



THE EFFECT OF ADVERTISING ON CONTRACEPTIVE UTILIZATION (IN THE CASE OF PUBLIC HEALTH FACILITIES IN DEBRE BERHAN TOWN, NORTH SHOWA ZONE, AMHARA REGIONAL STATE, ETHIOPIA)

BY

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DEBRE BERHAN, ETHIOPIA

**DEBRE BERHAN UNIVERSITY COLLEGE OF BUSINESS AND
ECONOMICS DEPARTMENT OF MARKETING MANAGEMENT**

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**A THESIS SUBMITTED TO DEBRE BERHAN UNIVERSITY
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FULFILMENT OF MASTERS OF ARTS IN MARKETING
MANAGEMENT**

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DEBRE BERHAN, ETHIOPIA

AUTHOR’S DECLARATION

I, Cherinet Shenkute, here declare and affirm that the thesis entitled “The Effect of Advertising on Contraceptive Utilization (In the Case of Public Health Facilities in Debre Berhan Town” is my own work conducted under the supervision of Mohamed Ahmed (Assistant Professor). I have followed all the ethical principles of thesis research in the preparation, data collection, data analysis, and completion of this study. All scholarly material that is included in the thesis has been recognised through citation. I have adequately cited and referenced all the original sources. I also declare that I have adhered to all principles of academic honesty and integrity, and I have not misrepresented, fabricated, or falsified any idea, data, fact, or source in my submission. This thesis is submitted in partial fulfilment of the requirement for a degree in postgraduate studies at Debre Behan University. I further declare that this thesis has not been submitted to any other institution anywhere for the award of any academic degree, diploma, or certificate.

I understand that any violation of the above will cause disciplinary action by the university and can also evoke penal action from the sources that have not been properly cited or from whom proper permission has not been taken when needed.

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APPROVAL SHEET – I

This is to certify that the thesis entitled “The Effect of Advertising on Contraceptive Utilization (In the Case of Public Health Facilities in Debre Berhan Town)” was submitted in partial fulfilment of the requirements for the Master of Arts in Marketing Management of the graduate programme, department of marketing management, college of business and economics, Debre Berhan University, and is a record of original research carried out by Cherinet Shenkute, under my supervision, and no part of the thesis has been submitted for any other degree or diploma.

The assistance and help received during the course of this investigation have been duly acknowledged. Therefore, I recommend that it be accepted as fulfilling the thesis requirements.

Mohamed Ahmed

Name of Advisor

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APPROVAL SHEET – II

APPROVED BY BOARD OF EXAMINERS

We, the undersigned members of the board of the examiners of the final open defense by Cherinet Shenkute have read and evaluated his thesis/dissertation entitled “The Effect of Advertising on Contraceptive Utilization (In the Case of Public Health Facilities in Debre Berhan Town)" in North Showa Zone, Amhara Regional State, Ethiopia”, and examined the candidate. This is therefore to certify that the thesis has been accepted in partial fulfillment of the requirements for the degree of Master of Marketing Management.

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ACRONYMS

BCC	Behavior Change Communication
CSA	Central Statistic Authority
DKT/E	DKT Ethiopia
DKT/I	DKT International
EDHS	Ethiopia Demographic and Health Survey
FP	Family Planning
CU	Contraceptive Utilization
MOH	Ministry of Health
SPSS	Statistical Package for Social Science
SRH	Sexual Reproductive Health
TFR	Total Fertility Rate
UN	United Nation
UNAIDS	United Nations Programme on HIV/AIDS
USAID	United States Agency for International Development
WHO	World Health Organization

ABSTRACT

The purpose of this study was to investigate the effects of advertising on contraceptive utilization in the case of public health care facilities in Debre Birhan Town. To achieve the study objective, an explanatory research design and a quantitative research approach were used. The study was limited to proportionate, systematic random sampling technique was used to recruit 347 participants. The source of the data the study was used primary source of data from contraceptive users were collected using a structured interviewer- administered questionnaire survey containing Likert scale statements and secondary data from different sources. The total population for the study was users of contraceptives in Debre Berhan Town at public health care facilities. The data were analysed through inferential analyses conducted using Pearson correlation. Multiple regression analysis was employed on the survey to examine the proportion of variation in the dependent variable of contraceptive utilization explained by the independent variables. The findings have shown that all independent variables (attitude towards advertising in general, advertising message content, and repetition of advertising, and social value of the advertising) have a positive and significant effect on contraceptive utilization. The results also revealed that these independent variables jointly explained 0.771(77.1%) of the variance in contraceptive utilization. The ANOVA results show that it is possible to see the overall significance of the model. Finally, based on the findings, the researcher recommends that the Ministry of Health, DKT Ethiopia, and contraceptive methods marketing companies needs to focus their advertising strategies and work on designing contraceptive message adverts and campaigns that will aim to reach the audience through media as well as through health workers, as they both show a lot of influence in delivering the contraception message to the targeted audience.

Key words: *Effect, advertising, contraceptive utilization, DKT Ethiopia.*

CHAPTER ONE

INTRODUCTION

This chapter deals with the introductory part of the study. It includes the background of the study, statement of the problem, objectives, and hypotheses, key definitions of terms, significance, scope, and organisation of the study.

1.1. Background of the Study

The United Nations reported that the world's population reached 8 billion on November 15, 2022, and forecasted that the population will reach around 8.5 billion in 2030, 9.7 billion in 2050, and 10.4 billion in 2100, with most of the growth in developing countries and more than half in Africa. In many of the sub-Saharan African countries, the fertility rate is at its highest level, with more than five children per woman (Zarocostas, 2022).

Right now, Africa's population stands at 1.1 billion, but that is expected to increase four times, to 4.2 billion, by 2100. In many sub-Saharan African countries, the fertility rate is at its highest, with more than five children per woman. The current population of Ethiopia is around 123 million (UN, 2022).

In the 2020 national population survey report, the total fertility rate (TFR) in Ethiopia was 4.24 births per woman. This means that, at current fertility levels, the average Ethiopian woman will have given birth to 4.24 children by the end of her lifetime (Ababa & Calverton, 2011). This rapid population increase is expected to negatively affect the country's settlement and town plans, the environment, food availability and supply, housing, and services, and increase poverty in already poor countries and families.

Furthermore, high population growth results in a lack of economic opportunities and a high level of unemployment. In order for African countries to achieve economic and social development and well-being, it is very important that the governments and stakeholders increase their efforts on providing sufficient family planning and reproductive health education and information, as well as establishing better and more health facilities to provide methods and knowledge for controlling population growth and family planning, such as increasing the use of contraception (birth control) methods. Family planning is the intentional prevention of conception or impregnation through the use of various devices, agents, drugs,

sexual practices, or surgical procedures. The goal of family planning is to assist families in achieving the number of children desired with appropriate spacing and timing to ensure optimal growth and development of each family member (Scheingold, 2010).

Researchers have shown that a high increase in population growth waters down the advantages of economic growth. Studies have shown that if the global birth rate had dropped by 5 per 1000 in the 1980s, there would be a third fewer people living in poverty by now (Eastwood & Lipton, 2011).

Contraceptive promotion has been done through various channels. Mass media campaigns on radio, TV, and print to promote the family planning brand and range of products, for example, dispel myths and misconceptions about modern family planning methods. Promotion helps provide correct knowledge about the benefits of modern family planning methods, encourage men to get involved in them, and supports their wives to take up modern family planning methods (Wakefield et al., 2010).

Ethiopia, being the second most densely populated country in Sub-Saharan Africa, next to Nigeria, faces the persisting challenges of high fertility, high rates of unwanted pregnancy, unsafe abortions, maternal mortality, and unmet contraception needs. As a result, the population of Ethiopia has increased nearly seven times, from 11.8 million at the beginning of the 20th century to about 123 million today. Furthermore, the annual growth rate is estimated at 2.7 percent, and the population of the country will double in about 26 years if the present growth rate persists. Similar to other developing economies, a low contraceptive prevalence rate is being observed in Ethiopia. This may be attributed to problems on the part of service or infrastructure or acceptance of the idea, awareness, knowledge, and practices of family planning (Ababa, 2007) .

The importance of contraceptive use has grown along with the realization of the importance of "family planning." Family planning methods allow families to prevent unintended pregnancies and time the formation of their families (Tsui et al., 2010). Due to their far-reaching benefits, increased investments in promoting family planning have been focused upon by policymakers so as to reach toward the "Millennium Development Goals" (Cates, 2010). Apart from the overall development of the country's population and the achievement

of statistical goals, family planning has a much-needed effect on alleviating the condition of the poor, especially in developing countries (Merrick, 2017).

The DKT International website reports that, throughout the world, advertising and social marketing programs have been very successful in promoting contraceptive awareness and population growth control. Social marketing annually provides billions of condoms, millions of oral contraceptive pills, and injectable contraceptives. The social marketing of reproductive health products and services has several unique advantages (Azhar, 2020).

According to DKT/E (2016), its social marketing program has the objective of ensuring the 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/Ethiopia, 2016).

Advertisement has been alluded in various literatures to be synonymous with mass media campaigns; of condoms and contraceptives, awareness campaigns, community mobilization, conduct change information and enlightenment of the community, (Saini, 2012). While advertisement mostly engages these, alone, they do not constitute advertising. Advertising strategies are set apart by principles in marketing concepts of buyer exposure and exchange. It emphasizes the angle of specific audience as the foundation for getting mutually satisfying exchanges, (Donovan, 2010).

There is a high unmet need in Ethiopia regarding family planning services. According to research, 34 percent of married women need family planning for both spacing and limiting pregnancies, while only 14 percent use modern contraceptives. This shows that there is a lack of access to the services, appropriate knowledge, awareness, and initiatives among people who are knowledgeable about family planning practices and services (Central Statistic Authority (Macro, 2006). Social marketing, as a tool to educate society about public health, is considered helpful in increasing awareness and knowledge on related issues. Additionally, the communication function of marketing related to contraceptives and family planning contributes significantly to framing the body of social marketing practices. This further includes a variety of promotional tools, and the communication will be effective when the social marketer follows an integrated marketing communication approach. Also, the techniques and principles of social marketing, which led to family planning services, helped society change its attitudes toward family planning and contraceptive use (Andreasen, 2014).

Thus, the purpose of this study is to examine the effect of advertising on contraceptive utilization in order to control population growth through awareness creation about modern contraceptive methods in Debre Birhan Town.

1.2. Statement of the Problem

There is a small but significant evidence of positive effects of advertising in health promotion. Though there being an increase in contraceptive availability in Africa, the usage is still low and has not achieved the level required to lighten dangers to sexual and regenerative wellbeing. (Cheng et al., 2019). According to (Andreasen, 2014), "consumer behavior is the bottom line" for social marketers. The main goal of advertising initiatives is to change behavior (Akbar et al., 2019). By changing behavior and attitudes, social marketing seeks to affect societal change (Nanda & Pushpendra, 2018). Advertising programs use commercial marketing technologies to persuade their target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole. Promoting voluntary behavior change is one of the typical components of social marketing that make up the "social marketing criteria" (Philip Kotler & Lee, 2012).

Effective communication impacts the achievement of this goal, which is to bring about societal transformation through attitude change (Nanda & Pushpendra, 2018). According to (Jones et al., 2015), individuals' undesirable or risky activities are the main source of societal problems.

Organizations that engage in social marketing are expected to support and advance the usage, availability, and affordability of contemporary contraceptive techniques. The primary tasks of contraceptive social marketers include enhancing the accessibility and availability of a wide variety of contraceptives, offering more affordable contraceptives, conducting research to understand the knowledge, preferences, and behavioral changes of the market (users), and promoting modern contraceptive methods using various promotional techniques.

The sale of heavily subsidized brands of contraceptives through widely recognized retail locations using established distribution and wholesaling networks is known as contraceptive social marketing (CSM). Such initiatives must always include brand-focused advertising, which is frequently coupled by general promotion about contraception and/or about particular techniques.

According to a study, contraceptives are an effective family planning strategy in underdeveloped nations (Olenick, 2016). Their findings provide credence to the claim that contraceptives will work even among less affluent groups. Mass media has also been demonstrated to have a significant impact on the use and uptake of family planning methods. According to studies, women who watch, listen to, or read more messages about family planning and fertility are more likely to use contraceptives (Kincaid, 2000). Television viewing per capita was found to be responsible for 74% of the variance in fertility in a research using data from 144 countries (Hornik & McAnany, 2011). Customers' uptake of contraceptives has been found to change through two separate pathways as a result of mass media. First, the media assist spread the word about the need for birth control and the products and services that are offered (Hornik & McAnany, 2011). Second, exposure to the media can affect people's attitudes regarding using contraceptives, especially in rural, urban, and poorer areas of the population (Bajwa et al., 2012).

Although studies has been done on advertising communication(Jones et al., 2015); (Nanda & Pushpendra, 2018), social marketing on attitude (Jones & Rossiter, 2002); intention of condom use (Agweda et al., 2010) in different contexts has positive effects on it.

In a different study titled "causes of low contraceptive use in Tanzania," author (Madulu, 2004) discussed the reasons for low contraceptive use in rural African societies, despite all advertising, mass media campaigns, and awareness-raising initiatives that had been provided by social marketers and stakeholders in the communities. Low contraceptive use is due to a lack of awareness (through campaigns and advertisements) and the availability of services to bring about change.

Different studies also show that individual's exposure to mass media messages promoting contraceptive influences the people behaviour (Westoff & Rodriguez, 2019); (Kincaid, 2000). For example in Nigeria, the use of modern contraception's, intent to use, and desire for fewer children were found to be associated with exposure to mass media message on family planning.

Studies also shown that there is a dose- response effect between the amount of exposure to family planning messages in the mass media and an increase in use of family planning methods, for example in Tanzania, (Jato et al., 2014) found that the more type of media sources of family planning messages, the greater the likelihood of contraceptive use.

Moreover, (Kane et al., 2012) in Mali showed that contraceptive knowledge and use, and more favorable attitudes towards family planning were positively associated with the number of mass media intervention.

