# ST. MARY'S UNIVERSITY COLLEGE

# FACULTY OF BUSINESS

# DEPARTMENT OF MARKETING MANAGEMENT

# THE PRACTICE OF SOCIAL MARKETING WITH REFERENCE TO POPULATION SERVICE INTERNATIONAL ETHIOPIA (PSI/E)

BY:

HINDEKE MEZGEBE

JUNE, 2013

SMUC

ADDIS ABABA

# THE PRACTICE OF SOCIAL MARKETING WITH REFERENCE TO POPULATION SERVICE INTERNATIONAL/ETHIOPIA (PSI/E)

## BY:

### HINDEKE MEZGEBE

## A SENIOR ESSAY SUBMITED TO THE DEPARTMENT OF MARKETING MANAGEMENT

## BUSINESS FACULTY

## ST. MARY'S UNIVERSITY COLLEGE

### IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF BACHELOR OF ARTS IN MARKETING MANAGEMENT

JUNE, 2013

SMUC

ADDIS ABABA

# ST.MARY'S UNIVERSITY COLLEGE

# THE PRACTICE OF SOCIAL MARKETING WITH REFERENCE TO POPULATION SERVICE INTRNATIONAL. (PSI/E)

## BY:

## HINDEKE MEZGEBE

# A SENIOR ESSAY SUBMITED TO THE DEPARTMENT OF MARKETING MANAGEMENT

# APPROVED BY THE COMMITTEE OF EXAMINERS

| | |
|---|---|
| _____ | _____ |
| **Department Head** | **Signature** |
| _____ | _____ |
| **Advisor** | **Signature** |
| _____ | _____ |
| **Internal Examiner** | **Signature** |
| _____ | _____ |
| **External Examiner** | **Signature** |

# Acknowledgment

First of all I wish to Thank God who is always behind my success. Then I would like to express my deepest gratitude to my advisor Ato Tadesse Hailu, for his critical and valuable comments and fatherly approach in the course of conducting this research.

I also want to Thank Ato.Wonwosen Keremenz, Social Marketing Function Head at PSI/E and the staffs for their kind and professional assistance.

Finally, I would like to Thank my family for their support throughout my stay in St. Mary's.
Last but not least, I would like to Thank my friends for making my journey full of fun.
THNAK YOU!!!!!

# Table of Contents

# List of Tables

# CHAPTER ONE

# INTRODUCTION

## 1.1. Background of the Study

With the Value of "People have the right to adequate, affordable, accessible, and quality health information and services that protect them from the threat of death or disease", PSI (Population Services International) is the leading nonprofit social marketing organization in the world. It is 40 years old and based in Washington D.C. that harnesses the vitality of the private sector to address the health problems of low- income and vulnerable population in more than 60 developing countries. PSI, with programs in safe water, malaria, nutrition, family planning and HIV/AIDS (HUMAN IMMUNE DEFFICENCY VIRES/ ACQUIRED IMMUNO DEFFICENCY SINDROM), deploys commercial marketing strategies to promote health products, services and healthy behaviors that enable low-income and vulnerable people to lead healthier lives. Products and services are sold at subsidized prices rather than given away in order to motivate commercial sector involvements.

Mission- PSI (Population Services International) strives to make high- quality family health products and services accessible and affordable to low –income and other vulnerable population segments of the global community.

To achieve this mission, PSI introduces and implements programs in many developing countries around the globe. Some of these programs employ proven social marketing and social franchising strategies, because these have proven to most effective ways of rapidly introducing and expanding the successful distribution of high- quality family health products and services.

With the above stated value mission and methodology, PSI/Ethiopia is founded in 2003 to develop national result- based programs for malaria, HIV/AIDS, and child survival. These programs are creating realistic opportunities for both private and public sector partners to make long- term investments that help Ethiopia's most vulnerable lead healthier lives.

PSI/E is now social marketing health products to address major health problems of children, mothers, people living with HIV/AIDS, and most at risk population for HIV and STD (SEXUALLY TRANSEMITED DISEASES). These products are produced, packed, stored and distributed as per the county regulatory procedure.

Social marketing is the application of principles and techniques drawn from the commercial sector to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, organization or society as a whole. Its intent is to create positive social change. It can be applied to promote merit products and services and thus promote its well being. (Serrat, 2010:2)

Population Services International (PSI)/Ethiopia launched two complementary water purification products namely Water Guard and PUR and are currently being socially marketed in Ethiopia as Water Guard and Wuha Agar Telel respectively. The social marketing of these products is supported by basic hygiene and sanitation communication messages.

Water Guard is a simple, inexpensive, and robust water-quality intervention originally developed by the Centers for Disease Control and Prevention (CDC) in Atlanta. SWS involves household treatment of contaminated water using a diluted 1.25% sodium Hypochlorite (chlorine) solution manufactured from water and salt using an electrolytic cell. With support from the US Agency for International Development (USAID) SWS was launched in Ethiopia in December 2005, with the full support of the ministries of Health and Water Resources. The Hypochlorite solution and bottles are produced and packaged in Ethiopia, leading to in-country revenue and job creation.

## 1.2.  Statement of the Problem

Like generic marketing, social marketing is not a theory itself. Instead, it is a frame work that draws up on various other bodies of knowledge Including sociology and psychology to develop an understanding of human behavior and how it can be successfully influenced. (Kotler and Zaltman, 1971:5)

Social marketing is an economic system in which industry and commerce are run by private enterprise within limits set by the government to ensure equality of opportunity and social responsibility.

Companies engaged in social marketing can be seen as possible contributors to tackle the problem of unsatisfied need of customer such as basic socio economic, cultural, emotional, moral and other value for their process to be effective the parties that are involved in company's activity to serve customer must work integrally to apply on consumption activities.

Unfortunately it is challenging to most business and treating companies like "Weha Agar" to manage the effect of social marketing on consumption of "Weha Agar" with reference to PSI\E.

