date.) Correlation test results determine the direction and strength of existing relationship between two variables (Saunders, 2009). Correlation between variables was computed using bivariate correlation procedure on SPSS 20. While Positive and negative results of correlation coefficient reflect the direction of association between the variables, its value reflect the strength of the relationship with p-value determining the statistical

significance of the result (Skuzza, 2013). Strength of correlation is determines as, 0.10-0.29 weak relationship, .30 -.49 moderate relationship, .50 and above strong relationship (Devonish, No date).

Table 10: Correlation between variables

Correlations					
		Attitude Towards the Ad in general	Ad Message	Ad Appeal	Ad Social Value
Attitude Towards the Ad in general	Pearson Correlation	1	.219**	.253**	.268**
	Sig. (2-tailed)		.000	.000	.000
	N	344	344	344	344
Ad Message	Pearson Correlation	.219**	1	.273**	.236**
	Sig. (2-tailed)	.000		.000	.000
	N	344	344	344	344
Ad Appeal	Pearson Correlation	.268**	.236**	1	.334**
	Sig. (2-tailed)	.000	.000		.000
	N	344	344	344	344
Ad Social Value	Pearson Correlation	.253**	.273**	.334**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	344	344	344	344
Intention of condom use	Pearson Correlation	.542**	.352**	.665**	.415**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	344	344	344	344

Source: Survey data (2018)

From the above correlations matrix, Strong and moderate associations were determined between the outcome variable intention of condom use and predictor variables attitude towards the ad in general, Ad message, Ad appeal and Ad's social value orientation. The correlation matrix also describes weak relationship between independent variables. Weak association is indicated from the resulting correlation coefficients of the independent variable attitude towards the Ad with Ad message, Ad Appeal and Ad social value , at correlation result of ($r=.219$, $r=.253$ and $r=.268$ respectively). Ad messages is correlated with Ad appeal and Ad value at ($r=.273$ and $r=.236$) respectively, reflecting weak relationship. Advertising appeal and social value orientation of the Ad have .334 correlation value indicating moderate association between the variables. Moderate relationship is also indicated between Attitude towards condom and Advertising message and Social value at ($r=.352$ and $r=.415$) correlation values respectively.

Table 11: Correlation between dependent variable and independent variables

		Intention of condom use
Attitude towards the Ad in General	Pearson Correlation	.542
	Sig. (2-tailed)	.000
Ad message	Pearson Correlation	.352**
	Sig. (2-tailed)	.000
Ad Appeal	Pearson Correlation	.665**
	Sig. (2-tailed)	.000
Ad Value	Pearson Correlation	.415**
	Sig. (2-tailed)	.000
Intention of condom use	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	344

The relationship between attitude towards the ad in general and intention of condom use showed positive and significant association at ($r = .542$, $p = .000$). The association between Ad message and intention of condom use suggested a positive and moderately significant relationship ($r = .352$, $p = .000$). The highest significant association was suggested between Advertising appeal and intention of condom use. From the result of correlation at values of ($r = .665$, $p = .000$), positive and significant relationship is marked between the independent variable of Ad appeal and dependent variable, intention of condom use. The resulting association between advertising social value orientation and intention of condom use at a correlation value of ($r = .415$, $p = .000$) indicated a moderately significant positive relationship between the two variables.

4.6 Regression analysis

Regression analysis is an inferential test that examines the effect of independent variable on dependent variables (Devonish, no date). Regression analysis enables to predict the value of an outcome variable from one or more independent/predictor variables by calculating coefficients of multiple effects (Saunders, 2009).

4.6.1 Assumption for testing regression analysis

When employing regression analysis, there are assumptions to be met (Saunders, 2009).

1. Normality: normality test is the first test to be done prior to processing data for regression analysis. Normality test was done to indicate the distribution of values for study variables. Skewness and Kurtosis results are indicators of distribution (Skuzza, 2013); Skewness describes whether data are positively or negatively skewed and

Kurtosis describes the peakness or flatness of distribution when compared to what is normal (Saunders, 2009).