In addition, there are few studies conducted on advertising effect on contraceptive utilization in global and African contexts, but in Ethiopian contexts, to the extent of my knowledge, not enough study has been conducted, particularly in Debre Berhan Town. However, there is a study that examines the impact of social marketing strategies on women's choice of contraceptives in Ethiopian contexts (Getaneh, 2016). Due to this, there is a great limitation in the literature on it. Therefore, the current study was filling this literature gap by providing findings. Hence, this study was focused on investigating the effect of advertising on contraceptive utilization in the case of public health facilities in Debre Berhan Town.

1.3. Research Objectives

As research is guided by an objective, this section would present the intended outcomes of this study. The formulated main objective and the specific objective that elaborate the research are presented below:

1.3.1. General Objective

The general objective of this study is to investigate the effect of advertising on contraceptive utilization in Debre Berhan Town public health care facilities

1.3.2. Specific Objectives

The specific objectives of this study include:

- i. To examine the effect of attitude towards advertising in general on contraceptive utilization
- ii. To investigate the effect of message content of advertising on contraceptive utilization
- iii. To examine the effect of repetition of advertising on contraceptive utilization
- iv. To investigate the effect of social value of advertising on contraceptive utilization

1.4. Significance of the Study

Over the years, advertising has shown how it promotes healthy behaviours on many health issues, including the use of contraception. This intervention has been implemented in various

population settings. This study would enhance the uptake of socially marketed products and services. It is also hoped that the research may lead to a rise in contraceptive use, which may boost the business of branded contraceptives.

Due to the fact that contraceptives prevent early pregnancies or unwanted pregnancies, the incidences may decrease, resulting in a healthy community, which is needed for a stable market for other health products. The advertising industry can use this study as a facilitator for future studies in other locations. This study report may provide a reference for researchers who may be seeking additional information to help them refocus their investigations. They may be able to adapt relevant methods at the time that they choose to conduct a new study.

More specifically, this study may serve as a guide for researchers who may want to conduct further studies on advertisement in relation to the promotion of various products other than contraceptives. Findings from this study may also be used by the Government of Ethiopia to have a wider range of communication strategies to implement while considering various aspects (price, place, and promotion) of marketing to give priority to enhancing the uptake of contraceptives.

This research may give insightful information to the Ministry of Health (MOH) in prioritising activities in their annual plans, which are used for the annual budget appropriation to the various departments, especially the National Family Planning Program. More specifically, the findings may be useful in guiding the MOH when considering communication and advocacy activities. Input from this study could be used as a guideline for establishing comprehensive promotion models based on the Ethiopian context.

1.5. Scope of the Study

The scope of this study was limited to investigating advertising and its effect on contraceptive utilization in Debre Berhan Town. The study was defined conceptually, geographically, methodologically, and timely. The researchers are located geographically in one town, which is Debre Berhan. The study used four variables, such as attitude towards the ad, message content of the ad, repetition of the ad, and social value of the ad, on contraceptive utilization, and collected data from primary and secondary sources using a quantitative approach by applying an explanatory research design. Although there are a number of users of family

planning in the country, this study is limited to users of contraceptives in Debre Berhan Town, and the study used a questionnaire to collect data. The study was focused on only users of contraceptives; it couldn't address non-users or reproductive age groups. In terms of time, it covers the time period of 2023 G.C., and the cross-sectional data collection method was employed.

1.6. Limitation of the Study

This study is not without limitations. The main limitation of this study is that it was conducted in 2023 during the war between Amhara (Fano) and the Federal Government of Ethiopia (FDRE), which makes the study more challenging. In addition, there was a lack of research on the local context to be taken as a reference, which hindered me from obtaining the needed information for the research. Besides, the study only focused on the relationship between independent variables (attitude towards the ad, message content of the ad, repetition of the ad, and social value of the ad) and contraceptive utilization. The study was focused at the institutional level. For this reason, during the data collection period, long-term contraceptive users were missed because the appointment period fluctuated.

Another limitation was the lack of related literature regarding the effect of advertising on contraceptive utilization in the Ethiopian context. Furthermore, the study used cross-sectional data to explain the effect of advertising on contraceptive utilization. Therefore, the stated results of this research cannot be considered representative of the whole population of contraceptive users and non-users.

1.7. Definition of Terms

Family planning: Refers to those practices that help individuals or couples avoid unwanted births, bring about wanted births, and regulate the intervals between and timing of pregnancies (WHO, 2010).

Contraceptive use: Use of modern contraceptives during sexual intercourse to avoid unplanned pregnancies (Fox, 2000).

Modern contraceptive methods: Refers to contraceptives which are technological outcomes used for limiting and spacing the number of children and average age difference of children

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) (Kotler et al., 2012).

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 (Krenn & Limaye, 2009)

Donors: Organizations that provide fund or products related to the social marketing program (Krenn & Limaye, 2009)

Health products: Tangible products or services applied to achieve or maintain the overall health (Armand, 2012)

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, 2012)

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

Target audience: Individual or group whose behavior change is the focus of a social marketer (Donovan & Henley, 2010)

1.8. Organization of the Study

The study was organized into five chapters. The first chapter was introduce the background of the study, the statement of the problem, the objectives of the research, the research hypotheses, the significance of the study, the scope of the study, and finally the organization of the study. The second chapter was presented a theoretical and empirical review of the related literature. It also consists of the conceptual framework of the study. The third chapter was deal with the methodology of the study. The fourth chapter mainly concern the analysis of the collected data. The last chapter, which is chapter five, was present the summary of major findings, conclusion, and the recommendation, drawn from the findings of the data, and also it has the implications for further research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

INTRODUCTION

In order to evaluate pertinent information on advertising and its effects on contraceptive utilization, this chapter is review significant literature in the field. It was go over relevant theories and models that have been developed over time. It was divided into three sections: a theoretical review, an empirical review, and a conceptual framework. The key ideas from various sources that are relevant to this particular subject have been combined in order to approach the study challenge.

2.1. Theoretical Literature Review

2.1.1. Advertising

The term advertising originates from the Latin “advert” which means to turn around. Advertising thus denotes the means employed to draw attention to any objects or purpose. In the marketing context, advertising has been defined as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor (Ramaswamy and Namakumari, 2003:9-13). Different scholars define and conceptualize advertisement in a different ways and differentiate from another profession. According to Station et al., (1991) advertising consists of all activities involved in presenting to a group with non-personal, sponsor identified message about a product or organization. This message, called an advertisement can be verbal and visual, and is disseminated through one or more media. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketers target market, and thus, may be an inefficient use of promotional funds.

The American Marketing Association (AMA) (2004) recommends the definition, "Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". The AMA points out that advertising is a tool of marketing along with the product and its packaging, price, distribution and personnel selling.

Definitely advertising is openly and over the overtly subsidized information and persuasion, and its task is to present and promote for more than merchandise. AMA definition actually describes the four main points of advertising: the phrase paid form in the AMA definition is too restricted for many advertising professionals.

2.1.2. Social Interaction Theory

Behrama *et. al.* (2009), defined social influence as ‘a composition of social setups reinforced or modify customs by giving examples of admirable behaviors that may be copied by others people in a community. They went further to discuss that social learning can reduce doubt related with interactions e.g. family planning through social support networks that provide new information and facilitate evaluation of that information.

Individuals make decisions not on social isolation but by interacting with others. There is a relationship between contraceptive choice and contraceptive usage behavior. This relationship is difficult to reconcile with standard individual centered explanatory frameworks. Social learning reduces uncertainty associated with interactions e.g. family planning through social networks that provide new information and facilitate evaluation of that information, (Behrama *et.al.*, 2009).

2.1.3. Social Marketing Principles and Processes

According to (Donovan & Henley, 2010), social marketing is an element of marketing that reflects its application's desire for social change. It entails using business and other marketing tactics and concepts to accomplish a socially desirable goal. The same marketing tools and strategies employed in commercial marketing are applied to social use (Singaiah & Laskar, 2015). It involves using marketing ideas to enhance social welfare and individual welfare

Several authors have noted the concepts and processes of social marketing. The benchmark is behavior change, even when the components are different. The elements that a program must have in order to be classified as social marketing are stated in (Andreasen, 2014). The notion of social marketing includes the following three general qualities: the use of commercial marketing technologies; the aim of influencing people's behavior willingly; and the pursuit of societal welfare.

The four social causes that social marketing is being used for are health promotion, injury prevention, environmental preservation, and economic growth & community mobilization,

according to (Chang et al., 2008) Public health is one of the fields where social marketing has a significant impact. According to (Chang et al., 2008), social marketing is being utilized so frequently to promote public health concerns that it has practically become a part of its field. Social marketing principles are applied to create behavioral change that results in an efficient public health intervention in response to the world's expanding and complex health concerns (Lefebvre, 2012). The adoption of social marketing concepts has allowed practitioners to influence behavior at a broader dimensions and context as a result of the perceived weaknesses of traditional health education and promotion in their execution at scale. Social marketing principles are well adapted for the challenge of converting unavoidably complex educational approaches and methods for changing behavior into concepts and items that a significant percentage of the population will accept and act upon (Lefebvre, 2012). Social marketing is now utilized to persuade people to get frequent checkups, get vaccinations, eat a balanced diet, and exercise to lead healthy lives.

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) cited by (Dessalegn, 2018). Behavior changes bring positive health outcomes by changing attitudes and practices (Jones & Rossiter, 2002). According to (Sewak & Singh, 2012) , approach to condom social marketing is supply and demand oriented. Social marketing initiatives that focus on the supply side make use of current commercial infrastructures to make goods accessible to the intended customers. Heavy communication is used to build demand and change behavior towards condom use. Social marketers utilize the same commercial marketing methods to create communication campaigns that lead to desired behavior (Chang et al., 2008). Social marketers use aggressive advertising and promotional campaigns to promote healthy behaviors.

2.1.4. Contraceptive Social Marketing (CSM)

Modern contraceptive treatments are promoted through the use of commercial marketing strategies known as contraceptive social marketing. The strategy uses mass media to promote contraceptives and partially subsidizes their retail pricing, but small businesses are being used more frequently. Contraception- the prevention of conception altogether-is the category of

birth control in which the sperm and egg are prevented from uniting. The following are some of the types of modern contraception (Kirby, 2002)

Pills (oral contraceptives), implants, injectable contraception, condom spermicides, IUDs (intrauterine devices), sterilisation, and others

Challenges of Changing Behavior

Societal issues emanate from undesired behaviors individuals practice (Grier & Bryant, 2005). According to (Grier & Bryant, 2005), the goal of social marketing is to persuade the target population to voluntarily give up undesired habits and adopt desired ones. Social marketing accomplishes this by using the same marketing tools and tactics to affect target audiences' behavior (Cheng et al., 2019). According to (Tull, 2017), behavior change communication is a communication strategy that encourages good behavior among the targeted population groups through a variety of means, from raising awareness to establishing attitudes to engaging in good conduct. Communications about behavior change occur at all levels, from the individual to the community to the international level (APS, 2007).

The ability of a advertising program to influence behavior is what determines its effectiveness (Serrat, 2010). According to (Kotler & Lee, 2008) it is the use of marketing ideas and strategies to persuade a target audience to willingly accept, reject, modify, or abandon behavior. The definition of social marketing as a process that uses 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 was adopted by (Cheng et al., 2019) in their book "Social Marketing for Public Health."

Advertising affect people's behaviors in ways that benefit society by addressing social issues like safety, health, the environment, and community building. It is believed that behavior includes a person's thoughts, feelings, and actions. Programs must comprehend the nature of behavior, the elements that influence it and their responsibilities since social marketing aims to change behavior (Grier & Bryant, 2005). Numerous psychological and social factors affect behavior, including: psychological (drive, perspective, knowledge, beliefs, and attitude), Personal (age and life stage, occupation, financial situation, way of life, character, and sense of self), Social (reference groups, family, roles, and status), and Cultural (culture, subculture, and social class structure) (Daga et al., 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 (Bamossy & Solomon, 2006).

Attitude

One of the psychological aspects that affect behavior is attitude, which is also a crucial component of the study of consumer behaviour (Daga et al., 2016). It is one of the elements that influence behavior, therefore understanding its nature, how attitudes develop, and how they influence conduct is crucial for marketers (Mayfeyden, 1998, cited by (Dessalegn, 2018). Audience behavior is significantly influenced by attitude. Understanding customer sentiments is necessary for identifying target audiences and altering behavior (Schiffman & Kanuk, 2004). A person's consistent propensity to act favorably or unfavorably toward a certain product, brand, or use is referred to as their attitude (Schiffman & Kanuk, 2004). It represents the positive, negative or neutral mental readiness towards an object (Jain, 2014). According to (Jain, 2014), attitude is made up of the following three elements: affective (feeling for or against a psychological object), behavioral (behaviors as a result of attitude), and cognitive (opinion, beliefs/disbeliefs). An attitude toward an object is formed by the combination of these three elements. Simply recognizing a verbal statement's beliefs, sentiments, and purpose to act can reveal a person's attitude toward an object. A consumer's feelings, beliefs, and behavioral intentions toward an object (a brand, an advertisement) are thus combined to form their attitudes.

Tri-Component Attitude Model

According to the **tri-component attitude model**, attitudes consist of three major components: a cognitive component, an affective component, and a co-native component.

The Cognitive Component: The first part of the tri-component attitude model consists of a person's cognitions that is, the knowledge of perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs; that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes (Jain, 2014).

The Affective Component: A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature; that is, they

capture an individual's direct or global assessment of the attitude object (i.e. the extent to which the individual rates the attitude object as "favorable" or "unfavorable," "good" or "bad") (Philip Kotler & Keller 2010).

The Co-native Component: Conation, the final component of the tri-component attitude model, is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interpretations, the co-native component may include the actual behavior itself (Sharma, 2011).

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 (Philip Kotler & Lee, 2010) . According to (Kotler & Keller, 2006), advertising is a non-personal marketing communication strategy that conveys messages promoting offers in an effort to motivate, influence, or persuade the target audience to act. Social marketing communicates a need that individuals or groups don't know about or don't want to use or practice due to the associated pleasure trade of, confrontations, or embarrassment from practicing the behavior (APS, 2007); (Jones et al., 2015). This distinguishes social marketing communication from communication commercial marketers use to influence consumers behaviors.

Promotional Activity

In addition to product, pricing, and placement, one of the key social marketing tactics to address the social issue and encourage positive behavior change is promotion. Media campaigns supporting family planning have proven to be effective at raising awareness, modifying attitudes, and changing behavior among the general public. By portraying service providers as concerned advisors rather than technical specialists and customers as active decision-makers rather than passive beneficiaries of care, this strategy alters how both customers and service providers are perceived during family planning consultations (Kotler & Keller, 2006).