So the company should produce products and services according to the benefits of their customers. So any products should be healthy to keep their customer (users) health. The company should also have a communication way to use weha Agar properly.

## 1.3. Research Question

The research tried to investigate problems related with the effect of social marketing and find possible solution in order to do this, the student researcher stated questions as follows;

- What are the factors that affect PSI/E to provide Weha Agar to the society?
- What kind of promotional strategy does the organization employ to make the target group use Weha Agar as expected?
- What are the efforts os PSI/E to improve the gaps?

## 1.4. Objective of the Study

The researcher has both Specific and General Objectives.

### 1.4.1. General Objective

The main objective of this research was to study PSI/E social marketing products practice and investigate associated problems and their root causes and come up with possible recommendations.

### 1.4.2. Specific Objectives

This research has the following specific objectives

- To increase the use of households water treatments and supporting hygienic behaviors among the target groups in the target regions.
- To make the target group use Weha Agar as expected
- To identify the weakness and come up with new ideas those are related to consumption of Weha Agar.

## 1.5. Significance of the Study

Under taking this kind of study is very vital for different beneficiaries. The beneficiary of this study is hoped to be Weha Agar Company to apply the outcome of the study to its effectiveness. It would help to create a better understanding on a product purchasing and its relation to behavioral change.

The study might also be useful to the student researcher who wants academic requirement for the partial fulfillment of BA degree in Marketing Management, serves as a reference for the one who are interested in the studying the same topic or related fields. This study is hoped to be significant to others who wants to understand and know about social marketing.

## 1.6. Delimitation of the study

PSI/E is one of the most known organizations that provides water mineral to the customer who live at different place. But the student researcher limited the study by subject Delimitation. The study is concerned about Weha Agar's social marketing practices.

This research also emphasized on marketing department which is related to social marketing practices. The company has only one branch at Meskel Flower. So the study concentrated at Meskel Flower. Because of wishing accurate information, the proposal is limited on the time boundary of two years

## 1.7 Research Design and Methodology

### 1.7.1. Research Design

To describe social marketing effect on the consumption pattern, the student researcher used descriptive research method to answer questions like who, what, when and how. Descriptive studies collect data that describes the characteristics of a particular group of respondents.

### 1.7.2. Population and Sampling Technique

The population of the study comprised of the company's marketing manager and customer of population service international (PSI/E). Since the sample frame is not available, non probability sampling techniques were used to contact the customers. Among the non-probability sampling techniques convenience sampling were selected. A total of 100 sample sizes were considered some questionnaires were not filled out and returned.

### 1.7.3. Types of Data Collected

Both primary and secondary data were used in order to make the study complete and achieve its related objectives. The primary data consists of the company's manager and customer response. Whereas the secondary data consists company's published document, internet and books etc.

### 1.7.4. Method of Data Collection

The data which is important for the study were collected by two methods: survey method using questionnaire and interview method using interview check list. Questionnaires were distributed to the customers while the interviews were held with some concerned officials at managerial level.

### 1.7.5. Data Analysis Methods

Initially, the data cleaning process was conducted to identify any missing value and to take corrective measures by cross checking the corresponding questionnaire. Analysis of data was conducted to show important relationship of variables.

To analyze the collected data of this study, student researcher used both Qualitative and Quantitative method of data analysis. The student researcher used Qualitative for the observation and the interview, and Quantitative for the Questioners. To make the analysis more understandable the use of graphs and tables were implied.

## 1.8. Limitation of the Study

Any type of research may have its limitation. The degree of limitation was depending on the situation that the researcher would involve or the willingness of respondent about the researcher need. The student researcher faced different problem that makes hard to conduct the study. Therefore, the following problems existed

- ❖ Lack of sufficient time and information
- ❖ Financial consistent may be high
- ❖ Willingness of customers at time of data collection

## 1.9. Organization of the Study

The study has four main chapters. The first chapter is an introduction which provides overall information while the second chapter deals with conceptual and empirical literature. The main body of the study that is data analysis and interpretation is presented in the third chapter. Finally, the summary, conclusion and policy implication is presented in the fourth chapter.

# CHAPTER TWO

# REVIEW OF RELATED LITERATURE

## 2.1. Overview of Social Marketing

Social marketing is a social change management technology which offers a frame of work with which to change the unhealthful or unsocial behavior of others. Many social and health problems have behavioral causes; the spread of AIDS and traffic accidents are all the result of everyday Voluntary human activity. The most dramatic example of this is alcohol use. Social marketing provides a mechanism for tackling these social problems by encouraging people to adopt healthier lifestyles. Social marketing also has a great deal to offer here by influencing the behavior, not just of the individual citizen but also of policy makers and influential interest groups.

Social Marketing is more difficult than generic marketing. It involves changing intractable behaviors, in complex economic, social and political climates. With often very limited recourses. Furthermore, while, for generic marketing the ultimate goal is to meet shareholder objectives, for the social marketer the bottom line is to meet society's desire to improve its citizen's quality of life (Baker, 2003;694).

## 2.1.1. Development of Social Marketing

Social marketing evolved in parallel with commercial marketing. During the late 1950's and early 1960's, marketing academics considered the potential and limitations of applying marketing to new arenas. To many, the idea of expanding the application of marketing concept was redefined to include the marketing of ideas and the consideration of its ethical implications.

The expansion of the marketing concept combined with a shift in public health policy towards disease prevention began to pave the way for the development of social marketing. During the 1960's commercial marketing technologies began to be applied to health education campaigns.

In 1972 kotler and zaltman published their seminal article in the journal of marketing. Social marketing; am approach to planned social change. This was the first time the term "social marketing" had been used and is often as its birth. They defined social marketing as; the design implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research.