Table 12: Descriptive statistics Skewness and Kurtosis

	N	Skewness		Statistics	Kurtosis		statistics
	Statistic	Statistic	Std. Error	SE	Statistic	Std. Error	SE
Attitude towards the Ad in general	344	-.185	.131	1.41	-.365	.262	1.39
Ad message	344	-.181	.131	1.38	-.201	.262	0.77
Ad Appeal	344	-.182	.131	1.39	-.326	.262	1.24
Ad Value	344	-.165	.131	1.26	-.369	.262	1.41
Intention of condom use	344	-.225	.131	1.71	.127	.262	0.48
Valid N (listwise)	344						

The value determining normality of distribution of a variable is the result of skewness statistics divided by its respective standard error and Kurtosis statistic divided by its standard error with the rule of thumb value between ± 1.96 (Skuza, 2013). From the above result of all values between ± 1.96 , normal distribution of values in variables can be concluded.

2. Non multi-collinearity test: Multi-collinearity implies high correlation between at-least one independent variables and another. It implies an overlap in sharing predictive power which creating inconclusiveness of the results. From the below Collinearity statistics, with VIF values between 1 and 10 (Saunders, 2009) and tolerance value of less than 1, it can be concluded that there is no multi-collinearity symptoms between the independent variables.

Table 13: Collinearity Statistics

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Attitude towards the Ad in general	.882	1.134
Ad message	.886	1.129
Ad Appeal	.829	1.204
Ad social Value	.837	1.194

a. Dependent Variable: Intention of condom use

Source: Survey Data (2018)

3. Linearity: Linearity test is applied to determine whether the relationship between independent variables and the dependent variable is linear or not (Saunders, 2009). Linear relationship should be determined between independent variables and the dependent variable in order to perform a regression analysis on the variables.

From the Output table of ANOVA ,Deviation from linearity for independent variables, attitude towards the Ad in general, Ad message, Ad appeal and Ad value from the dependent variable, behavior is at the value of significance ($p=.116, .406, .347$ and $.175 > 0.05$). Thus, it can be concluded that is a linear relationship between the independent variables of Ad in general, Ad message, Ad appeal and Ad value from the dependent variable, behavior.

Table 14: Linearity test result

Independent Variables	Dependent Variable : Behavior
	Deviation from linearity
Attitude towards the Ad in general	.116
Ad message	.406
Ad Appeal	.347
Ad Value	.175

Source: Survey Data (2018)

Survey data was tested for normality, multi collinearity and linearity with test results confirming assumptions for regression analysis testing are met.

4.6.2 Regression Analysis

Multiple regression analysis was employed to examine whether favorable attitude towards the ad in general, ad message, ad appeal and ad's social value orientation affect intention of condom use. Regression analysis produces three test outputs.

Table 15: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 ^a	.618	.613	.53095

a. Predictors: (Constant), Attitude towards the Ad in general, Ad Message, Ad Appeal and Ad social value

Source: Survey data (2018)

The first output of the regression analysis is the model summary. From model summary output, the value of R^2 determines the proportion of variation in intention of condom use explained by attitude towards the Ad in General, Ad message, Ad appeal and Ad's social value. From the value of adjusted R^2 .613, 61.3% of variation in intention of condom use can be explained by independent/predictor variables of attitude towards the Ad in General, Ad message, Ad appeal and Ad's social value. The remaining 38.7 % is the effect of other causes.

Table 16: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	154.364	4	38.591	136.893	.000 ^b
	Residual	95.566	339	.282		
	Total	249.930	343			

a. Dependent Variable: Intention of condom use

b. Predictors: (Constant), General Attitude towards the Ad, Ad Message, Ad Appeal and Ad social value

Source: Survey data (2018)

While the output of model summary indicates the model is fit for the proportion of variation of dependent variable to be explained by independent variables, Analysis of variance (ANOVA) output indicates the significance of the proportion of variation explained by independent variables. The ANOVA output with a probability level of

significance (p-value) of $.000 > 0.05$ indicates that the model is statistically significant (Devonish, No Date) and variables of attitude towards the Ad in General, Ad message, Ad appeal and Ad's social value are different and they all have significant effect on Intention of condom use which implies the model can be used to predict intention of condom use (Saunders, 2009).