2.1.5. Advertising and Social Marketing Concepts

Advertising is any form of paid non-personal presentation and promotion of concepts, products, and services through mass media, such as publications, radio, television, or the internet, by a sponsor who is clearly identifiable (Kotler et al., 2012)

According to (Mackay, 2005), advertising—specifically, mass media advertising—has played a significant role in business-to-consumer marketing by helping businesses achieve their communication and other advertising objectives. The definition of social marketing is the use of commercial marketing and sales principles and practices to the pursuit of social objectives.

It seeks to make health-related information, products, and services easily available and affordable to low-income populations and those at risk, while at the same time promoting the adoption of healthier behaviors. In fact, it may be said that the ultimate goal of social marketing is to effect healthy and sustainable behavior change (Muguwe, 2012).

Advertising attempts to alter consumers' perceptions and attitudes toward the product. In order to increase the likelihood that a client would be drawn to buy or use the goods or service, advertising attempts to encourage the consumer to take a positive and favorable opinion toward the product. According to (Sharma & Singh, 2021), advertising involves bringing a product (or service) to the attention of both present and future customers.

Advertising in social marketing refers to the use of communication means to inform the public about social concerns or to change their behaviour (French, 2010). Advertising effectiveness goes together with the media used depending on the intended market segment and area of coverage.

In this study, social marketing advertising serves as a channel via which social marketers can communicate their advertising message to the intended audience. Because advertising frequently contain information on what the product is, what it does, and why a person should buy or use it, they will inform a specific audience and raise awareness about new products that enter the market. It draws customers' attention to information regarding the product's availability, price, and potential users. For example, the advertisement of contraception method, will always indicates and raises awareness on how they work and who should use as well as where the consumer can access or buy the contraceptive method (French, 2010).

2.1.6. Advertising and Contraceptive Usage Behavior

Reaching out to large populations or masses over time has been done through mass media campaigns. They have been exposed to information through frequent engagement with various channels, such as television, radio, and newspapers. This information, in most cases, is usually passive. The spreading of this mass information is always challenging due to other factors, which include continuous product marketing, influential social standards, and actions determined by habit or dependence (Wakefield et al., 2010). Today, every person is experiencing mass media activity all over. These activities include television, advertising, films, videos, billboards, magazines, movies, music, newspapers, and the internet. While researching the effect of promotion, it's key to raise awareness of the variables that influence customer conduct (Philip Kotler & Lee, 2010). Kotler categorized elements that influence consumer conduct as psychological, personal, social, and cultural.

Advertising communication

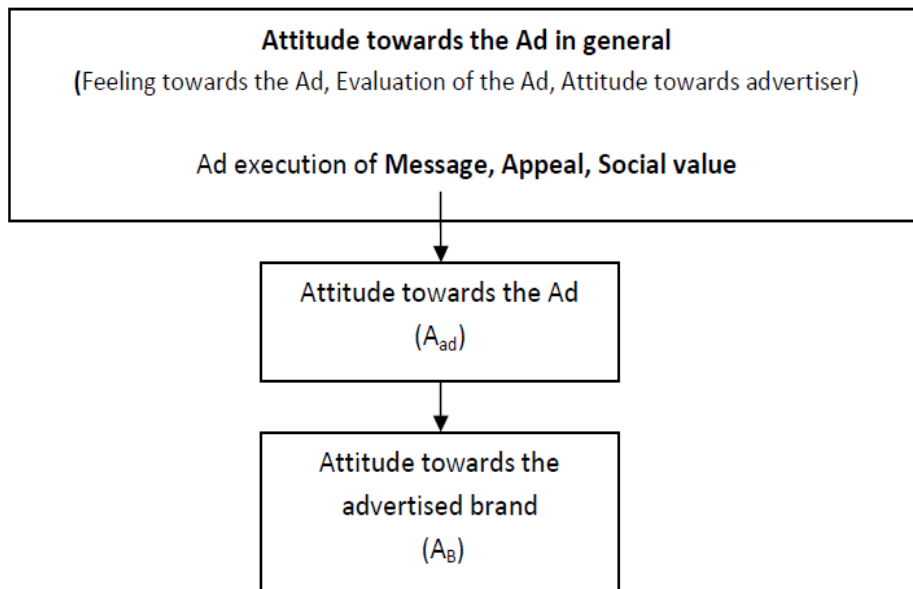
Social marketers use similar commercial marketing communication tools to influence behaviors (USAID, 1998). Interpersonal contact, media use, and community/social mobilization are the three forms of communication used in communication efforts to change behavior. Advertising communication is the main strategy used by social marketing to influence behavior (Kotler & Zaltman, 1971). Advertising is the most popular method of behavior change communication employed by social marketing programs. According to (Dianoux et al., 2014), advertising is a non-personal marketing communication strategy that conveys messages promoting offerings, brands, concepts, and benefits in visual or auditory form via digital or print media. Advertising is used to inform and persuade the target market. One of the communicative goals of advertising is to establish a favorable perception of the brand and a desire to utilize it (Belch & Belch, 2018). Advertising communication accomplishes this by using a positioning statement that is well-articulated, aligned with target audience norms, and has an amusing or hedonistic appeal (Ling, Piew, & Chai, 2010) cited by (Dessalegn, 2018).

Measuring the effectiveness of advertising communication

Attitude towards the Ad has been a major construct to measurement effectiveness of advertising communication (Dianoux et al., 2014). It explains advertising responses with

mediator role between advertisement and responses to the advertisement. Attitude towards advertising is a predisposition to favourably or unfavourably respond to advertising (MacKenzie & Lutz, 1989).

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



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

According to the literature (Spears & Singh, 2004); (Dianoux et al., 2014), attitude toward advertising is influenced by demographic factors, attitude toward advertising generally, and elements of advertisements. Age, gender, and educational attainment are the three main demographic factors that influence attitudes toward advertising. Many scholars have developed their own lists of characteristics that influence attitudes toward advertising. (Ling, Piew & Chai, 2010) cited by (Dessalegn, 2018) state that the general attitude toward the advertisement, evaluation of the advertisement, and attitude toward the advertiser, as well as the advertising message with reliable product information and benefits, as well as the advertising appeal that is hedonic/pleasant, entertaining/humorous, and with consideration for social value/norms, are the main factors that determine attitude toward advertising.

Effects of an advertising message, appeal, and social value orientation on individuals’ attitudes 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. Advertising messages “should speak the language of the audience (Pilatova, 2015). According to (Cheng et al., 2019), 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 (Pilatova, 2015). Advertising appeal can combine the advertisement with liked stimuli to produce an appeal by using humor, entertainment, hedonic value, emotional cues, and appealing pictures to draw the target audience's attention. Fear appeal and humorous and hilarious appeal are both effective methods of advertising appeal (Pilatova, 2015).

Advertising messages are considered to incorporate the social value of their target audience when they claim to speak that audience's language. According to (Krężolek & Smyczek, 2017), advertising has a huge social impact because of the way it promotes societal values and affects the audience's attitudes.

Social Marketing Implications

Many of the social marketing programs in various developing nations are gaining support from the public. People attitude and awareness may change if they are aware about contraceptive benefits disseminate to them. Family planning organizations around the world have turning themselves in to marketing oriented entities by adopting a marketing philosophy and implementing its technology know-how (Andreasen & Drumwright, 2001).

Benefits from the use of contraceptives

By granting women the fundamental right to choose their reproductive methods, contraceptives aid in achieving gender equality (Cleland et al., 2012). In situations when there is a serious risk to maternal, perinatal, or child survival, the use of contraceptives is critical in preventing unintended pregnancies and consequently saving many lives (Cleland et al., 2012). According to a global study, the reduction in fertility between 1990 and 2008 may have prevented 1.7 million cases of maternal mortality; 73 percent of this fertility fall was attributed to the use of contraceptives (Ross & Blanc, 2012) .If women who don't want to

have children take contraceptives, it is thought that 90 percent of abortion deaths and 23.6% of obstetric deaths each year can be avoided (Collumbien et al., 2004).

2.2. Empirical Literature Review

Advertising communication on public health arena

According to (Habibov & Zainiddinov, 2017) conducted a study on the effect of TV and radio family planning messages on the probability of modern contraception utilisation in post-Soviet Central Asia. The study showed that exposure to TV family planning messages increases the possibility of the audience using modern contraception methods.

According to (Okigbo et al., 2015) conducted a cross-sectional study on exposure to family planning messages and modern contraceptive use among urban men in Kenya, Nigeria, and Senegal. They found out that men in Kenya who were exposed to community promotional events had about four times the odds of using modern contraceptives than those who were not.

In the research paper Impact of Mass Media Campaigns on Intentions to Use the Female Condom in Tanzania (Agha & Van Rossem, 2002) assess whether mass media promotion of the female condom (via radio and newspaper) motivated Tanzanian men and women to purchase and use the female condom method. The study explains that in most developing countries, analyses of cross-sectional surveys have shown strong associations between contraceptive use and exposure to advertisements and campaigns. The path analysis method was used in this study to determine the impact of the three exposure factors on respondents' intentions to use the female condom. Data on sexually experienced men and women in Tanzania, collected in an exit survey at outlets that sell the female condom, was used to determine if a mass media campaign promoting the female condom had an impact on women's and men's intentions to use this method.

Contraceptive programs extensively use mass media advertising channels to communicate and influence contraceptive use behavior among the targeted population groups. Results from six studies show individuals who had exposure to contraceptive social marketing were twice as likely to use a contraceptive as opposed to those without the exposure. The positive effect of exposure to contraceptive social marketing was much more significant in married women (Rukundo, 2011).

Advertising communications that integrate social value created a more favorable attitude towards the advertising among communities that are bound to their social norm (Mahtra, 2015) cited by (Dessalegn, 2018).

Advertising messages created unfavorable attitude towards audiences when audiences doubt the credibility of information provided in the advertising (Le & Nguyen, 2014). Message of benefits with testimonials of real ordinary people have resulted a favourable attitude towards many public issues. Edutainment is an advertising appeal used by combining educational message and entertainment to promote personal hygiene in Nepal (Le & Nguyen, 2014).

Social marketers are used different media or integrated marketing communication activities to educate the people, to form positive attitudes towards to increase the usage rate of contraceptives. The media used in social marketing are different, but can be divided in to two main categories, namely those aimed at the general population, and thus considered mass media, and those aimed at specific target population, and usually involving more interpersonal communication. The media used for different target group should be different to address them (Key & Czaplewski, 2017).

Mass media communication techniques have been found to be an effective way to diffuse information about contraceptive use to effect changes in attitudes toward and practice of contraception in a variety of populations (Westoff & Rodriguez, 2010). At the early stage of adoption of modern contraceptive practice, traditional norms, values, and beliefs remain strong. In these cultural contexts, messages about contraceptive may have to be presented in particularly acceptable ways. The use of traditional media such as songs, music, plays, and proverbs using local languages in familiar settings are one strategy for reaching segments of some populations that are illiterate or closely tied to certain beliefs and practices (Kane et al., 2012).

In the paper titled ‘multi-media campaign exposure effects on knowledge and use of condoms for STI and HIV/AIDS prevention in Uganda’ by (Gupta et al., 2003). The paper evaluated the influences of multi-media behavior change communication campaigns on consumer’s knowledge and use of condoms for prevention of HIV/AIDS and other sexually transmitted infections in target areas of Uganda. The study employed quantitative research methods whereby logistics regressions were used to assess the relation between multimedia message and condom knowledge and uses. While there was some evidence of bias of self-report,

results indicated that exposure to mass media messages, especially via radio, was strongly associated with higher condom knowledge and use. A dose response effect between the number of media channels and condom knowledge was observed.

According to the study conducted in California USA, on the title “Attitudes of adolescents and parents of adolescents concerning contraceptives advertisements on television” by (Mbungu, 2013), the data obtained through quantitative research method suggested that a majority of adults and adolescents approve of contraceptives advertisements on television. The use of the media to take advantage of the present opportunity to educate and promote birth control and disease prevention to sexual active population may be beneficial. Contraceptives promotion for the general population can encourage people to think and talk about family planning, reproductive health and HIV/STI prevention; it also helps to make safer sex the norm. It is essential that contraceptives promotion programs, while using successful social marketing techniques to reduce common fears and misperceptions in the general population, also target priority populations. In addition, such programs must incorporate approaches that create a more supportive sociocultural climate by providing balanced arguments on the benefits of contraceptives use versus its risks (Mantell et al., 2001).

Past studies have suggested that mass media interventions are successful in changing and nurturing both public health activities and social and cultural norms (Saluja et al., 2011).

Thus, the aim of this study is to explore the effect of advertising (attitude toward ad in general, message content of ad, repetition of ad, and social value of ad) on contraceptive utilization in Debre Berhan Town public health facilities.