By the 1980's, academics were no longer asking f marketing should be applied to social issues, but rather have should this be done? During this period, practitioners shared their experiences and made suggestions for the development of social marketing theory and practice. Baker in 2003 described the evolution of social advertising into social communication. He also argued that social marketing should focus on changing behavior, rather than ideas, and introduces the Trans theoretical model to the discipline.

Today, social marketing specialists are relatively clean on its definitions, but without the discipline, especially in public health and health promotion confusion is still apparent. With social marketing often being equated with social advertising correcting these misapprehending is a key challenge (Beaker, 2003: 695).

## 2.2.  Definition of Social Marketing

Varied definitions arise by different social marketing scholars about social marketing. However, Andreasen's 1995 definition of social marketing almost encapsulates these different points;
Social marketing is the adoption of commercial marketing technologies to programs designed to influence the voluntary behavior of target audiences to improve their personal welfare and that the society of which they are a part.

## 2.3.  Dilemma's of Social Marketing

Social marketing met with resistance with it fist emerged, blinking social in to the academic world like a new born baby. The correct order found it challenging. Hastings and saren in 2003 argued that marketing should be restricted to market transactions and should not cover social marketing activity, and also argued that broadening the concept of

marketing is not in the interest the discipline, as it confuses its definition and ultimately threatens its identity. Hastings and saren in 2003 supported this stance when he stated; "of marketing is to be regarded as so broad as to include both economic and non-economic fields of application, perhaps marketing as originally conceived well ultimately appear under another name.

Retrospectively, Hastings and Saren in 2003 describe how the emerging discipline was flanked on the one hand by marketing apologists who wanted to keep marketing clearly defined within the firm, and re constructionists who were pushing for even broader, macro marketing perspective. To delineate three standards of marketing thought:

- "Apologists" taking a traditional view; marketing is good because it helps the economy. Its domain is, and should be limited to the firm.(luck)
- "Social marketers" turning the power of marketing to social good, there by compensating for its deficiencies with better outcomes (e.g. Kotler Levy, Andreasen)
- Re constructionists, who are critical of marketing concept and process, not just its outcomes? Hastings and saren in 2003, for example, argued for the human concept, which he felt was more reasonable to human needs in their totality than the marketing concept.

Despite these semantic battles won by the re constructionists and social marketers, Hastings and saren in 2003 suggests that the apologists more circumspect view of marketing has been validated. They go on to say; for the marketing academicians, it appears to be business as usual. We suspect they are still broadly right, but would argue along with Andreasen that this is set to change. Social marketing has enormous potential to do good in the arena of behavior change and to make a real contribution to the field of social marketing. (Hastings and Saren, 2003: 307)

## 2.4. Ethical Challenge of Social Marketing

Both social and commercial marketers face many similar moral problems, but there are several moral problems that social marketers specially sake. The three distinct groups of such problems are:

First, social marketing faces ethical problems that are linked to the ultimate ends it promotes. Second, social marketing's analysis of social problems gives rise to another group of ethical challenges. Third, social marketers seek to bring about social change through marketing techniques, not through the usual techniques of social and political dis-course grass roots action and so forth.

In drawing, attention to these ethical issues we don't question the integrity or good will of people engaged in social marketing. Rather we seek to identify ethical issues or challenges that are specific to social marketing and that any social marketer must confront. (Beaker,2003;687)

**Social marketing and ethical challenges**

At the outset, the nature of social marketing deserves brief consideration. We understand social marketing to be the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.

Social marketing focuses on influencing people's behavior away from ways of acting or life styles that are designated as leading or contributing to a social problem and toward other ways of acting and life styles that will improve those people's behavior may also involve modification in their attitudes, values, norms and ideas.

Social marketing is distinct from commercial marketing in that social marketing focuses resolving social problems, whereas commercial marketing focuses on producing various goods or services for a profit. (Beaker, 2003: 688)

### 2.4.1. Problems and Challenges in Social Marketing

Much has been written about social marketing problems since Kotler and Zaltman in Birom and Novella, 1981;79 introduced the concept a decade ago. An awareness of the problems allows social marketing advisors to formulate more workable and effective social marketing programs. Problems are identified in decision making areas.

### 2.4.1.1. Market Analysis Problems

A basic tenet of marketing is that an organization builds its marketing program using research it has gathered on the wants, needs, perceptions, attitudes habits and satisfaction levels of its markets. The good marketer is supposed to examine previous research on its consumer and, if necessary, conduct original consumer research in order to design maximally effective marketing strategies.

### 2.4.1.2. Marketing Segmentation Problems

The process of dividing up the market in to homogeneous segments and then developing unique marketing programs for individual target segments is fundamental to modern marketing.

Marketing segmentation is generally vivid as being more productive than treating the entire market in an undifferentiated manner. Although market segmentation is widely utilized and accepted by most profit making and non-profit making marketers, social marketers find that; they face pressure against segmentation, in general, and especially against segmentation that leads to the ignoring of certain segments. (Novella,1981;79)

### 2.4.1.3 Product Strategy Problems

Marketers of most products and services find that the development of a pricing strategy involves primarily the determination of an appropriate monetary price to charge for an offering on the other hand; social marketers find that the development of a pricing strategy primary involves trying to reduce the monetary, psychic, energy and time costs incurred by consumers when engaging in a desired social behavior. (Novella, 1981: 80)

## 2.5. Social Marketing Framework

### 2.5.1. Social Marketing Interventions

The adaptation and adoption of commercial marketing activities, institutions and process as a means to induce behavioral change in a targeted audience on a temporary or permanent basics to achieve a social goal. (Gordan, 2011: 22)

### 2.5.2. Upstream Social Marketing

The application of social marketing to influence behavior at the upstream level is by targeting policy makers, managers and regulators as audience segments. (Gordon, 2011: 23)

### 2.5.3. Critical Social Marketing

Critical research from a marketing perspective on the impact of commercial marketing up on society is to build the evidence base, inform upstream efforts such as advocacy, policy and regulation, and inform the development of downstream social marketing interventions. The critical social marketing framework process that the study finding can be used to inform the development of targeted social marketing interventions tacking youth drinking through engagement with health organizations and delivery agents. (Gordon, 2011:23)

## 2.6. Social Marketing Mix

The marketing mix has to be adopted for use in social marketing.