Table 17: Regression analysis of independent and dependent variables

Independent Variable	Unstandardized		Standardized	T	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
(Constant)	.169	.161		1.050	.295
Attitude toward AD	.302	.030	.357	9.995	.000
Ad Message	.090	.030	.107	3.000	.003
Ad appeal	.478	.035	.503	13.637	.000
Ad Social Value	.107	.031	.125	3.417	.001

a. Dependent Variable: Intention of condom use

b. Predictors: (Constant), Attitude towards the Ad, Ad Message, Ad Appeal and Ad social value

Source: Survey data (2018)

After the output of model summary indicates the model is fit and Analysis of variance (ANOVA) output indicates the significance of the proportion of variation of dependent variable explained by the independent variable, the third output of the regression analysis presents the effects of each individual variables. From the above output coefficients, attitude towards the Ad in General, Ad message, Ad appeal and Ad's social value have effects on intention of condom use at significant level of α Sig. value of .000, .003, .000 and .001 respectively. This implies, increase in these variables will also increase intention of condom use. Attitude towards the ad in general (Beta = .357, $p=.000$), Ad message (Beta= .107, $p=.003<.05$), Ad appeal (Beta= .503, $p=.000$) and Ad's social value (Beta= .125, $p=.001<.05$) are significant predictors of intention of condom use.

Table 18: Research hypothesis summary

	Analysis	Findings	Decision on the finding
H1	Multi regression Analysis	$\beta=.357, p=.000$	Accepted
H2	Multi regression Analysis	$\beta=.107, p=.003$	Accepted
H3	Multi regression Analysis	$\beta=.503, p=.000$	Accepted
H4	Multi regression Analysis	$\beta=.125, p=.001$	Accepted

Source: Survey data (2018)

4.8 Discussion of the results

The study examined the effect of social marketing advertising communication on intention of condom use. Based on a model fit to measure the proportion of variation of the dependent variable intention of condom use explained by the independent variables, attitude towards the ad, ad message, ad appeal and ad's orientation to social value. Attitude towards the ad in general, Ad message, Ad appeal and Ad's social value are significant predictors of intention of condom use. Accordingly, increments in these predictor variables increase intention of condom use. The positive and significant effects of these predictor variables of social marketing advertising communication elements on attitude and behavior were also indicated on previous studies confirming the results of this study (Stahl, 2011); (SNV, 2016); (Mahsa Akbari, 2015); (Donovan and Mpsych, 2005); (Chu Lin, Yi- Chih Lee & Nu-Ting Lin, 2015); (Willenborg, 1972). A study by USAID (2010) found significant effect of condom social marketing advertising communication on individuals condom use. The findings of the study showed individuals were twice more likely to use condom than those who have not been exposed (USAID, 2011). Attitude towards the ad in general indicating individual's attitude towards the advertiser, evaluation of the ad and feeling towards the ad has a positive and significant effect on intention of condom use. These findings are further supported by previous studies where favorable attitude towards the advertiser and feelings advertisement create with positive and significant association of attitude and behavior (Ling, et al., 2010).

From the results of analysis, advertising appeal has the most association and effect on intention of condom use. This positive and significant association and effect has also been the findings of other literatures. A social marketing advertising communication with edutainment appeal combining education and entertainment results a positive and

significant change in practice of personal hygiene and hand washing (SNV, 2016). Social marketing advertising communication with a fear appeal incorporating the consequences of being infected with HIV/AIDS has resulted a positive attitude towards condom in Rwanda (KFW, 2013).

Another positive and moderately significant result is the effect of message of advertising communication in forming a positive attitude towards the desired behavior. According to Findings by APSC confirmed advertising messages that communicated value by depicting clear benefits resulted a favorable response from target audiences (APSC, 2007). A study by Le and Nguyen (2014) confirmed a negative but significant effect of message when audiences doubt the credibility of the advertising message.

The positive and significant effect of the advertising orientation of social value is another result of this study's analysis. The result shows a moderate effect of social value on intention of condom use. Social value orientation of an advertising is a significant factor of the advertising communication that affects attitude (Willenborg, 1972); (Mahtra, 2015). According to their findings, advertising communications that integrate social value created a more favorable attitude towards the advertising among communities that are bound to their social norm.

From the result of descriptive statistics, the mean value of the dependent variable intention of condom use 3.73 on an interval of 1 to 5 at significant value of .000 reflected responses were towards more or less favorable intention of condom use.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

In this last chapter of this paper, findings from survey data are summarized and the respective conclusions and recommendations are drawn and discussed.

5.1 Summary of the major findings

From results of descriptive statistics, the mean value for all study variables were in the range between 3.5 and 4 responses inclining towards a favorable response to the social marketing advertising communication. Results indicated more or less favorable behavioral intention of condom use at mean value of 3.7. Advertising appeal was one of the variables that showed a more favorable response with a mean value of 3.7093, the remaining independent variables of Attitude towards the Ad in general, Ad message and ad value displayed a result of mean values 3.5901, 3.5073 and 3.5930 at standard deviation value of 1.01, .89, .99 and .85 respectively.