2.3. Empirical Studies in Ethiopia

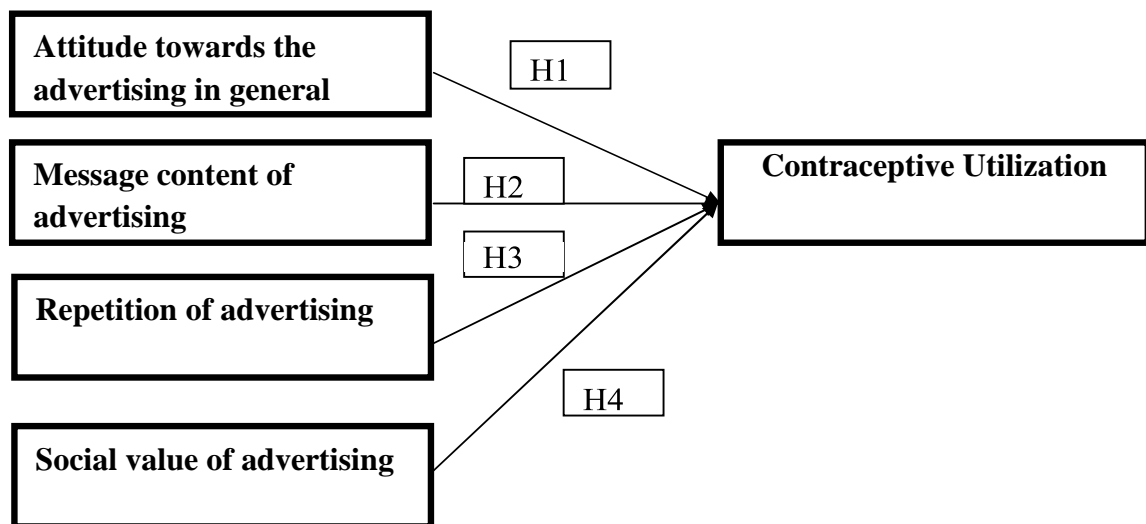
In Ethiopia, as far as the researchers knowledge goes, no more studies have been conducted with regard to the effect of advertising on contraceptive utilization. However, there is a study that examines the impact of social marketing strategies on women’s choice of contraceptives in Ethiopian contexts (Getaneh, 2016), so there is a positive effect of those marketing mix elements on women’s choice of contraceptives. (Dessalegn, 2018) also conducted a study on the effect of social marketing on condom use. She also found a positive effect of social marketing advertising on condom use with the variables of attitude toward the ad, ad appeal,

and social value of the ad. In addition, (Tibebe & Ayenew, 2018) conducted an assessment of family planning practices from a social marketing perspective through the marketing mix (product, price, promotion, and place) and found a significant effect on public health, particularly distribution.

2.4. Conceptual Framework of the Study

A conceptual framework is a visual or written product that explains, either graphically or in narrative form, the main things to be studied, concepts, or variables, and the presumed relationship among them. A conceptual framework is defined as a network, or "plane," of linked concepts that together provide a comprehensive understanding of a phenomenon (Jabareen, 2009). Therefore, this study was focused on investigating the following variables:

Figure 1. Conceptual framework of the study



Source: Adopted from (Majeed & Razzak, 2011)

2.5. Research Hypotheses

In summary, most of the associated literatures that have been evaluated have shown that advertising has more of an impact on the health sector than other commercial marketing does. The relationship between advertising messages and changing behavior has been investigated on the basis of prior empirical findings and theoretical literature.

Accordingly, the basic hypotheses on the effect of advertising on contraceptive utilization are proposed as follows:

H1: Attitude towards advertising in general has a positive and significant effect on contraceptive utilization

H2: Message content of advertising has a positive and significant effect on contraceptive utilization

H3: Repetition of advertising has a positive and significant effect on contraceptive utilization

H4: Social value of advertising has a positive and significant effect on contraceptive utilization

CHAPTER THREE

RESEARCH METHODOLOGY

INTRODUCTION

This chapter describes the methods and procedures that would be employed in this study. It covers the study area, the research design, the research approach, the target population, sampling techniques and size, inclusion and exclusion criteria, the source of data, the method of data collection, data analysis, and finally, ethical considerations that would be taken into account.

3.1. Description of the Study Area

This study was conducted in Debre Berhan Town Public Health Care Facilities; Debre Berhan is the capital city of the North Shewa Zone of the Amhara National Regional State. It is found about 130 kilometres north-east of Addis Ababa on the Ethiopian highway. It has a total of 39 kebeles. Debre Berhan Town has one comprehensive specialised hospital, one general hospital (Debre Berhan University Hakim Gizaw General Hospital), and eight health centres. According to the 2022 population survey projection, the total number of people living in the town is around 146,918, and the total number of women who use contraceptive methods is 3595 (obtained from the annual family planning service report from each public health facility).

3.2. Research Design

According to (Saunders et al., 2003), explanatory research design enables the study of a problem through explanations of the relationship between variables. Thus, an explanatory research design was employed to examine the effect of advertising on affective, behavioural, and cognitive components that form an attitude that results to use contraceptives. A cross-sectional survey research strategy was employed with quantitative data analysis techniques to arrive at findings. Explanatory research attempts to simplify why and how there is a relationship between two or more aspects of a condition or phenomenon. Based on the time horizon, the research design is cross-sectional. According to (Michel et al., 2014), a cross-

sectional research design (also called a one-time correlational study) is research in which each person participates on one occasion and all variables are measured at that time. The rationale for selecting an explanatory design is that it allows the testing of hypotheses as well as replication of the research procedure, thus enhancing the validity of research findings.

3.3. Research Approach

This research took a deductive approach involves testing theoretical propositions by adopting a specific research method and design, a research method defines how data is analysed. A quantitative method uses statistical analysis techniques to find and answer research questions (Saunders et al., 2003).

For this research, a quantitative research approach was used, which involves the generation of data in quantitative form that can be subjected to rigorous quantitative analysis in a formal and rigid fashion (Kothari, 2004).

The motivation for using the quantitative research approach was followed by two main reasons: First, it is obvious that the objective of quantitative research is to develop and employ mathematical models and theories pertaining to natural phenomena. It usually starts with a theory or a general statement proposing a general relationship between variables. Second, quantitative research favours methods such as surveys and experiments that attempt to test hypotheses. Since the aim of this study is to examine the effect of social marketing advertising on contraceptive utilization, hypotheses would be tested.

3.4. Population of the Study

This section describes the population applied to this study. (Cavana et al., 2001) define a population as the entire group of people, events, or things of interest that the researcher wishes to investigate. Population refers to the set of all cases from which a sample was drawn.

The target population of this study was all women who attend family planning services in Debre Berhan Town Public Health Care Facilities and who are living in the town. The study population for this study was all women who attended family planning services in Debre

Berhan town public health care facilities during the study period. The researcher selected all public health care facilities that provide family planning services.

3.5. Inclusion and Exclusion Criteria

This criterion was applied when distributing questionnaires by considering budget, time, and the heterogeneity or homogeneity of the population.

3.5.1. Inclusion Criteria

All women who attend family planning services in Debre Berhan Town Public Care Health facilities during the study period

3.5.2. Exclusion Criteria

Those who are critically ill and who cannot communicate during the study period were excluded.

3.6. Sampling Technique

All public health care facilities in Debre Berhan Town are selected purposefully. There were a total of 3595 women who use contraceptives in each public health care facility. From these, the number of participants in each facility was allocated proportionally. (The sample size for each facility was calculated by multiplying the number of women who use contraceptives in each public health facility by the total sample size (347) and dividing the product by the total number of women in all selected public health facilities (3595). Before going to data collection, the sample size was distributed in proportion to the average annual report (obtained from the annual family planning service report from each public health facility). A systematic random sampling technique was used to recruit participants. The first participant was selected by using the lottery method, and the next participants were selected by systematic random sampling every K^{th} . $K = \text{total number of participants in all selected facilities} / \text{total sample size}$.

Debre Berhan Town Public Health Facilities (Total Population 3595)

Purposively all facilities are selected

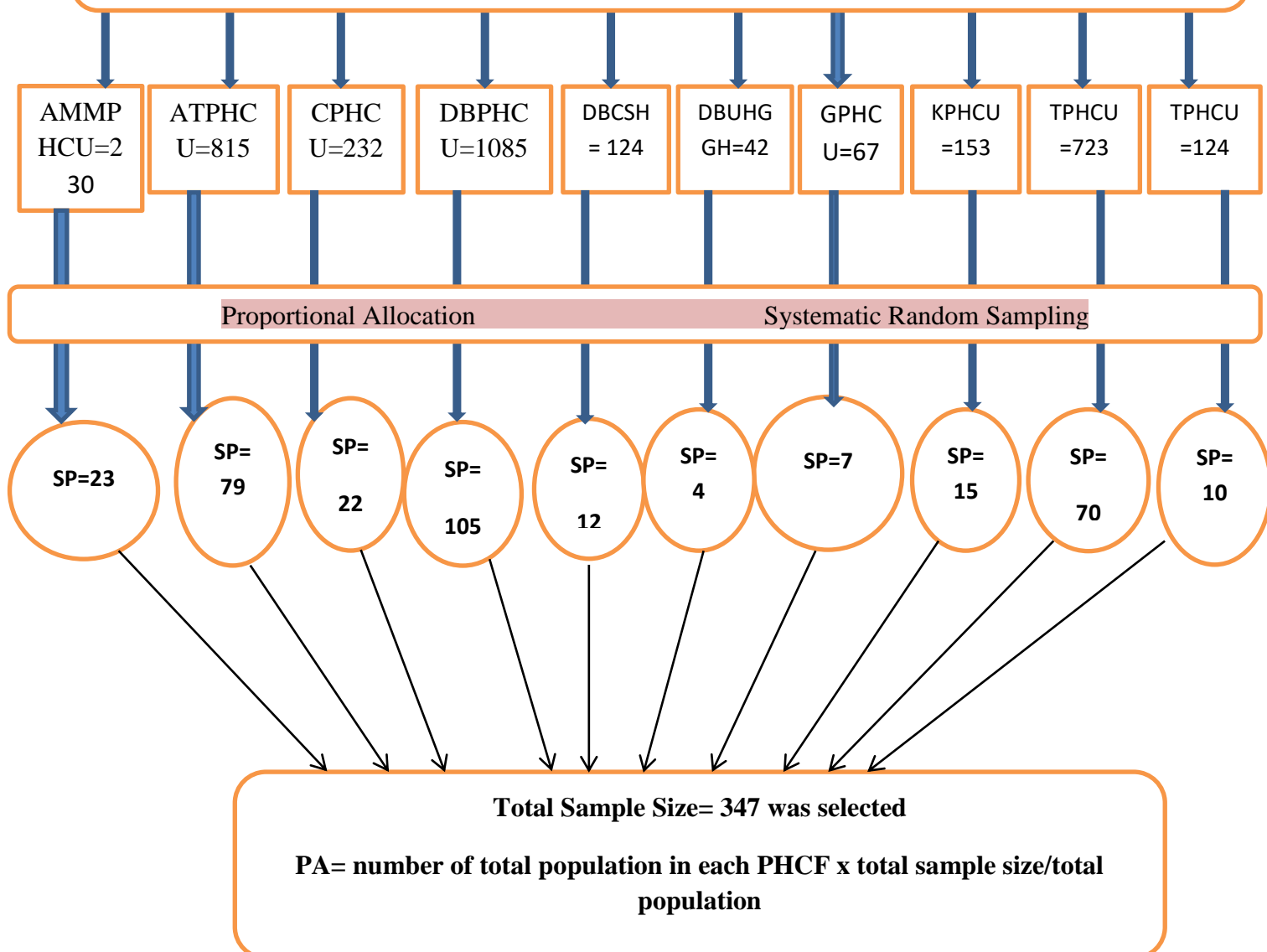


Figure 2. Population Allocation

AMMPHCU: Atse Minilik Metasebia primary health care unit, ATPHCU: Ayere Tena primary health care unit, CPHCU: Chacha primary health care unit, DBPHCU: Debre Berhan primary health care unit, DBCSH: Debre Berhan comprehensive specialized hospital, DBUHG: Debre Berhan University Hakim Gizaw general hospital, GPHCU: Goshebado primary health care unit, KPHCU: Keyit primary health care unit, TPHCU: Tebasie primary health care unit, Tsigereda primary health care unit, PA: proportional allocation, SP: selected participant, PHCF: public health care facilities

Schematic representation showing the sampling procedure for the effect of social marketing advertising on contraceptive utilisation

3.7. Sample Size

The total population of the study was 3595. Therefore, this data was used as a benchmark to calculate the sample size using the (Kothari, 2004). The researcher was used the Kothari sample size determination formula because, in addition to the purpose of the study and population size (Kothari, 2004), it fulfills the three criteria usually used in determining appropriate sample size, such as: level of precision, which indicates the range in which the true value of the population is estimated; level of confidence or risk (central limit theorem), which states that when a population is repeatedly sampled, the average value of the attribute obtained by those samples is equal to the true population value with the range precision specified error; and degree of variability, which attribute being measured. Among these, the researcher selected all women who attend family planning services in Debre Berhan Town Public Health facilities.

The researcher was used (Kothari, 2004) formula for a finite population to find sample size as follows:

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

Where; N is the targeted population 3595, P which is maximum number of variability assumed by 0.5, Z is confidence level 1.96; e is the desired level of precision or acceptable errors 0.05 and is the variance of an attribute in the population 0.0025. Based on this formula, the total sample size of the study is determined as follows:

$$n = \frac{1.96^2 * 0.5(1-0.5)3595}{0.0025(3595-1) + 1.96^2 * 0.5(1-0.5)}$$

$$\frac{0.9604(3595)}{8.985+0.9604}$$

$$n = 347$$

Therefore, the sample size of the study was 347 respondents.

3.8. Source of Data

In order to gather reliable data, the researcher was considered both primary and secondary data sources to get sufficient information in the area of study.

Primary data refers to data that can be collected first-hand and collected directly by the researcher, so the data was collected directly from the target sample through a self-administered questionnaire. Whereas, secondary data was obtained from published articles, business journals, books, thesis, publications, websites, and related studies on the effect of advertising on contraceptive utilization.

3.9. Method of Data Collection

A structured interviewer- administered questionnaire was prepared according to the objectives of the study adapted from relevant literatures in English and Amharic language. Questionnaires were translated in to Amharic by an individual who had good ability of both languages then retranslated back to English by other individual to ensure consistency. To assure the quality of data, training on the objective of the study, procedures and techniques of data collection were given for the data collectors and supervisors by the principal investigator for one day. A questionnaire was collected from 325 volunteer respondents willing to participate in the study. A structured questionnaire was developed based on the basic measurement process of defining concepts to be measured and their attributes from the literature reviewed on construct measurement for attitude toward the ad. The questionnaire contains two parts: descriptive variables of demographic data of the respondents and Likert items of statements to measure the effects of attitude towards the advertising in general, message content of the ad, repetition of the ad, and advertising social value orientation on contraceptive utilization on a scale of one to five. Filed questionnaires were checked daily for completeness, and errors were corrected. One Supervisor and four principal investigator from marketing profession were closely followed the data collection process.

3.10. Data Analysis

The objective of any work is to produce output from inputs, and that output must be used fully for effective decision-making by management. The analysis of the data provides sense and meaning for the whole skeleton of the research and the data collected during the

fieldwork. Data analysis is an application of reasoning to understand, clarify, and interpret the data or information that has been collected through the questionnaires (Zikmund et al., 2013). To examine the effect of advertising on contraceptive utilization, asked the respondents to rate how they perceived each variable listed in the structured questionnaires using a Likert scale: 1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; and 5 = strongly agree.