### A. Product

Social marketing products are frequently intangible and complex behaviors. This makes it difficult to formulate simple, meaningful product concepts. As a first step towards formulating product concept, social marketers need to identify and clarify their product attributes. In commercial marketing, product attributes range on a continuum from the tangible (color, taste, shape, size, packaging and performance) to the intangible (brand, image, status). Social marketing product attributes are largely situated at the intangible end of this continuum.

**B. Price**

Only a few of social marketing products have a monetary price (condoms are an obvious example) however, there are almost always costs associated with behavior change which acts as obstacles to marketing social change; these may be financial, time, embarrassment, effort, inertia, pain and perceived social exclusion. However, there should be benefits also; these may be tangible and personal benefits such as a longer life or intangible, societal benefits such as better environment.

**C. Place**

Kotler and Zaltman in 1971 suggest that place should be defined in social marketing as encompassing distribution and response channels, and clear action outlets for these motivated to acquire the product. Where there is a communications element to a social marketing initiative, place applies to the media channels through which messages are to be delivered.

Finally, social marketing objective is concerned with the influencing policy and social norms. Here place becomes the centers of influence on public opinion and policy.

**D. Promotion**

Promotion has received the most attention in social marketing. Indeed, the prominence of social advertising in social marketing practice and literature has contributed to a tendency among non-marketers to perceive the two as synonymous. In turn this perception has given rise to criticisms of social marketing as ineffective because media interventions alone are seemed to be insufficient to change behavior, expense and difficult to do well and lacking new insights.

However, positive affect can used to stress the benefits of healthy behavior, to give individuals a sense of control, and reduce anxiety or fear. All of these tactics are likely to enhance the success of a communication campaign. (Kotler and Zaltman, 2004: 321)

## 2.7. Social Marketing Benchmark Criteria

**1. Behavior**

Aims to change people's actual behaviors

- The intervention is focused on influencing specific behaviors, not just knowledge, attitude and beliefs.
- Clear, specific, measurable and time-bound behavioral goals have seen set, with baselines and key indicators established.

**2. Customer orientation**

- Goes beyond interviews and focus groups to use ethnographic techniques as well.
- Uses a range of research analysis and combines data from different sources.
- Interventions are pre-tested with audiences.

**3. Behavioral Theory**

Uses behavioral theories to understand behavior and inform the intervention;

- The theory or theories used, is identified after conducting the customer orientation research.
- Appropriate behavioral theory is clearly used to inform and guide the method mix.
- Theoretical assumptions are tested as part of the intervention pretesting.

**4. Insight**

Customer research identifies actionable insights. Pieces of understanding that will intervention development

- A deep understanding of what moves and motivates that target audience, including who influence the targeted behavior.
- Identifies emotional barriers as well as physical barriers.
- Uses insight to develop an attractive exchange and suitable method.

**5.    Exchange**

Considers benefits and costs of adopting and maintaining a new behavior, maximizes the benefits and minimizes the costs to create an attractive offer.

- Clear and compressive analysis of the actual costs versus actual benefits.
- Considers what the target audience values; offers incentives and rewards based on customer orientation and insight findings
- Replaces benefits the audience derives from the problem behavior and competition
- The exchange offered is clearly linked to price in the methods mix.

**6.    Competition**

Seeks to understand what competes for the audience's time, attention and inclination to have in a particular way;

- Addresses direct and external factors that compete for the audience's time and attention.
- Develops strategies to minimize the impact of competition. Clearly linked to the change offered.

**7.    Segmentation avoids a one size fits all approach identifies audience segments which have common characteristics, then tailors intervention appropriately;**

- Segmentation is drawn from the customer orientation and insight work.
- Does not only rely on traditional demographic, geographic or epidemical targeting.
- Draws on behavioral and psychographic data.

**8.    Uses a mix of methods to bring about behavior change does not rely solely on raising awareness;**

- Uses all elements of the marketing mix and\or primary intervention methods (inform, educate, support, design and control)
- Creates a new brand or leverages existing brands, appropriate to the target audiences.
- Methods and approaches are financially and practically sustainable (Serrant, 2010: 4 and www.thensmc.com)

# CHAPTER THREE
# DATA PRESENTATION ANALYSIS AND INTERPRETATION

This chapter is dedicated to data presentation, analysis, and interpretation. In this chapter all the data gathered are processed and interpreted. All the data presented, analyzed and interpreted here were obtained through interview that was conducted with Social Marketing Functional manager and questionnaire containing both closed and open ended questions were distributed to users of water purifier "Weha Agar". The researcher distributed 150 questionnaires to the respondents; out of the 150 questionnaires distributed to the respondents 62% of the questionnaires were filed and returned by the respondents. Accordingly the data collected were analyzed and interpreted hereunder:

## 3.1. General Characteristics of Respondents

Table 1. Below show the general characteristics of respondent, which incorporate sex distribution, age range, educational level and level of monthly income.

**Table 1: General Characteristics of the Respondents**

| S.N | Item | | Response | |
|-----|------|--|----------|--|
| | | | **No** | **%** |
| 1 | Sex　　　Male | | 40 | 66 |
| | 　　　　Female | | 22 | 34 |
| | **Total** | | **62** | **100** |
| 2 | Age | | | |
| | 　　18-25 | | 22 | 42 |
| | 　　26-33 | | 33 | 58 |
| | 　　34-41 | | - | - |
| | 　　Above 42 | | 7 | 8 |
| | **Total** | | **62** | **100** |
| 3 | Educational background | | | |
| | 　　Below certificate | | - | - |
| | 　　Certificate | | 20 | 32 |
| | 　　Diploma | | 29 | 62 |
| | 　　$1^{st}$ degree | | 13 | 6 |
| | **Total** | | **62** | **100** |
| 4 | Total monthly family income | | | |
| | 　　0 - 500 | | - | - |
| | 　　501 - 1000 | | 20 | 32 |
| | 　　1001 - 1500 | | 30 | 62 |
| | 　　1501 - 2000 | | 12 | 6 |
| | 　　Above 2000 | | - | - |
| | **Total** | | **62** | **100** |

As can be seen in table one, majority of the respondents i.e 40(66%) are male while the rest 22(34%) of them are female. This indicates that, the study can address opinion of both genders concerning the topic under study.