Results of Pearson correlation confirmed positive and significant relationship between the dependent variable intention of condom use and the independent variables, Strong relationship was indicated between intention of condom use and audiences' attitude towards the Ad in general and Ad appeal at a correlation value of ($r=.542$ and $r=.665$). Positive and moderate association of advertising message and advertising social value with intention of condom use was another findings from correlation value of ($r=.352$ and $r=.415$) at ($p\text{-value} = .000 < .05$) respectively.

Based on the result of model fit, the proportion of variation on the dependent variable can be examined by the predictor variables attitude towards the ad, ad message, ad appeal and ad social. Furthermore, the significance of their effect is confirmed by ANOVA result with significance value of $< .05$). From the result of regression analysis, the total effect of predictor variables on intention of condom use is depicted at 61.3%. Attitude towards the ad in general (Beta = .357, $p=.000$), Ad message (Beta= .107, $p=.003 < .05$), Ad appeal (Beta= .503, $p=.000$) and Ad's social value (Beta= .125, $p=.001 < .05$) are significant predictors of intention of condom use.

Based on beta value of advertising message, Advertising appeal has the highest value beta coefficient value of .503, an increase in one unit of advertising appeal increases intention of condom use by .503 units. Attitude towards the Ad in General had beta coefficient value of .302, an increase in one unit of Attitude towards the Ad in general increases intention of condom use by .302 units. Advertising message with beta coefficient value of .107, an increase in one unit of advertising message increases intention of condom use by .107 units. Advertising's social value has beta coefficient value of .125, an increase in one unit of advertising orientation to social value increases intention of condom use by .125 units.

5.2 Conclusion

The aim of this study was to examine the effect of social marketing on intention of condom use. Advertising communication is one of the marketing tools social marketers use to influence behaviors. The elements of advertising form a favorable or unfavorable attitude to affect behavioral. The effects of social marketing advertising communication on attitude and intention of condom use depicted in the results showed that measure the proportion of variation of the dependent variable intention of condom use explained by the independent variables attitude towards the ad, ad message, ad appeal and ad's orientation to social value. Results confirm the variables of social marketing advertising communication, attitude towards the advertising in general, advertising message, advertising social value determine intention of condom use with a positive and significant association and effect intention of condom use by creating a more or less strong intention of condom use

From analysis result descriptive, relationship and effect of study variables it can be concluded that the components of social marketing advertising communication created a moderately strong intention of condom use. All the independent variables have significant effect on intention of condom use. While the association and level of effect varies among variables, advertising appeal and general attitude towards the advertisement have the major effects among the independent variables on intention of condom use. Advertising message and Advertising value have a positive and significant association with intention of condom use with a moderate effect when compared with variables of general attitude towards the ad and advertising appeal.

From results of descriptive analysis, the distribution of responses for the independent variable general attitude towards the advertising showed a moderate positive attitude. Results also confirmed a positive and significant association between the independent variable and intention of condom use with general attitude towards the advertising having a significant effect in determining intention of condom use.

Advertising appeal is one of the independent variables with a more of favorable response and positive and significant association and effect on intention of condom use. Analysis results confirmed, advertising appeal is the major determinant factor affecting intention of condom use among the other variables.

The variable, advertising message and advertising orientation of social value are variables with moderate association and effect on intention of condom use. Descriptive results showed responses to these variables were between neutral and positive. Association results also confirm a positive and moderately significant relationship of these variables with intention of condom use. Both variables have a positive and significant effect determining the effect of social marketing advertising communication on intention of condom use. From the effect of predictors variables it is apparent, advertising appeal of DKT Ethiopia's social marketing advertising has a significant effect on attitude towards the ad,

5.3 Recommendations

Advertising communication is one of the marketing tools social marketers use to influence attitude towards a desired behavior. It is the elements of advertising such as its message, appeal, social value orientation that form a favorable or unfavorable attitude towards the desired behavior. The effects of social marketing advertising communication on intention of condom use shown in results depicted variables have significant effect on intention of condom use. This means communication strategy and planning and execution to craft the elements of advertising can result in a more positive and significant effect on intention of condom use. Attitude change strategies in advertising communication involve affecting components of attitude with elements of advertising. General attitude towards the ad can be achieved through elements of advertising such as pairing the advertisement with liked stimuli to create an appeal and affect feeling. Advertising messages must be able to speak "the language of the target audience". This requires research to effectively

segment and communicate with the target audience. Advertising appeal approaches range from fear appeal to entertaining and humorous appeal. Social marketing advertising communication should also align with the social value and norm of the target audience. Specific to products with a stigma attached to them such as condom, Social marketing advertising communications must be in line with the cultural value and norm of the target population.