The Statistical Package for Social Science (SPSS 25) was used for statistical analysis. Inferential data analysis was employed to come to conclusions. Because this is an explanatory study, the inferential statistics employ the multiple regression analysis statistical procedure. Regression analysis is an inferential test that examines the effects of independent variables on dependent variables. After data is entered into SPSS 25 and the reliability of scales is tested, tests of assumptions for regression analysis such as normality, autocorrelation, multicollinearity, homoscedasticity and linearity were processed.

3.11. Model Specification

The study was examined the level of significance of the effect of advertising on contraceptive utilization using multiple regression models. Therefore, the model specification is as follows:

$$CU = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + \beta_5 X_{5i} + \dots + \beta_n i + \epsilon_i$$

Where, CU= represents the dependent variable (contraceptive utilization).

β_0 = denotes the intercept of the regression which is constant. $\beta = 0, 1, 2, 3, 4$ is known as regression coefficients, the parameter β_i represents the expected change in contraceptive utilization as per advertising displayed when all the remaining regressor variables are held constant. For this reason the parameter $\beta = 0, 1, 2, 3, 4$ are often known as partial regression coefficients, = f (ATA= Attitude towards ad, MCA= Message content of ad, RA= Repetition of ad, SVA= Social value of ad, that is assumed as true functional relationship exists between dependent and independent variable. E= is the error or deviation between CU value and the expected value of CU.

3.12. Validity & Reliability

3.12.1. Validity

Validity represents the truth or accurate representation of the information to the overall population. It is the process of checking if the measurements are measuring what is believed to be measured. (Roberts & Priest, 2006); accordingly, both internal validity and external validity was checked during the time of study. The internal validity, which is the ability to draw casual conclusions from the data, and the external validity, which shows the extent to which the results can be generalized to other populations and settings, was proven to be valid in this study. A questionnaire was tested on potential respondents to make the data collection instruments objective, relevant, suitable to the problem, and reliable. An issue raised by respondents was corrected, and questionnaires were refined. Besides, proper detection by an advisor was also ensuring the validity of the instruments. Finally, the improved version of the questionnaires was printed, duplicated, and distributed. Moreover, to draw a valid conclusion, descriptive statistics may be useful to test the relationship between the variables.

3.12.2. Reliability

Reliability, on the other hand, shows the consistency and stability of the result if the investigation has been carried out again by other researchers using the same method and variables. The reliability of a measure implies the degree to which a measurement technique can be depended upon to secure consistent results upon repeated application. Hence, the internal consistency was measured by using the Cronbach's alpha test in SPSS.

A reliability test conducted using Cronbach's alpha. Because Cronbach's alpha is widely used in educational research as an instrument for gathering data items that are scored on a range of values, Scales with coefficient alpha between 0.8 and 0.95 are considered to have very good quality; scales with coefficient alpha between 0.7 and 0.8 are considered to have good reliability; and coefficient alpha between 0.6 and 0.7 indicates fair reliability (Zikmund et al., 2013).

In this research, Cronbach's alpha model was used with five scales (attitude towards an ad, message content of an ad, repetition of an ad, social value of an ad, and contraceptive utilization).

Table 1. Reliability test results

Reliability statistics		
Variables	No. of items	Crobach's Alpha value (α)
Attitude towards ad in general	4	0.866
Message content of advertising	5	0.888
Repetition of advertising	4	0.814
Social value of advertising	3	0.823
Contraceptive utilization	4	0.755
Overall Crobach's Alpha value	20	0.928

Source: Own survey result (2023)

3.13. Ethical Consideration

The study was conducted by considering ethical responsibility. This includes providing information to the respondents, which helps them identify the purpose of the study and the use of the information as well. The confidentiality of the information provided by study subjects and the anonymity of respondents was respected. And also, study participants participated in a voluntary way, free from any pressure. Harm to study participants was avoided, the independence of research is clear, and any conflicts of interest or partiality are explicitly stated. To conduct this research, supportive letters was written from Debre Berhan University College of Business and Economics and then permission from concerned bodies. After receiving supportive letters from the department, the researcher was moved to the study area and contact with the respondents.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSIONS

INTRODUCTION

In this chapter, the data is presented following the relevant data processing, analysis, and interpretation. The analysis and interpretation were carried out based on the data collected through a questionnaire from the respondents. The chapter presents descriptive statistics results such as frequency distribution, percentages, minimum, maximum, mean, and standard deviation. The diagnosis test results for regression analysis assumptions were presented. Correlation and linear multiple regression analyses were conducted to determine the relationship between variables. Inferences were made from the linear multiple regression models to explain the relationships between the predicted variable (contraceptive utilization) and four explanatory variables (attitude towards the ad, message content of the ad, repetition of the ad, and social value of the ad).

4.1. Overall Response Rate

During the survey, a total of three hundred forty-seven (347) questionnaires were distributed to the respondents, and out of these three hundred twenty five (325), 93.65% of the complete responses were returned.

Table 2. Response rate

Response rate		
No_ of questionnaires	Frequency	Percentage (%)
Filled questionnaire	325	93.65
Incomplete questionnaire	14	4.03
Unreturned questionnaire	8	2.33
Total	347	100

Source: Own survey result (2023)

The above table 2 shows that the total number of questionnaires distributed was 347. Out of this, 325 (93.65%) questionnaires were filled out by the respondents; 14 (4.03%) were incomplete, and 8 (2.33%) were unreturned. According to (Hwang et al., 2014), a response

rate of 50% is sufficient for analysis, 60% is good, and 70% is excellent. Thus, this response rate was considered appropriate for this study.

4.2. Demographic Profile of the Respondents

4.2.1. Sex of the Respondents

Table 3. Sex of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	325	100.0	100.0	100.0

Source: Own survey result (2023)

As shown in Table 3 above, the percentage of female participants was 100%. This implies that the total population, were female. The probable reason for this sex bias may come from various reasons, such as the use of males in contraceptive utilization is low.

4.2.2. Age of the Respondents

Table 4. Age of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	52	16.0	16.0	16.0
	26-35	156	48.0	48.0	64.0
	36-49	117	36.0	36.0	100.0
	Total	325	100.0	100.0	

Source: Own survey result (2023)

As shown from Table 4 above, out of this 16% (52) of the respondents are in the age category of 15 to 25 years old. 48% (156) of the respondents were in the age category of 26 to 35 years old, 36% (117) of the respondents were in the age category of 36 to 49 years old. The findings showed that 48% of the respondents were between 26 and 35 years old. This implies that the majority of contraceptive users are youths and adults.

4.2.3. Education Level of the Respondents

Table 5. Education level of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to grade 12	72	22.2	22.2	22.2
	Diploma	120	36.9	36.9	59.1
	Degree	84	25.8	25.8	84.9
	Above degree	49	15.1	15.1	100.0
	Total	325	100.0	100.0	

Source: Own survey result (2023)

As depicted in the above table 5, 22.2% (72) of the respondents were up to grade 12, 36.9% (120) were diploma level, 25.8% (84) were degree level, and 15.1% (49) were above degree holders. The results show that the majority of the respondents are diploma holders, which indicates that most contraceptive users are diploma holders.

4.2.4. Marital Status of the Respondents

Table 6. Marital status of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	24	7.4	7.4	7.4
	Married	268	82.5	82.5	89.8
	Divorced	18	5.5	5.5	95.4
	Widowed	15	4.6	4.6	100.0
	Total	325	100.0	100.0	

Source: Own survey result (2023)

As indicated in the above table 6, 7.4% (24) of the respondents were single, 82.5% (268) of the respondents were married, 5.5% (18) of the respondents were divorced and 4.6% (15) of the respondents were widowed. This implies that married couples are more than divorced, single and widowed in adopting contraceptives.

4.2.5. Occupation status of the Respondents

Table 7. Occupation status of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	167	51.4	51.4	51.4
	Private Business	102	31.4	31.4	82.8
	Unemployed	51	15.7	15.7	98.5
	NGO	5	1.5	1.5	100.0
	Total	325	100.0	100.0	

Source: Own survey result (2023)

As indicated in the above table 7, 51.4% (167) of the respondents were government employee, 31.4% (102) of the respondents were private business, 15.7% (51) of the respondents were unemployed and 1.5% (5) of the respondents was NGO. This implies that government employee is more than others.

4.3. Results of Descriptive Statistics

Table 8. Mean score range for five scale likert's response

Mean	Response
(1.00 - 1.80)	Strongly disagree
(1.80 - 2.60)	Disagree
(2.60 - 3.40)	neutral
(3.40 - 4.20)	Agree
(4.20 - 5.00)	Strongly agree

Source: (Al-Sayaad et al., 2006)

The following table 8 shows the descriptive statistics of independent and dependent variables. It is mainly about the mean score, standard deviation, and maximum and minimum results of variables using SPSS version 25. In this study, the researcher designs different sorts of questions in line with the study variable and collects data with the help of those designed questions. Then the collected data was transformed or computed into a mean value with respect to each predictor and outcome variable.

As mentioned earlier, the researcher used a five-point Likert scale rating to construct a range that is used to measure the attitude of respondents for each predictor and outcome variable. The average means and standard deviation result of contraceptive utilization, together with their respective variables, were separately presented, analysed, and interpreted as follows:

Table 9. Results of descriptive statistics

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Attitude towards advertising in general	325	1.00	5.00	3.4177	1.12558
Message content of advertising	325	1.00	5.00	3.6172	1.05454
Repetition of advertising	325	1.00	5.00	3.7831	.89981
Social value of advertising	325	1.00	5.00	3.9774	.95734
Contraceptive utilization	325	1.75	5.00	3.6713	.82566
Valid N (list wise)	325				

Source: Own survey result (2023)

From the summary of descriptive statistics in Table 9 above, for an independent variable attitude towards the ad in general, the mean value of 3.4177 on a scale of 1–5, and the standard deviation of individual responses from the mean value of 3.4177, at 1.12558, implies respondents were inclined to have a favourable attitude towards the ad in general. The mean score of 3.6172 with a standard deviation of 1.05454 for the variable of advertising message content also indicates responses have a greater than neutral value towards a favourable attitude towards the message content of the ad.

Advertising’s orientation towards social value has the greatest value, with a mean of 3.9774 and a standard deviation of .95734, also suggesting a favourable attitude towards the social value reflected in the ad. The repetition of an ad has a second-greater mean value of 3.7831 than the other variables, reflecting a more favourable attitude towards advertising in general and the message content of the ad. The dependent variable of the behaviour antecedent of contraceptive utilisation has a mean value of 3.6713 and a standard deviation of .82566.

4.4. Diagnosis Test about Assumptions of Regression Analysis

Addressing the assumptions of regression analysis is necessary to confirm that the data collected truly represents the sample and that the researcher has obtained the best results (ÇINAR, 2019). Before applying regression analysis, some tests were conducted in order to ensure the appropriateness of the data to assumptions. Hence, assumptions are critical in statistics because if the underlying assumptions are not valid, then the process is unreliable, unpredictable, and out of the researcher's control (Stevens, 2012). This could lead the researcher to draw invalid conclusions or draw scientifically unsupported conclusions from

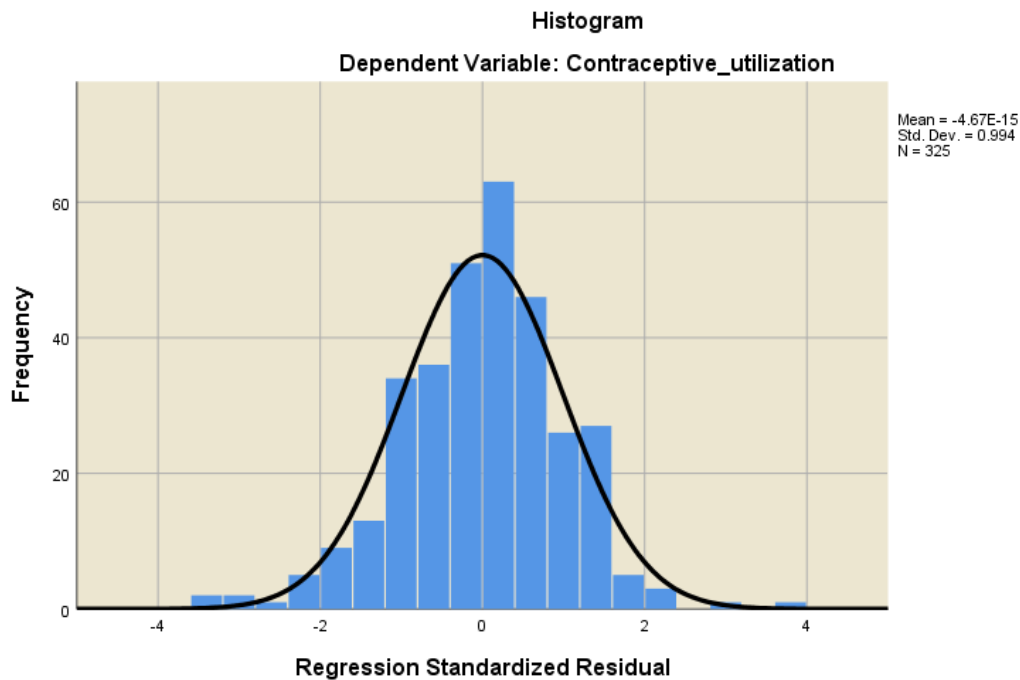
the data. Diagnosis tests are performed aiming to avoid invalid results. The results of the diagnosis tests revealed that the model has passed all the tests, i.e., have no serial correlation, heteroscedasticity, multi-collinearity, or non-linearity. It has also fulfilled the assumption of normality. Accordingly, the regression analysis assumptions were presented as follows:

4.4.1. Test of Normality

The normality assumption of multiple linear regressions was checked using probability plot or histogram of residuals. Figure 2 shows the frequency distribution of the standardized residuals compared to a normal distribution.