As can be seen in the above item 2 indicated that 22(42%), 33(58%) and 7(8%) of the respondents replied that, they are under age category of 18-25, 26-33, and above 42 respectively.

Regarding tem 3 of the same table, majority of the respondents i.e 29(62%) Of them replied that they are diploma holders. While the remaining 20(32%) and13 (6%) Of them categorized as certificate and 1$^{st}$ degree holders respectively. This shows that, respondents are good enough to express their view concerning the topic.

Item 4 of the same table indicated that, 29(62%), 20(32%) and 13(6%) of the respondents has monthly income level of 501-1000, 1001-1500, 1501-2000 and above respectively. As can be seen from the data majority of the respondents have got the monthly income of 1001-1500 birr. This indicates the respondents can have the capacity to use the company product.

## 3.2. Analysis of the Finding of the Study

This study tried to investigate the social marketing practices and its problems in PSI/E. to this end, various questions were raised to sample respondents. Thus, in this section response from respondents are summarized and presented as follows.

**Table 2: Number of People in the Particular Household Available(in Akaki Kaliti Sub City)**

| Item | Alternative | Response | |
|---|---|---|---|
| | | No | % |
| How many people are there in your house hold? | | | |
| | 1-5 | 40 | 65 |
| | 6-10 | 22 | 35 |
| | 11-15 | - | - |
| | Above 15 | - | - |
| | **Total** | **62** | **100** |

As can be seen in table 2 above, 40(65%) of the respondents i.e majority replied that 1-5 people live in a particular household. While the rest 22(35%) of them replied that there are 6-10 people exist in the particular household. This indicates that the level of existing wide population scheme in the target group.

This shows that the student researcher can get the respondents response with the perception of the family members

**Table 3: Source Water Supply**

| Item | Alternatives | Respondents | |
| --- | --- | --- | --- |
| | | No | % |
| From where do you source water for your household? | | | |
| | Own well | - | - |
| | Community well | 37 | 60 |
| | Hand pump in own house | 8 | 13 |
| | Community hand pump | 17 | 27 |
| | Tap water in own house | - | - |
| | **Total** | **62** | **100** |

As it depicted in table three above, majority of the respondents i.e, 37(60%)said that they are using community well source of water their household while the remaining 17(27%) and 8(13%) of them said they are using community hand pump and pump in own house respectively. This implies that most of the population under the target group use community well source of water for household but there is a shortage. It happens most of the time.

Moreover, data obtained from the management indicated that the society under the target group of take a water for their consumption from community based water supply source, most of the time this source is going to be secured by the respective body of organization under study.

**Table 4: Level of Water Supply**

| Item | Alternative | Response | |
|---|---|---|---|
| | | **No** | **%** |
| Is there enough water supplies to meet the requirement of your family? | Adequate | 13 | 21 |
| | Somehow adequate | 21 | 34 |
| | Not adequate | 28 | 45 |
| | Neutral | - | - |
| | Total | 62 | 100 |

Table 4, above shows that, majority of the respondents i.e 28(45%) said that water supply for family need is not as such adequate while the remaining number of respondents i.e 21(34%) and 13(21%) replied that somehow adequate and adequate respectively, which indicates that there is a place for further project intervention area for the needy target group in the area.

As can be seen from the data majority of the respondents didn't get enough water as they demand. This shows the society are in the problem of shortage of water supply.

**Table 5: Level Concern to Purity of Water**

| Item | Alternative | Response | |
|---|---|---|---|
| | | **No** | **%** |
| How much concerned are you about the purity of water in your household? | Extremely concerned | - | - |
| | Concerned | 51 | 82 |
| | Somehow concerned | 11 | 18 |
| | Neither concerned | - | - |
| | Not at all | - | - |
| | **Total** | **62** | **100** |

Moreover, the student research pose questions concerning purity of water accordingly, the response obtained from respondents indicated that majority of the respondents i.e 51(82%) said they are concerned about the purity of water they consumed, while the remaining 11(18%) of the respondents said somehow they are concerned about the purity of water they consume. This indicates that much of the population are aware of the quality of water they were consumed.

## Table 6: Level of Feeling on Water Purity

| Item | Alternative | Frequency of response | |
|---|---|---|---|
| | | No | % |
| How do you rate level of your feeling for the need of water purifier for your family? | Very high | - | - |
| | High | 21 | 34 |
| | Medium | 41 | 66 |
| | Low | - | - |
| | Very high | - | - |
| | **Total** | **62** | **100** |

As can be seen in table 6 above, respondents were asked to suggest their opinion in requirement of water purifier. Accordingly, they replied that majority of them i.e 41(66%) said they have moderate level of feeling in demanding water purifier to their family. While approximately 21(34%) of them said they are highly demanding water purifier to their family. This indicates that majority of the respondent's limited awareness about the use of water purifier.

According to the obtained from the management of the organization under study indicated that, our organization tries to handle the problem of being aware of the use of water purifier to the public specifically the society however, due to the norms and habit

that the society lives they could not give much consideration to the use and significance of water purifier.