From the understanding of survey results of social marketing advertising communication components both DKT Ethiopia and other social marketers can exert more focus on the components that have significant value in shaping audiences' attitude. Moreover, additional effort can be done on the variables of Advertising message and social value through understanding target audience and their language to craft advertising elements that create a favorable attitude.

5.4 Limitations and direction for future research

One of the limitations of this study is it being conducted on young university students which are more of homogeneous population group. While the university population from which sample was drawn from is relevant in respect to the initiative of the social marketer, further studies with different population group can reflect different findings.

From findings of this study, while attitude towards the Ad, Message of advertising, ad appeal and social value orientation are variables that affect intention of condom use, they are not the only variables with predictor power. Result confirmed other variables also have effect on intention of condom use, which can serve as a gap for further study.

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Annex-I Questionnaire
ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE

Dear Respondent,

This questionnaire is developed to collect raw data for a research project which shall be submitted in partial fulfillment of Masters of Art Degree in Marketing Management. Data is to be collected from regular students of Unity University Gerji Campus, 18 years of age and above. The objective of the research is to assess the effect of social marketing on intention of condom use. Your participation in this survey is totally voluntary, anonymous and confidential. Any of the data (be it in full or in piece) collected through this questionnaire will be used only for academic purpose. I would like to thank you in advance for your genuine response and cooperation.

HiwotEndale

Tel:0911718962

Email: hiwot.education@gmail.com

1. DEMOGRAPHICS (Tick/Circle)						
Gender	Gender	Female =1	Male =2			
AGE	Age	<20=1	20-27=2 >27=3			
PGM	Enrollement	Undergraduate program =1 Diploma program =2 Graduate program =3				
R/P	Relationship status	Single=1	Partner=2	Married=3		
DETERMINANT OF ATTITUDE TOWARDS ADVERTISEMENT						
		Strongly disagree	Disagree	Neutral (Neither agree nor disagree)	Agree	Strongly agree
AG	Attitude towards the ad in general					
Affect	Your Feeling towards the Ad is positive	1	2	3	4	5
Cognate	Evaluation of the Ad is positive	1	2	3	4	5
Advertiser	Attitude towards Advertiser is positive	1	2	3	4	5
MSG	social marketing communication Message					
Msg1	Product information in the ad message	1	2	3	4	5

Msg2	ad message depicts Benefit of condom use	1	2	3	4	5
Msg3	Ad message is relevant					
Msg4	Ad message is credible	1	2	3	4	5
Appeal	Social marketing communication Appeal					
Appeal1	Ad is entertaining	1	2	3	4	5
Appeal2	The Ad appeal is pleasant	1	2	3	4	5
Appeal3	Ad appeal is attractive	1	2	3	4	5
Socialvalue	Social marketing communication Social value					
Value1	promotes undesirable values	1	2	3	4	5
Value2	Ad corrupts social value	1	2	3	4	5
Value3	Ad integrates social value	1	2	3	4	5
Attitude	Behavioral attitude / intent to use					
Attitude 1	5.1 I will definitely use condoms	1	2	3	4	5
Attitude2	5.2 I intend to use condom	1	2	3	4	5
Attitude3	5.3 I will probably use condom	1	2	3	4	5
Attitude4	5.4 I will not use condom	1	2	3	4	5