According to (ÇINAR, 2019), a histogram is a method to use for comparing the observed data values with a distribution approximating the normal distribution. The researcher used a histogram to identify the normal distribution of residuals, and the result indicates that standard residuals are a little bit far away from the curve; many of the residuals are fairly close to the curve, and the histogram is bell-shaped. The linearity of the relationship between the dependent and independent variables represent the degree to which the change in the dependent variable is associated with the independent variable. In a simple sense, linear models predict values falling in a straight line by having a constant unit change (slope) of the dependent variable for a constant unit change of the independent variable. This implies that the majority of scores lie around the center of the distribution, so the largest bars on the histogram are all around the central value. Therefore, this indicates that the residuals are normally distributed. The histogram tests of the normality of the study result are shown below:

Figure 3. Test of normality



Source: Own survey result (2023)

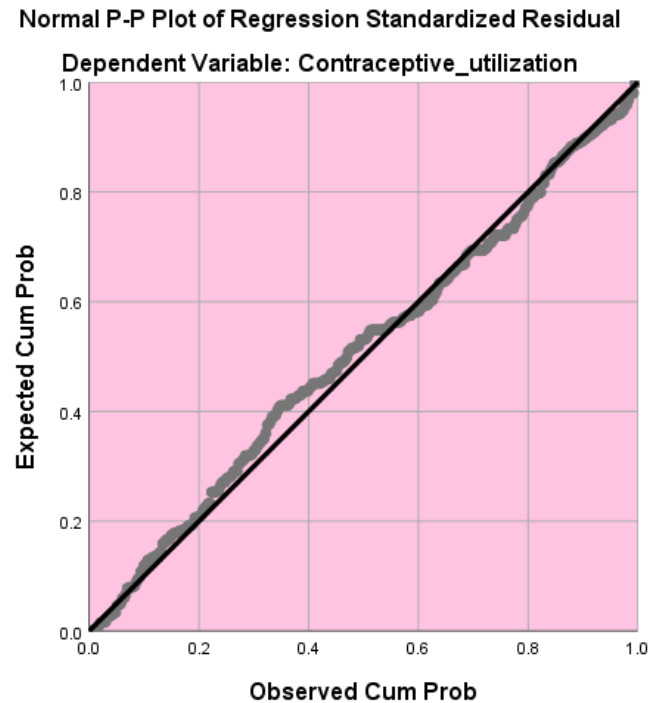
Figure 2 above shows the frequency distribution of the standardised residuals compared to a normal distribution. As you can see, although there are some residuals (e.g., those occurring around 0) that are relatively far away from the curve, many of the residuals are fairly close to 0. Moreover, the histogram is bell-shaped, which leads to the inference that the residuals (disturbances or errors) are normally distributed. Thus, there were no violations of the assumption of a normally distributed error term.

4.4.2. Test of Linearity

According to (ÇINAR, 2019), the linearity of the relationship between the dependent and independent variables represents the degree to which the change in the dependent variable is associated with the independent variable. In a simple sense, linear models predict values falling in a straight line by substituting a constant unit change (slope) of the dependent variable for a constant unit change of the independent variable. To satisfy the assumption, the relationship between dependent and independent (predictor) variables should be linear. It aims to determine whether the relationship between the dependent variable and the independent variable (attitude towards ad in general, message content of ad, repetition of ad, and social value of ad) is linear or not and what the requirements are in the correlation and linear regression analysis; plots of the regression residuals through SPSS software have been

used. So the linearity assumptions are checked by the p-p plot of the standardized residual. Therefore, in this sub-section, the results of the linearity test are presented in Figure 4.2.

Figure 4. Test of linearity



Source: Own survey result (2023)

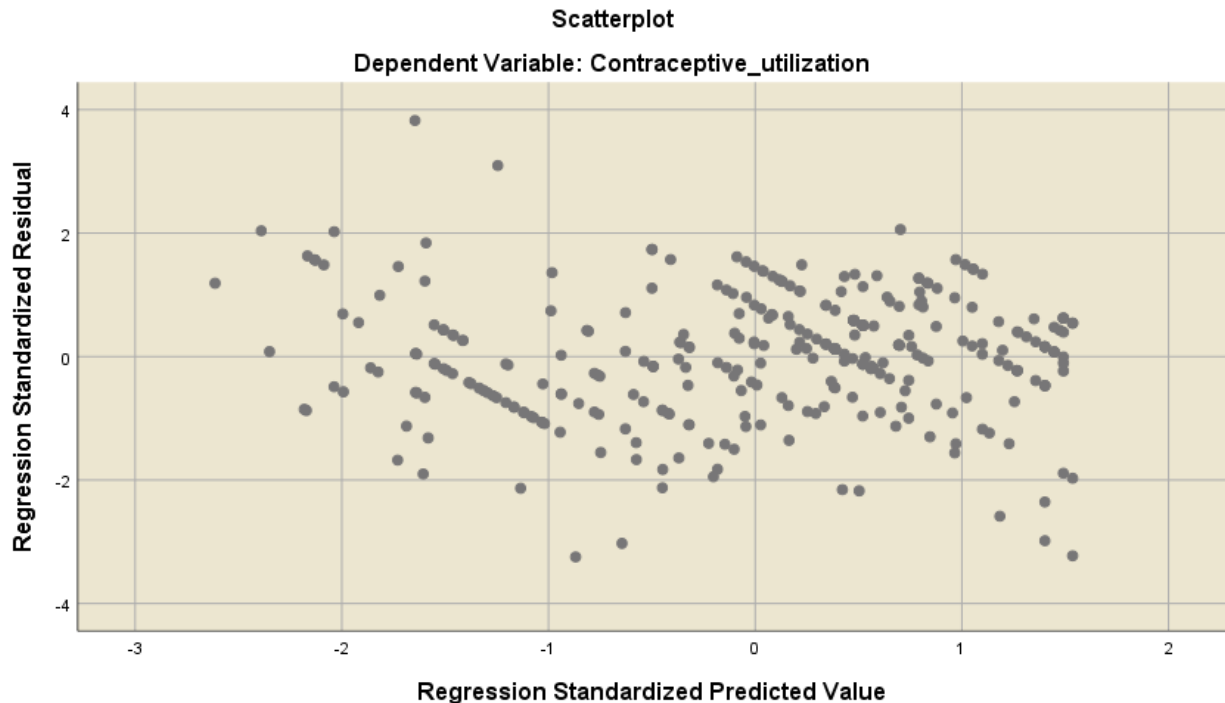
The scatter plot of residuals shows no large difference in the spread of the residuals, as can be seen from left to right in Figure 3 this result suggests that the predicted relationship is linear. Similarly, the figure shows the normal distribution of residuals around its mean of zero. Hence, the normality assumption is fulfilled as required based on the above figure. Therefore, it is possible to conclude that the inferences that the researcher makes about the population parameter from the sample are valid.

4.4.3. Test of Homoscedasticity

This assumption states that the variances of error terms are similar across the values of the independent variables. It is the extent to which the data values for the dependent and independent variables have equal variances. It can be checked by visual examination of a plot of the standardized residuals by the regression standardized predicted value (Osborne &

Waters, 2019). The scatter plot in Figure 4 shows that the data is homoscedastic, which indicates that the residuals are normally distributed and have constant variance.

Figure 5. Test of Homoscedasticity



Source: Own survey result (2023)

The scatter plot in Figure 4 indicates that the data is homoscedastic, which means the residual values have constant variance. The result shows that all values of the error terms have constant variance across the independent variables. The value of variability in the independent variables was the same across all values of the dependent variable.

4.4.4. Test Multicollinearity

Multicollinearity happens when two or more predictor variables correlate at high levels with one another or when one independent variable is a near-linear combination of other independent variables. When independent variables are multicollinear, there is “overlap” or sharing of predictive power, which may lead to a situation where the regression model fits the data well but none of the predictor variables has a significant effect on predicting the dependent variable (Saunders, 2014).

To check the multicollinearity problem between the predictor variables, the researcher uses tolerance and variance inflation factors (VIF). The assumption of multicollinearity states that the value of tolerance should be above 0.10 and any value lower than this indicates the existence of multicollinearity. On the other hand, VIF is computed as “1/tolerance,” and a VIF value greater than 10 indicates the existence of a multicollinearity problem between the predictor variables (Saunders, 2014).

Table 10. Test of multicollinearity

Independent variables	Collinearity Statistics	
	Tolerance	VIF
Attitude towards advertising in general	.389	2.572
Message content of advertising	.239	4.178
Repetition of advertising	.397	2.519
Social value of advertising	.985	1.016

Source: Own survey result (2023)

The above table 10 shows the correlation matrix between independent variables: attitude towards ad in general, message content of ad, repetition of ad, and social value of ad. All values of tolerance are greater than 0.1, and the value of variance inflation factors (VIF) is less than 10. Therefore, all the independent variables do not have a multicollinearity problem.

4.4.5. Test of Autocorrelation

Linear regression analysis requires that there is little or no autocorrelation in the data. Autocorrelation occurs when the residuals are not independent from each other. The assumption of non-autocorrelation is plausible in the case of cross-sectional data. Violation of this assumption frequently occurs in the case of time series data. The Durbin-Watson-Watsonitic is applied to test the assumption that the residuals are uncorrelated. The value of this statistic can fall between 0 and 4. For this assumption to be met, the DW value needs to be close to 2. From the test, the value of Durbin Watson is about 1.786, which is close to 2.

Table 11. Test of autocorrelation

Model	Durbin-Watson
1	1.786

Source: Own survey result (2023)

Therefore the data in this research is free from the problem of autocorrelation because the Durbin-Watson statistic is closer to 2.

4.5. Correlation Analysis

Correlation analysis is used to analyse the association of the independent variables one by one with the dependent variable in order to identify their relationship with the dependent variable. When there are two or more independent variables, the analysis concerning the relationship is known as multiple correlations, and the equation describing such a relationship is known as the multiple regression equation. In the context of this study, the researcher explains multiple correlations and regressions, taking those independent variables (attitude towards ad in general, message content of ad, repetition of ad, and social value of ad) and one dependent variable (contraceptive utilization). Stating only relationships is not enough, as it may involve both dimensions from zero (negative, zero, and positive). Therefore, to know the strength and type of correlation between variables, the following table serves as a rule of thumb for the discussion of this thesis.

Table 12. Rule of Thumb for about the strength of correlation of coefficient

Range of Coefficient		Description of Strength
Positive	Negative	
0.00 – 0.09	-0.09 – 0.00	No correlation
1.00	-1.00	Perfect correlation
0.10 – 0.29	-0.10 to -0.29	Weak correlation
0.30 – 0.49	-0.30 to -0.49	Moderate correlation
0.50 – 1	-0.5 to -1	Strong correlation

Source: (Pallant, 2020)

The following table 13 shows correlation between dependent variable (intention of contraceptive utilization) and independent variables (attitude towards ad in general, message content of ad, repetition of ad, and social value of ad) of the study.

Table 13. Results of correlation analysis

		Correlations				
		Attitude towards ad in general	Message content of advertising	Repetition of advertising	Social value of advertising	Contraceptive utilization
Attitude towards ad in general	Pearson Correlation	1	.778**	.591**	.062	.726**
	Sig. (2-tailed)		.000	.000	.269	.000
	N	325	325	325	325	325
Message content of advertising	Pearson Correlation	.778**	1	.776**	-.020	.862**
	Sig. (2-tailed)	.000		.000	.720	.000
	N	325	325	325	325	325
Repetition of advertising	Pearson Correlation	.591**	.776**	1	-.019	.723**
	Sig. (2-tailed)	.000	.000		.731	.000
	N	325	325	325	325	325
Social value of advertising	Pearson Correlation	.062	-.020	-.019	1	.105
	Sig. (2-tailed)	.269	.720	.731		.060
	N	325	325	325	325	325
Contraceptive utilization	Pearson Correlation	.726**	.862**	.723**	.105	1
	Sig. (2-tailed)	.000	.000	.000	.060	
	N	325	325	325	325	325

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

Source: Own Survey result (2023)

As indicated in the above table 13, all the independent variables were positively correlated with the dependent (contraceptive utilization) variables, with a correlation coefficient that ranged from 0.105 to 0.862 at the 0.01 level of significance.

Regarding the relationship between attitude towards advertising in general and contraceptive utilization, the correlation analysis shows that attitude towards advertising in general has a positive and statistically significant association with contraceptive utilization ($r = 0.726$, $p < 0.01$). This indicated that the attitude towards the ad being selected in the study area has a significant relationship with the contraceptive utilization of the users. Likewise, the message content of the advertising has a positive and statistically significant relationship with contraceptive utilization ($r = 0.862$, $p < 0.01$). In the same manner, repetition of the ad has a positive and statistically significant relationship with contraceptive utilization ($r = 0.723$, $p < 0.01$). But, the social value of the ad has a positive and statistically weak relationship with contraceptive utilization ($r = 0.105$, $p > 0.01$).

The finding shows that attitude towards advertising in general, message content of advertising, and repetition of advertising have a strong relationship with contraceptive utilization except the social value of advertising, which have a weak correlation to dependent variables, because social value has a little bit effect on contraceptive utilization. On the other hand, the remaining variables shows that positively and strongly correlated with each other.

4.6. Multiple Regression Analysis

Multiple regression analysis is a form of statistical analysis that seeks an equation representing the impact of two or more independent variables on a single dependent variable (Field, 2005). Multiple regression analysis is a statistical model used to analyse or figure out the extent of the impact of two or more independent variables on a single dependent variable (Field, 2005). More precisely, multiple regressions are able to show how the value of a dependent variable changes as the value of two or more independent variables changes. In this study, multiple regression models were applied to explain the relationship between attitudes towards advertising in general, the message content of advertising, the repetition of advertising, the social value of advertising, and contraceptive users located in Debre Berhan.

Table 14. Model summary

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	Sig. Change	F
1	.878 ^a	.771	.768	.39792	.771	268.731	.000	

Source: Own Survey result (2023)

a. Predictors: (Constant), Social value of ad, Attitude towards ad in general, Repetition of ad, Message content of ad

b. Dependent Variable: Contraceptive utilization

The model score ($R = 0.878$) indicates the value of the multiple correlation coefficients between the predictors and the outcome. As clearly shown in the above table 14, the R-value (0.878) shows that all independent variables together have a direct and positive relationship with contraceptive utilization among the users.