## Table 7: Type of Water Purifier Used

| S.N | Item | Alternative | Response | |
|-----|------|-------------|----------|----|
| | | | No | % |
| 1 | In case you had to buy water purifier, which type of water purifier do you want? | Non electronic | 15 | 24 |
| | | Has low maintenance | 35 | 56 |
| | | Has storage facility | - | - |
| | | Available on rent/share | 12 | 20 |
| | | **Total** | **62** | **100** |
| 2 | To what extent PSI/E strive to alleviate sanitation problem of the society factors? | To very great extent | - | - |
| | | To great extent | 20 | 32 |
| | | To some extent | 22 | 36 |
| | | To lower extent | 20 | 32 |
| | | To very lower extent | - | - |
| | | **Total** | **62** | **100** |
| 3 | The PSI/E set feedback mechanism to take corrective measure in its social marketing practice? | Strongly agree | - | - |
| | | Agree | 38 | 62 |
| | | Neutral | 17 | 27 |
| | | Disagree | - | - |
| | | Strongly disagree | 7 | 11 |
| | | **Total** | **62** | **100** |

As it s depicted in the above table of item 1 concerning the type of water purifier demanding by the respondents, majority of the respondents i.e 35(56%) said water purifier which has low maintenance. While the rest 15(24%) and 12(20%) replied that non electronic and supplied by rent respectively. This implies that majority of the respondent has no any affordable capacity to buy and use different type of water purifier. Item 2 in the same table above shows that, almost all of the respondents i.e 20(32%), 22(36%) and 20(32%) said to great extent, to some extent and to lower extent respectively. This indicates that the management of the organization under study has not done visible tasks in relation to the matter concerning sanitation problem.

Item 3 of table 7 indicated that, to what extent the organization tries to use feedback mechanism in order to take corrective measure. Accordingly majority of the respondents i.e 38(62%) replied that they are agreed on the organization is used feedback mechanism in taking corrective measure. While the remaining 17(27%) and 7(11%) of the respondents replied that neutral and disagree. From this anyone can understand that the management of the organization under study has tried different tasks related to feedback receiving mechanism however, it is not as such successful in targeting the objective of the organization. As can be seen from the data, majority of the respondents agreed with the organization feedback gathering mechanism in taking corrective measure. This shows that the company can improve its performance from time to time.

According to the data obtained from the management of the organization under study, indicated that most of the time our organization strive to have comment from our target group but in most case the society has no trend that lead them to express their complain as well as comment for the party concerning the issue they have.

**Table 8: Effectiveness of Social Marketing Strategy**

| S.N | Item | Alternative | Response | |
|---|---|---|---|---|
| | | | **No** | **%** |
| 1 | To what extent PSI/E craft social marketing strategies effectively? | | - | - |
| | | To very great extent | - | - |
| | | To great extent | 21 | 34 |
| | | To some extent | 41 | 66 |
| | | To lower extent | - | - |
| | | To very lower extent | | |
| | | **Total** | **62** | **100** |
| 2 | Is a Social marketing objective of practice installed compatible with the existing social environment? | Strongly agree | - | - |
| | | agree | 28 | 45 |
| | | Neutral | 21 | 34 |
| | | Disagree | 13 | 21 |
| | | Strongly disagree | - | - |
| | | **Total** | **62** | **100** |

As can be seen in table 8 above, majority of the respondents i.e 41(66%) replied that, the organization's social marketing strategy is effective at lower extent. While the remaining 21(34%) of them said that the organization's social marketing strategy is crafted effectively to some extent.

Item 2 of the same table above, indicated that 28(45%), 21(34%) and 13(21%) of the respondents replied that they are agreed, neutral and disagreed by the compatibility of the social objective with the existing environment respectively.

As can be seen from the data majority of the respondent replied that the organization's social marketing strategy is effective at lower extent. Based on this the company didn't work as expected on the effective social marketing strategies.

From this we can understand that the existing is not as such workable since it is relatively not compatible with the existing environment.

**Table 9: Problem Solving**

| S.N | Item | Alternatives | Response | |
|-----|------|--------------|------|------|
| | | | No | % |
| 1 | To what extent PSI/E reduce basic social sanctions? | To very great extent | - | - |
| | | To great extent | - | - |
| | | Some extent | 52 | 84 |
| | | To lower extent | 10 | 16 |
| | | To very lower extent | - | - |
| | | **Total** | **62** | **100** |
| 2 | In your experience, do the employees of PSI/E capable of handling social strategies? | Strongly agree | - | - |
| | | Agree | 49 | 79 |
| | | Neutral | - | - |
| | | Disagree | 13 | 21 |
| | | Strongly disagree | - | - |
| | | **Total** | **62** | **100** |

Item 1 of table 9 above depicted that, 52(84%) of the respondents said that, the management of the organization under study is to strive to some extent solve problems related to the society. While the rest 10(16%) of them replied that, to lower extent. The management of the organization under study strives to solve problems related to the

society. From this we can understand that, there are unresolved problems in the respondents that need some sort of attention.

Item 2 of table 9 above shows that, the capability of employees in handling the marketing strategy. Majority of the respondents i.e 49(79%) replied that they are agreed on employees capability. The rest 13(21%) of the respondents replied that, they are disagreed with employees capability in handling the strategy properly. This indicates that the strategy implementation is not as such doubt full relation to employee's capability. This shows the company had a problem on the effectiveness and efficiency on handling its employees.

## Table 10: Challenge Faced During the Customer ship

| S.N | Item | Alternative | Frequency | |
|-----|------|-------------|-----------|---|
| | | | **No** | **%** |
| 1 | Have you ever been challenge faced during customer ship with PSI/E? | Yes | 22 | 35 |
| | | No | 40 | 65 |
| | | **Total** | **62** | **100** |
| 2 | Is there any measure or new idea intended to implement in social marketing of the organization? | Yes | 37 | 60 |
| | | No | 25 | 40 |
| | | **Total** | **62** | **100** |

As can be seen in item 1 of table 10, majority of the respondent i.e 40(65%) replied that, the no they did not face any challenge during customer ship with the organization under study. The rest 22(35%) of the respondent replied that they were to face some sort of challenge during the customer ship with organization. This implies that, management of the organization had a problem on the creation of working relationship.