አባሪ-1መጠይቅ

**አዲስአበባዩኒቨርሲቲ
ንግድስራትምህርትቤት**

ውድ ተሳታፊ፣
ይህ መጠይቅ የተዘጋጀው “የህብረተሰብገበያ ማስታወቂያ በኮንዶሚኒየም ላይ የሚያመጣው አመለካከት ” በሚል ርዕስ ለቀረበ የመመረቂያ ፅሁፍ ነው። የጥናቱ አላማ የዲኬቲ ኢትዮጵያ የህብረተሰብ ገበያ ፕሮግራም በሚያወጣቸው የኮንዶሚኒየም ማስታወቂያዎችን በተመልካቹ የኮንዶሚኒየም መጠቀም አመለካከት ላይ ያለውን ውጤት ለመገንዘብ ነው። ይህ መጠይቅ የሚሞላው እድሜያቸው 18 እና ከዛ በላይ በሆኑ የዩኒቨርሲቲ የቀን መደበኛ ተማሪዎች ነው። ተሳታፊዎች በእዚህ ዳሰሳ የሚኖራቸው ተሳትፎ በፈቃደኝነት ላይ የተመሰረተ ሲሆን፣ ዳሰሳው የተሳታፊውን ማንነትና የግልምላሽ የማይገልጽ ከመሆኑም በላይ ለሚውልበት አላማ ብቻ የሚሰበሰብ ይሆናል። ለሚኖረዎት ቀና ተሳትፎና ትብብር በቅድሚያ እናመሰግናለን።

ሕይወ እንዳለ
ስ.ቁ. : 0911 718962

1.ጠቅላላ መረጃ (ምልክት ያድርጉ)

1.1 ፆታ	ሴት	<input type="checkbox"/>	ወንድ	<input type="checkbox"/>
1.2 እድሜ	<input type="checkbox"/> 18-27	<input type="checkbox"/> 28-37	<input type="checkbox"/> 38-45	
1.3 የትምህርት ደረጃ	<input type="checkbox"/> ዲግሪ	<input type="checkbox"/> ዲፕሎማ	<input type="checkbox"/> ማስተርስ	
1.4 የግንኙነት አቋም	<input type="checkbox"/> ያላገባ	<input type="checkbox"/> ዳደኛ/አጋር	<input type="checkbox"/> ያገባ	

	በጣም አልስማማም	አልስማማም	አልቃውም/ አልስማማም	እስማማለሁ	በጣም እስማማለሁ
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2. ስለዲኬቲ የኮንዶሚኒየም ማስተወቂያዎች ያሉትን አመለካከት ጠቅላላ መግለጫ

2.1 የተመለከቱት የዲኬቲ የኮንዶሚኒየም ማስተወቂያ መልካም ስሜት ፈትሮቦታል	1	2	3	4	5
2.2 ማስታወቂያውን በጥሩ እይታ ገምግመዋል	1	2	3	4	5
2.3 ስለዲኬቲ ኢትዮጵያ ያሉት አመለካከት ቀና ነው	1	2	3	4	5

3. ስለማስታወቂያው መልዕክት

ማስታወቂያው በቂ መረጃ አካቷል	1	2	3	4	5
ማስታወቂያው የኮንዶሚኒየምን ጥቅም ይገልጻል	1	2	3	4	5
2.1 ማስታወቂያው ከተመልካቹ ጋር አግባብነት አለው	1	2	3	4	5
2.2 የማስታወቂያው መልዕክት ተአማኒነት አለው	1	2	3	4	5

4. ስለማስታወቂያዎቻቸው

2.4 የማስታወቂያው ገፅ ያዝናናል	1	2	3	4	5
2.5 የማስታወቂያው ገፅ ያስደስታል	1	2	3	4	5

2.6 የማስታወቂያው ገፅታ ይስጣል	1	2	3	4	5
5. ማስታወቂያው ወግና ልማድን ከመጠበቅ አንጻር					
5.1 ማስታወቂያዎቹ በሕብረተሰብ የማይፈለግ ወግና ልማድን ያስተዋውቃል	1	2	3	4	5
5.2 ማስታወቂያው የሕብረተሰብ ወግና ልማድን ያበላሻል	1	2	3	4	5
5.3 ማስታወቂያው የሕብረተሰብን ወግ ያማከለ ነው	1	2	3	4	5
6. ማስታወቂያው ኮንዶምንስ ስለመጠቀም የፈጠረበት አመለካከት					
6.1 ከእንግዲህ ለወደፊት በእርግጠኛነት ኮንዶምን እጠቀማልሁ	1	2	3	4	5
6.2 ከእንግዲህ/ለወደፊት በአመዘኙ ኮንዶምን እጠቀማልሁ	1	2	3	4	5
6.3 ከእንግዲህ/ለወደፊት ኮንዶምን ልጠቀምም ላልጠቀምም እችላለሁ	1	2	3	4	5
6.4 ኮንዶም አልጠቀምም	1	2	3	4	5