According to (Field, 2005), R-square is the amount of variation in the outcome variable that is accounted for by the independent variables. The finding of R^2 values for the regression model was 0.771, which indicates that the explanatory variables, the social value of ad, attitude towards ad in general, repetition of ad, and message content of ad explain 77.1% of the variation in the level of contraceptive utilization, while the remaining 22.9% of the variation in the level of contraceptive utilization of the users were determined by other variables that are not included in this study.

Moreover, adjusted R-square measured the goodness of fit of the explanatory variables in explaining the variations in the dependent variable, which gives us some idea of how well the model generalizes. From Table 13 above, the adjusted R square value of 0.768 indicates that 76.8% of the data fit the regression model. Overall, a higher adjusted R-squared indicates a better fit for the model.

The above model summary table 14 also indicated that the value of the R square change in the model is 0.771. This value shows that 77.1% of the variance in contraceptive utilization is purely explained by the linear combination of independent variables: social value of the ad, attitude towards the ad in general, repetition of the ad, and message content of the ad. As indicated by the Sig. F change for the model in the model summary table above, the regression model is also a good fit to the data ($p\text{-value} = 0.000$) at the 5% level of significance.

Table 15. ANOVA Table

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.207	4	42.552	268.731	.000 ^b
	Residual	50.670	320	.158		
	Total	220.877	324			

Source: Own survey result (2023)

a. Dependent Variable: Contraceptive utilization

b. Predictors: (Constant), Social value of ad, Attitude towards ad in general, Repetition of ad, Message content of ad

The above ANOVA table 15 shows that the combination of variables significantly predicts the dependent variable. ANOVA tests whether the model is significantly better at predicting the outcome than using the mean as a best guess; specifically, the F-ratio represents the ratio of the improvements in prediction that result from suiting the model relative to the wrongness that still exists in the model.

The ANOVA table 15 reveals the overall significance of the model from a statistical point of view. As the significance value of P statistics shows a value (0.000), which is less than $p < .05$, this also indicates that at least one of the independent variables is a significant predictor of the dependent variable (contraceptive utilization). Therefore, it implies that the regression model results in a significantly better prediction of contraceptive utilization than the mean value of contraceptive utilization.

Furthermore, the model is fit when the mean square of the regression is greater than the mean square of the residual. Therefore, the above ANOVA table shows that the mean square of regression is greater than the mean square of residual ($170.207 > 50.670$) (the significance value of F statistics shows a value of 268.731 and a p-value of .000, which is less than $p < 0.01$), therefore the model is of good fitness.

Table 16. Regression coefficients**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.621	.134		4.634	.000
	Attitude towards ad in general	.091	.032	.124	2.877	.004
	Message content of advertising	.515	.043	.658	12.029	.000
	Repetition of advertising	.129	.039	.141	3.316	.001
	Social value of advertising	.097	.023	.113	4.181	.000

a. Dependent Variable: Contraceptive utilization

Source: Own survey result (2023)

The values of the standardized beta coefficients (β) indicate the effects of each independent variable on the dependent variable. Furthermore, the values of the standardized beta coefficients in the above table 15 indicate how and to what extent the independent variables (social value of ad, attitude towards ad in general, repetition of ad, message content of ad) influence the dependent variable (contraceptive utilization). The t value and the sig (p) value indicate whether the predictor's variable is significantly contributing to the prediction of the dependent variable.

Accordingly, the result of the coefficient value of regression analysis indicated that the predictor variables attitude towards ad in general ($\beta_1=0.124$, p-value=0.004), message content of ad ($\beta_2=0.658$, p value=0.000), repetition of ad ($\beta_3=0.141$, p-value=0.001), and social value of ad ($\beta_4=0.113$, p-value=0.000) have a positive and significant effect on dependent variable (contraceptive utilization) at 5% level of significance. Therefore, based on these results, the regression equation that predicts contraceptive utilization based on the linear combination of attitude towards ad in general, message content of ad, repetition of ad, and social value of ad is as follows:

Regression equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon_i$$

$$CU = \beta_0 + \beta_1 ATA + \beta_2 MCA + \beta_3 RA + \beta_4 SVA$$

$$CU = .621 + 0.124ATA + 0.658MCA + 0.141RA + 0.113SVA$$

Where: -

B_0 = point of intercept (constant)

Y= Contraceptive utilization

X1= Attitude towards advertising in general

X2= Message content of advertising

X3= Repetition of advertising

X4= Social value of advertising

From the above table 16, looking at the significance levels, the study established that there is a significant relationship between contraceptive utilization and attitude towards ad in general, message content of ad, repetition of ad, and social value of ad at 5% significance level. This means that all the independent variables account for the greatest contribution to influencing contraceptive users. The prediction model formula above shows that the y-intercept for the model (β_0 – constant) is 0.621, which is arithmetically calculated by giving zero values for all the independent variables.

Generally, the equation reveals that contraceptive utilization is 0.621 units if all independent variables are zero. Similarly, keeping other independent variables constant, contraceptive utilization was increased by 0.124 units for a unit increase in attitude towards ad in general. In the same manner, for one unit increase in the message content of the ad, repetition of the ad, and social value of the ad, there are a 0.658, 0.141, and 0.113 unit increases in contraceptive utilization, respectively.

4.7. Discussion of Results

This section discusses the findings presented in correlation analysis (table 14) and regression analysis (tables 14, 15, and 16), and the results were compared with local and international literature. Here, the regression results obtained from the model were utilized to test the hypotheses developed in Chapter 1. Due to the fact that, as per my search, there is a lack of enough research findings with respect to this topic, the researcher should use related research findings to support these research results.

The study examined the effect of advertising on contraceptive utilization. Based on a model fit to measure the proportion of variation in the dependent variable of contraceptive utilization explained by the independent variables, attitude towards the ad in general, message content of the ad, repetition of the ad, and social value of the ad, attitude towards the ad in general, message content of the ad, repetition of the ad, and the ad's social value are significant predictors of contraceptive utilization. Accordingly, increments in these predictor variables increase contraceptive utilization. The positive and significant effects of these predictor variables of social marketing advertising elements on attitude and behaviour were also indicated in previous studies confirming the results of this study (Stahl, 2011; SNV, 2016 cited by (Dessalegn, 2018); (Akbari, 2015); (Donovan & Henley, 2010); Chu Lin, Yi-Chi Lee, and Nu-Ting Lin, 2015; and Willenborg, 1972).

According to (Akbari, 2015), it can be discussed that exposure to media advertisements is important for influencing consumers' purchasing and preference of contraception methods, as it has been reported in other studies that people who are frequently exposed to contraception advertisements have a greater tendency to make the decision to either purchase or visit health facilities for more information on particular contraceptive methods. They also reported that contraceptive knowledge and use were closely associated with exposure to media messages about family planning.

The results of this study showed that the study participants reported that they had acquired knowledge through advertisements and campaigns about one or more contraceptive methods.

In the study 'The Impact of Multimedia Family Planning Promotion on the Contraceptive Behaviour of Women in Tanzania' by (Akbari, 2015), it was reported that the more types of media that women are exposed to, the more likely they are to practice contraception. Women who recalled six media sources of family planning messages were 11 times as likely as women who recalled no media sources to be using modern contraceptives.

According to (LYATUU, 2012), in the study of promoting family planning among Tanzanian nomadic communities, the organisations and companies that use social marketing contraceptive methods should place more emphasis on advertising and education in influencing people's behaviour to change from the traditional way of thinking to modern. Changes in behaviour and attitude towards modern contraception will lead to changes in the decision to purchase and use of the methods.

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

A study by (Knerr, 2011) found a significant effect of condom social marketing and advertising communication on individual condom use. The findings of the study showed individuals were twice as likely to use condoms as those who had not been exposed (USAID, 2011). Attitude towards the ad in general, indicating an individual's attitude towards the advertiser, evaluation of the ad, and feeling towards the ad, has a positive and significant effect on the intention of condom use.

From this study the results of the analysis, repetition of advertising has the most association with and effect on contraceptive use. This positive and significant association and effect has also been the findings of other literature.

Another positive and significant result is the effect of the message of advertising communication on forming a positive attitude towards the desired behavior. According to findings by the APSC, confirmed advertising messages that communicated value by depicting clear benefits resulted in a favourable response from target audiences (APSC, 2007). A study by (Le & Nguyen, 2014) confirmed a negative but significant effect of the message when audiences doubt the credibility of the advertising message. The positive and insignificant, but weak, effect of the advertising orientation on social value is another result of this study's analysis. The result shows a weak effect of social value on contraceptive use. Social value orientation of advertising is a significant factor in the advertising communication that affects attitude (Mahtra, 2015) cited by (Dessalegn, 2018). According to their findings, advertising communications that integrate social value create a more favourable attitude towards advertising among communities that are bound to their social norm.

From the result of descriptive statistics, the mean value of the dependent variable of contraceptive use was 3.6713 on an interval of 1 to 10 with a significant value of 0.000. The reflected responses were towards a more or less favourable of contraceptive use. Therefore, it can be argued that contraceptive advertisements can influence the user's preference for a certain method of contraception.

H1: Attitude towards ad in general has positive and significant effect on contraceptive utilization

As shown in tables 13,16, and 15, the results of correlation analysis and regression analysis revealed that attitude towards ad in general had a positive and significant effect on contraceptive utilization, with values ($r = 0.726$, $\beta = 0.124$, $p = 0.000$) at the 5% level of significance. This implies that accept the alternative hypothesis (H1) stating that attitude towards advertising in general has a positive and significant effect on contraceptive utilization. The beta coefficient describes that keeping the other variables constant, in this model; a 1% change in attitude towards ad in general would result in an increase in contraceptive utilization of 12.4%. The result of the correlation, as shown in Table 12, also indicated that there is a strong, significant positive relationship between attitude towards ad and contraceptive utilization ($r = 0.726$). These findings are consistent with the findings by Stahl (2011), SNV (2016), and (Dessalegn, 2018). They are titled The Effect of Social Marketing on the Intention to Use Condoms.

H2: Message content of ad has positive and significant effect on contraceptive utilization

The other interesting variable included in the above regression coefficient table 15 is the message content of the ad, with a coefficient of 0.658 and a p-value of 0.000. Since the p-value < 0.01 is below the statistically significant level of 5%, it can conclude that the message content of the ad has a statistically significant influence on contraceptive utilization. The beta coefficient describes that, keeping the other variables constant, in this model, a 1% change in the message content of the ad would result in an increase in contraceptive utilization of 65.8%. In addition, the coefficient is positive, which indicates that the message content of the ad has a positive influence on contraceptive utilization. As a result, the finding accepted the alternative hypothesis (H2) that the message content of an ad has a positive and significant effect on contraceptive utilization, and the result of the correlation coefficient ($r = 0.862$), as shown in Table 12, indicated that there is a significant positive and strong relationship between the message content of an ad and contraceptive utilization. This finding is also consistent with (Dessalegn, 2018), SNV (2016), (Akbari, 2015), and (Donovan & Henley, 2010), but contradicts the finding of (Le & Nguyen, 2014), who confirmed a negative but significant effect of the message content of the ad.

H3: Repetition of ad has positive and significant effect on contraceptive utilization

From Table 16, observe that the coefficient of repetition of the ad is 0.141 and the P-value is 0.001. Hence, the coefficient is positive, and the p-value of 0.000 is below the statistically significant level of 5%. Accordingly, the result accepted the alternative hypotheses (H3) that a statistically significant effect exists between the repetition of the ad and contraceptive utilization. As a result, it can be concluded that repetition of the ad has a statistically significant positive effect on contraceptive utilization. The beta coefficient describes that, keeping the other variables constant, in this model, a 1% change in the repetition of the ad would result in an increase in contraceptive utilization of 14.1%. And also, the result of the correlation coefficient ($r = 0.723$), as shown in Table 12, indicated that there is a positive and significant relationship between repetition of ad and contraceptive utilization. This finding is also consistent with the findings of (Agha & Van Rossem, 2002).

H4: Social value of ad has positive and significant effect on contraceptive utilization

As shown in Tables 14 and 16, the effect of social value on contraceptive utilization was found to be statistically significant ($r = 0.105$, $\beta = 0.113$, $p = 0.000$) at the 5% level of significance, leading to the acceptance of Research Hypothesis 4 (H4). So, it can conclude that the social value of the ad has statistically significant influences on contraceptive utilization. Therefore, this implies that the result of the finding did accept the alternative hypothesis (H4) stating that the social value of an ad has a positive and significant effect on contraceptive utilization.

The result of the correlation coefficient ($r = 0.105$), as shown in Table 13, also indicated that there is a significant positive relationship between the social value of ad and contraceptive utilization, but there is a weak relationship between the social value of ad and contraceptive utilization. This result is inconsistent with (Dessalegn, 2018) and also consistent with Mahtra (2015), and (Akbari, 2015).

4.8. Summary of Hypothesis Test Results

The four hypotheses proposed in this study were tested statistically. The following Table 17 highlights the summary of the hypotheses test result. The study's hypothesis testing was made based on β and P values. Hence, using those coefficient results, the proposed hypotheses for this study were tested as follows:

Table 17. Summary of the hypothesis test result

No.	Hypothesizes	Stand. Beta	P- value	Test result
1	H1: Attitude towards ad has positive and significant effect on contraceptive utilization	0.124	0.004	Accepted
2	H2: Message content of ad has positive and significant effect on contraceptive utilization	0.658	0.000	Accepted
3	H3: Repetition of ad has positive and significant effect on contraceptive utilization	0.141	0.001	Accepted
4	H4: Social value of ad has positive and significant effect on contraceptive utilization	0.113	0.000	Accepted

Source: Own survey result (2023)

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

INTRODUCTION

This chapter presents a summary, conclusion, and recommendations of the study based on the analysis of the research data, interpretation, and discussion of the results. The chapter provides recommendations and actions that can be taken by social marketers of contraceptives, as well as further studies that can be conducted on this topic. The purpose of this research was to examine the way contraceptive advertising influences on contraceptive utilization in Debre Berhan town.

The findings from the survey data are summarised, and the respective conclusions and recommendations are drawn and discussed below:

5.1. Summary of the Major Findings

From the results of the descriptive statistics, the mean value for all study variables was in the range of 3.4 to 3.9 responses, inclining towards a favourable response to advertising. Results indicated a more or less favourable behavioural towards contraceptive utilization at a mean value of 3.4. The social value of the ad was one of the variables that showed a more favourable response, with a mean value of 3.9774 and a standard deviation of 0.95734. The remaining independent variables of attitude towards the ad in general, ad message content, and ad repetition displayed mean values of 3.4177, 3.6172, and 3.7831 at a standard deviation of 1.12558, 1.05454, and .89981, respectively.