Item 2 of the same table indicated that, most of all the respondents i.e. 37(60%) replied that, the management of the organization strive to implement new ideas in its social marketing practice. While the remaining 25(40%) of the respondents said no. as can be seen from the data, majority of the respondent believes that the management of the organization strives to implement new ides in its social marketing practice. This shows that the company had a problem on the implementation of new idea on social marketing practice.

According to the data obtained from interview; the management of the organization indicates that, the organization tries to handle the problem of being aware of the use of water purifier to the public. Specifically the target society however, due to the norms and habits that the society live they could not give much consideration to the use and significance of water purifier.

❖ The management of the organization under study, also indicates that most of the time the organization strive to have comment from the target groups but in most case the society has one trend that lead them to express their complain as well as comment for the issue they have.

❖ Population Service International/ Ethiopia (PSI/E) launched two complementary water purification products namely water Guard and PUR, and are currently being marketed in Addis Ababa as water guard and weha Agar telel respectively.

❖ The marketing and communication activities that have taken place are outlined below;

● Commercial launch of PUR had taken place on a special event in A.A targeting opinion former namely key government officials from federal and regional ministry of health and ministry of water recourses, relevant NGO's in safe water intervention.

❖ In accordance with market strategies, they have conducted leakage. It is one of the problems they have experienced. Unless the problem of leakage is effectively dealt with leakage will have adverse effect on the quality of water guard.

❖ Water guard is product for day to day use. It is rather a life style, a household item like salt and paper. Seemly messages will be developed after formative research is conducted. The hypothesis of the research is "target audiences consider water guard as a product pertinent to emergency situation like local term for AWD epidemics". The outcome of the research shows that people indeed consider water guard as AWD product, a campaign will be desired to put the false impression rights.

# CHAPTER FOUR
# SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

After all the gathered and analyzed in the previous chapter, all the findings of the study are summarized, conclusions are drawn and possible recommendations are forwarded.

## 4.1. Summary of the Major Findings

✓ Majority, 40(65%), of the respondents indicated that in a single household 1 to 5 people live together.

✓ Majority of the respondents, 37(60%), said that they are using community well source of water "Bono" for their household.

✓ With respect to adequacy of water for their family majority of the respondents, 28(45%), said that water supply for my family need is not as such adequate.

✓ More than half of the respondents, 51(82%), said they are concerned about the purity of water they are consuming.

✓ Majority of them, 41(66%), said they have moderate level of feeling in demanding water purifier to their family.

✓ Majority of the respondents, which is 35(56%) of them, said water purifier which has low maintenance.

✓ Majority of the respondents i.e. 38(62%) replied that they are agreed on the organization is using feedback mechanism in taking corrective measure.

✓ Majority of the respondents, which is 41(66%), replied that the organization's social marketing strategy is effective at lower extent.

✓ 52(84%) of the respondents indicated that the management of the organization under study is strive to some extent solve problem which related to the society.

✓ Majority of the respondents 49(79%) replied that they do agree with employees capability.

✓ Majority of the respondents 40(65%) replied that, they did not face any challenge during customer ship with the organization.

## 4.2. Conclusions

✓ There wide population scheme in the target group, this may complicate things in relation to adequate water supply facility.

✓ Most of the population under the target group has no adequate water source for their livelihood, which is seriously affecting the health status of society.

✓ There is a place further project intervention area for the needy target group in the area, which is the best opportunity any project planning conducted to the benefit of the society.

✓ Much of the populations are aware of the quality of water they were consumed, this assist the management easily in the society.

✓ Majority of the society has limited awareness about the use of water purifier, which indicates the problem of the management in creating awareness.

✓ Majority of the respondents has no any affordable capacity to buy and use different type of water purifier; due to this the society might not use water purifier.

✓ The management of the organization under study has not done visible tasks in relation to the matter concerning sanitation problem.

✓ The management of the organization under study has been trying different tasks related to feedback receiving mechanism however; it is not as such successful in targeting the objective of the organization.

✓ The existing strategy is not as such workable since it is relatively not compatible with the existing environment.

✓ Te strategy implementation is not as such doubtful in relation to employee's capability, which can minimize its impact on goal achievement.

✓ There is a probability of conducting new idea in the social marketing strategy as well as practice, which might create some benefit to the society at hand.

## 4.3. Recommendations

- ✓ In order to insure its adequate water supply the management of the organization must strongly advised to review its social marketing strategy.

- ✓ In order to make good source of water supply to the society (the target area), the management is advised to dig out better source of water supply.

- ✓ In order to create conducive environment as well as condition to the needy society, the management strongly is recommended to use opportunities for project intervention.

- ✓ Much of the population are not aware of the quality of water they were consuming, so the management advised to assist them to being aware.

- ✓ The management of the organization is strongly recommended to support them, in order to make them capable to affordable for water purifier.

- ✓ In order to alleviate sanitation problem of the society, the management of the organization should review its project effectiveness.

- ✓ In order to have better information regarding the position of the organization, the management strongly recommended further improving its feedback receiving mechanism.

- ✓ In order to make the compatible the strategy of the organization, it is strongly advised that technical analysis should be done by the organization.

- ✓ In order to ensure effective execution of the strategy, training and development task should be done by the management.

- ✓ Management of the organization is problematic in regard to creationg best relationship with the society, thus strongly advised to craft strategies associated with it.

- ✓ In order to capture the new environment the management of the organization must adopt new strategies.

# Bibliography

Andreason, A.R.(1994), **Social Marketing; Its Definition and Domain Chicago**; American Marketing Association.

Baker, M.J (2003). **The Marketing Book**, 5<sup>th</sup> edition. London; Elsavier BN Herworth- Heinemann.