Results of Pearson correlation confirmed a positive and significant relationship between the dependent variable of contraceptive utilization and the independent variables. A strong relationship was indicated between contraceptive utilization and audiences' attitude towards the ad in general, message content of the ad, repetition of the ad at a correlation value of ($r = 0.726$ and $r = 0.862$), and ($r = 0.723$) at a p-value of ($p < .05$), respectively, and also advertising social value with contraceptive utilization was another finding from the correlation value of ($r = 0.105$), which has a weak relationship with those variables.

Based on the result of the model fit, the proportion of variation in the dependent variable can be examined by the predictor variables attitude towards the ad in general, ad message content of the ad, repetition of the ad, and social value of the ad. Furthermore, the significance of their effect is confirmed by the ANOVA result with a significance value of <0.05 . From the result of the regression analysis, the total effect of predictor variables on contraceptive utilization is depicted at 77.1%. Attitude towards the ad in general (Beta =.124, $p =.004$), ad message content (Beta =.658, $p =.000<.05$), repetition of the ad (Beta =.141, $p =.001$), and the ad's social value (Beta =.113, $p =.000$) are significant predictors of contraceptive utilization.

Based on the beta value of message content of the ad, it has the highest beta coefficient value of 0.658, which means that an increase in one unit of message content of the ad increases contraceptive utilization by 0.658 units. The attitude towards advertising in general had a beta coefficient value of 0.124. An increase in one unit of the message content of the ad increases contraceptive utilization by 0.124 units. Repetition of an ad with a beta coefficient value of 0.141 increases contraceptive utilization by 0.141 units. Advertising's social value has a beta coefficient value of 0.113; an increase in one unit of advertising orientation to social value increases contraceptive utilization by 0.113 units.

5.2. Conclusion

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

From the results of the descriptive, relationship, and effect of study variables, it can be concluded that the components of advertising created a strong relation with contraceptive utilization, except for one variable. Almost all the independent variables have a significant

effect on contraceptive utilization. While the association and level of effect vary among variables, attitude towards ad in general, has the major effect among the independent variables on contraceptive utilization. Advertising message content and repetition of the ad have a positive and significant association with contraceptive utilization, with a strong effect as compared with variables of advertising social value.

From the results of the descriptive analysis, the distribution of responses for the independent variable general attitude towards the advertising showed a positive and significant association between the independent variable and contraceptive utilization, with general attitude towards the advertising having a significant effect in determining contraceptive utilization. Advertising repetition and the message content of the ad have a positive and significant association with and effect on contraceptive utilization. Analysis results confirmed that message content of advertising is the major determinant effect on contraceptive utilization among the other variables.

The variable, advertising orientation of social value, is a variable with weak association and effect on contraceptive utilization. Descriptive results showed responses to these variables were between neutral and positive. The association results also confirm a positive and significant relationship between these variables and contraceptive utilization. Almost all the variables have a positive and significant effect on determining the effect of advertising on contraceptive utilization. From the effect of the predictor's variables, it is apparent that attitude towards DKT Ethiopia's social marketing advertising has a significant effect on contraceptive utilization.

5.3. Recommendation

The implications of this study lie with DKT Ethiopia and other contraceptive markets, the Ministry of Health and Social Welfare, and other stakeholders in reproductive health services at large.

Advertising is one of the marketing tools social marketers use to influence attitudes toward a desired behavior. It is the elements of advertising, such as its message, repetition, and social value orientation that form a favourable or unfavourable attitude towards the desired behavior. The effects of advertising on contraception utilization shown in the results depicted variables have a significant effect on contraception utilization.

Advertising program should focus and direct their contraception advertising message on linking the contraceptive methods services outlets or family planning (FP) clinics and the members of the population; through creating the link between family planning services and users, the contraception products will be accessible and available to the masses, hence advertising will be able to influence peoples of contraception utilization.

Contraceptive programs should create advertisement strategies that are tailor-made for the needs of a specific country, not using the same advertisements for more than one country, as it has been suggested by other studies that a "one-size-fits-all" strategy for contraceptive promotion in Africa is unlikely to be effective.

Moreover, social marketers should conduct enough pilots to test the level of understanding of the targeted audience for their advertisement's message. Contraceptive methods marketers and the Ministry of Health should increase their efforts in advertising, raising awareness, and providing education on contraception products.

The effects of advertising on contraception utilization shown in the results depicted variables have a significant effect on contraception utilization. This means advertising strategy and planning and execution to craft the elements of advertising can result in a more positive and significant effect on contraception utilization. Attitude change strategies in advertising involve affecting components of attitude with elements of advertising. 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 should also align with the social values and norms of the target audience. Specific to products with a stigma attached to them, such as contraceptives, social marketing advertising must be in line with the cultural values and norms of the target population.

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

5.4. Recommendations for Further Research

Based on the limitations of the study and the fact that the study sample was only from an urban setting, the following recommendations are made for further research:

Due to the fact that the study is a socio-economic problem, which can never be covered by a single study, it is recommended that further studies on this topic be conducted with a larger sample in an urban setting, in a rural setting, and by focusing on or targeting male respondents. Based on the above recommendations, further research should be done in Ethiopia on the advertisement effect on contraceptive method utilization, which can reflect different findings.

According to the findings of this study, while attitude towards the ad in general, message content of advertising, repetition of the ad, and social value orientation are variables that effect contraceptive utilization, they are not the only variables with predictive power. The results confirmed that other variables also have an effect on contraceptive utilization, which can serve as a gap for further study.

This study was conducted on the users of contraceptives in Debre Berhan town. The findings of this study suggest that advertising has an effect on contraceptive utilization among contraceptive users, so further research should be conducted on non-users of contraceptives and reproductive age groups.

This study is mainly focused on the institutional level; therefore, it should be conducted on a community-based basis, and comparative studies are also encouraged, focusing on regional, national, or county levels.

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APPENDIX-I



College of Business and Economics

Department of Marketing Management

Masters of Marketing Management

Dear Respondent,

First of all, I would like to thank you for your willingness to participate in this study. The questionnaire is designed to collect the necessary information to undertake a research on the topic “the effect of advertising on contraceptive utilization in Debre Berhan Town for the partial fulfillment of the requirements for the degree of Masters in Marketing Management (MA) at Debre Berhan University. The main objective of this research is to investigate the effect of advertising on contraceptive utilization.

Please answer each question by making a tick mark (✓) to the option that you choose inside the given box or write your answer on the blank space provided. Your genuine responses are quite vital for the success of this study. Finally, I would like to confirm you that all the information you provide in this questionnaire have be strictly confidential and have exclusively be used for this research purpose only.

NB. No need of writing your name. Thank you very much ahead for your cooperation!!!

If you have any inquiry regarding this questionnaire, please do not hesitate to contact me via
Researcher’s Name: Cherinet Shenkute

Cell Phone: 0921360772

Email: cherinet922@gmail.com

Part one: Demographic information of the respondents

1. Sex: Male Female
2. Age (in years): 15-25 26- 35 36-49
3. Educational Level: Up to grade 12 Diploma Degree above degree
4. Marital Status: Single Married Divorced Widowed

Part two: Determinant of attitude towards advertisement

Strongly disagree= 1 disagree= 2 Neutral=3 Agree= 4 strongly agree=5

Determinant of attitude towards advertisement						
		Strongly disagree (1)	disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
GATA	Attitude towards the ad in general					
GATA 1	I support advertising because it plays an important part in my intent to use contraceptive					
GATA 2	I consider advertising is useful as it promotes contraceptive					
GATA 3	Evaluation of the Ad is positive					
GATA 4	Overall I like advertising about contraceptive					
MCA	Advertising message content					

MCA 1	Advertising is a valuable source of information about contraceptive					
MCA 2	Ad message depicts benefit of contraceptive use					
MCA 3	Ad message is relevant					
MCA 4	Ad message is credible					
MCA 5	Advertising contributes to the knowledge about contraceptive					
RA	Advertising repetition					
RA 1	I believe repetition of ads helps to use contraceptive					
RA 2	I believe repetition of ads always creates positive response towards contraceptive					
RA 3	I believe more repetition of ads have an influential impact on me					
RA 4	I believe more repetition of ads change consumers negative thoughts about contraceptive in positive					
SVA	Advertising of social value					

Value 1	Ad promotes desirable values					
Value 2	Ad didn't corrupts social value					
Value 3	Ad integrates social value					
CU	Contraceptive Utilization					
CU 1	I definitely use contraceptive					
CU 2	I expect to use contraceptive					
CU 3	I probably use contraceptive					
CU 4	I didn't use contraceptive					

አባሪ-2 መጠይቅ



ንግድ ስራ ትምህርት ቤት

ውድ ተሳታፊ፤

በመጀመሪያ ደረጃ፣ በዚህ ጥናት ውስጥ ለመሳተፍ ላሳዩት ፍላጎት ላመሰግንዎት እፈልጋለሁ። ይህ መጠይቅ የተዘጋጀው “ማስታወቂያ በወሊድ መከላከያ አጠቃቀም ላይ የሚያመጣው አመለካከት” በሚል ርዕስ ለቀረበ የመመረቂያ ፅሁፍ ነው። የጥናቱ አላማ የዲኬቲ ኢትዮጵያ የህብረተሰብ ገበያ ፕሮግራም በሚያወጣቸው የወሊድ መከላከያ ማስታወቂያዎችን በተመልካቹ የወሊድ መከላከያ አጠቃቀምን አመለካከት ላይ ያለውን ውጤት ለመገንዘብ ነው። ይህ መጠይቅ የሚሞላው እድሜያቸው 15 እና ከዛ በላይ በሆኑ ነው። ተሳታፊዎች በእዚህ ዳሰሳ የሚኖራቸው ተሳትፎ በፈቃደኝነት ላይ የተመሰረተ ሲሆን፣ ዳሰሳው የተሳታፊውን ማንነትና የግል ምላሽ የማይገልጽ ከመሆኑም በላይ ለሚውልበት አላማ ብቻ የሚሰበሰብ ይሆናል። ለሚኖርዎት ቀና ተሳትፎና ትብርር እናመሰግናለን።

እባክዎን በተሰጠው ሳጥን ውስጥ የመረጡትን አማራጭ ምልክት (✓) በማድረግ እያንዳንዱን ጥያቄ ይመልሱ ወይም መልሱን በቀረበው ባዶ ቦታ ላይ ይጻፉ። ለዚህ ጥናት ስኬት የእርስዎ እውነተኛ ምላሾች በጣም አስፈላጊ ናቸው።

የሕዋስ ስልክ: 0921360772

ኢ.ሜይል: cherinet922@gmail.com

ክፍል አንድ: ጠቅላላ መረጃ (ምልክት ያድርጉ)

1. ስም: ወንድ ሴት
2. ዕድሜ (በአመታት ውስጥ): 15-25 26-35 36-49
3. የትምህርት ደረጃ: እስከ 12ኛ ክፍል ዲፕሎማ ዲግሪ ከዲግሪ በላይ

4. የጋብቻ ሁኔታ፡ ያላገባ ፣ ያገባ ፣ ፈት ፣ መበለት ፣

ክፍል ሁለት፡ የወሊድ መከላከያ ማስተወደድ ያሎትን አመለካከት ጠቅላላ መግለጫ

	በጣም አልሰማም (1)	አልሰማም (2)	አልቃወም/አልሰማም (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
በአጠቃላይ ለማስታወቂያው ያሎትን አመለካከት					
1	ማስታወቂያን እደግፋለሁ ምክንያቱም የወሊድ መከላከያን ለመጠቀም በማሰብ ረገድ ትልቅ ሚና ይጫወታል				
2	ማስታወቂያ የወሊድ መከላከያን ስለሚያበረታታ ጠቃሚ እንደሆነ እቆጥረዋለሁ				
3	የማስታወቂያው ግምገማ አዎንታዊ ነው				
4	በአጠቃላይ የወሊድ መከላከያ ማስታወቂያውን እወዳለሁ				
የማስታወቂያ መልእክት ይዘት					
1	ማስታወቂያ ስለ ወሊድ መከላከያ ጠቃሚ				

	የመረጃ ምንጭ ነው					
2	የማስታወቂያው መልእክት የወሊድ መከላከያ አጠቃቀምን ጥቅም ያሳያል					
3	የማስታወቂያው መልእክት ጠቃሚ ነው					
4	የማስታወቂያው መልእክት ተግማኒ ነው					
5	ማስታወቂያ ስለ ወሊድ መከላከያ እውቀት አስተዋፅኦ ያደርጋል					
	የማስታወቂያ ድግግሞሽ					
1	የማስታወቂያዎች መደጋገም የእርግዝና መከላከያን ለመጠቀም ይረዳል ብዬ አምናለሁ					
2	የማስታወቂያዎች መደጋገም ሁል ጊዜ ለወሊድ መከላከያ አዎንታዊ ምላሽ ይፈጥራል ብዬ አምናለሁ					
3	ተጨማሪ የማስታወቂያዎች መደጋገም በእኔ ላይ					

	ተፅዕኖ እንዳለው አምናለሁ					
4	ተጨማሪ የማስታወቂያ መደጋገም ሸማቾችን ስለ የወሊድ መከላከያ አሉታዊ ሀሳቦችን በአዎንታዊ መልኩ ይለውጣሉ ብዬ አምናለሁ					
የማህበራዊ እሴት ማስታወቂያ						
1	ማስታወቂያ ተፈላጊ እሴቶችን ያበረታታል					
2	ማስታወቂያ ማህበራዊ እሴትን አላበላሸም					
3	ማስታወቂያው ማህበራዊ እሴትን ያዋህዳል					
የእርግዝና መከላከያ አጠቃቀም						
1	በእርግጠኝነት የወሊድ መከላከያ እጠቀማለሁ					
2	የወሊድ መከላከያ እጠቀማለሁ ብዬ እጠብቃለሁ					
3	ምናልባት የወሊድ መከላከያ እጠቀማለሁ					
4	የወሊድ መከላከያ አልተጠቀምኩም					