Bloom, Paw.N and novella, W.D (1981). **Problems and Challenges in Social Marketing**. Chicago; American marketing association.

Gordon, R. (2011). **Critical Social Marketing; Assessing the Cumulative Impact of Social Marketing**. United Kingdom University of Stirling.

Grier,s. and Bryant, C.A (2005). **Social Marketing in Public Health**. U.S.A University of Pennsylvenia and South Florida.

Hastings, G and Saren, M (2003). **The Critical Contribution of Social Marketing: Theory and Application**, Vol.3 Number 3.

Kotler, P. and Zaltman, G. (1971). **Social Marketing: An Approach to Palmed Social Marketing**. Journal of Marketing, Vol.35 Number 3

Malhotra, N. (2006). **Marketing Research**. 5<sup>th</sup> edition. New Delhi prentice-Itall of India PLC.

Serrat, O. (2010). **The Future of Social Marketing**. Available at WWW.adb.org, Accessed on Dec. 12, 2011.

Weinreich, N. (1995). **Building Social Marketing in to Your Program** available at http://www.social marketing.com. accessed on Dec. 1, 2011.

# Appendix

<div align="center">

**St. Mary's University College**

**Faculty of Business**

**Department of Marketing Management**

</div>

**Questionnaire to be filled by customer of the organization understudy**

This questionnaire is prepared bt prospective graduate of st.mary's university college for the fulfillment of first degree in the field of marketing management. The data collected from the respondents is highly confidential and no adverse effect on respondents for academic purpose. Thus please provide your genuine data for the study.

Thank you in advance for your cooperation

Direction:

    A. Please do not write your name

    B. Give your response by putting " ✓ " only

**I. Personal data**

1. Sex      female ☐

            Male ☐

2. Age      18-25 ☐

            26-33 ☐

            34-41 ☐

            Above 42 ☐

3. Educational background

         Below certificate ☐

         Certificate ☐

         Diploma ☐

         $1^{st}$ degree ☐

         $2^{nd}$ degree and above ☐

4. Total monthly family income

         0-500 ☐                  1001-1500 ☐

501-1000 ☐                          Above 2000 ☐

**II.   Data Directly Related To The Study**

1. How many people are there in your house hold?

   1-5 ☐            6-10 ☐        11-15 ☐           above 15 ☐

2. From where do you source water for your household?

   Own well                  ☐          community well          ☐

   Hand pump in own house☐          community hand pump ☐

   Tap water in own house ☐          River water                ☐

   Other please specify_____

3. Are there enough water supplies to meet the requirement of your family?

   Adequate           ☐          Somehow adequate  ☐

   Not adequate       ☐          Neutral                ☐

4. How much concerned are you about the purity of water in your household?

   Extremely concerned☐          Concerned             ☐

   Somehow concerned☐          Neither concerned   ☐

   Not at all             ☐

5. How do you rate level of your feeling for the need of water purifier in your household?

   Very high           ☐          High                    ☐

   Medium             ☐          Low                     ☐

   Very high           ☐

6. In case you had to buy water purifier, which type of water purifier do you want?

   Non electronic       ☐          Has low maintenance ☐

   Has storage facility  ☐          Available on rent/share☐

7. To what extent PSI/E strive to alleviate sanitation problem of the society factors?

   To very great extent  ☐          To great extent       ☐

   To some extent        ☐          To lower extent       ☐

   To very lower extent ☐

8. Does PSI/E set feedback mechanism to take corrective measure in its social marketing practice?

Strongly agree ☐                                     Agree            ☐

Neutral            ☐                                     Disagree         ☐

Strongly disagree          ☐

9. To what extent PSI/E craft social marketing strategies effectively?

To very great extent ☐                            To great extent ☐

To some extent          ☐                            To lower extent ☐

To very lower extent   ☐

10. Are the objectives of social marketing practice installed compatible with the existing social environment?

Strongly agree          ☐                            Agree   ☐

Neutral                     ☐                            Disagree ☐

Strongly disagree       ☐

11. Does the system of social marketing with the company have features that assist interest of the targeted society?

Strongly agree ☐                                     Agree   ☐

Neutral            ☐                                     Disagree ☐

Strongly disagree       ☐

12. To what extent PSI/E reduce basic social sanctions?

To very great extent   ☐                            To great extent ☐

To some extent          ☐                            To lower extent ☐

To very lower extent ☐

13. In your experience, do the employees of PSI/E capable of handling social strategies crafted?

Strongly agree ☐                                     Agree            ☐

Neutral            ☐                                     Disagree         ☐

Strongly disagree       ☐

14. Have you ever faced a challenge faced during customer ship with PSI/E?

Yes      ☐                                     No      ☐

15. If you said yes for the above question please specify the challenge short.

_____

_____

16. Is there any measure or new idea intended to implement in social marketing practice of the organization?

    Yes   ☐                        No   ☐

17. If you said yes to the above question please specify the challenge in short

_____

_____

18. If you have any comment regarding social marketing practice of PSI/E please specify in short.

_____

_____

# St. Mary's University College
## Faculty of Business
## Department of Marketing Management

**Interview question provided to the management of the organization**

1.  From where does the society under your target source water for their livelihoods?
2.  To what extent the society under PSI/E obtained adequate water?
3.  Does PSI/E strive to facilitate pure water to the target society?
4.  How do you express the need of water purifier for your society?
5.  Does PSI/E strive to alleviate sanitation problem?
6.  What kind of feedback mechanism does your organization use?
7.  To what extent does your organization strategies work?
8.  Do you think PSI/E reduce basic social sanctions?
9.  What kind of challenges does your organization face during working on society matters?
10. To what extent your work force is capable of handling social problems?

# DECLARETION

I, the undersigned, declare that this senior research is my original work, prepared under the guidance of my advisor Ato Tadesse. All source of material used for the manuscript have been duly acknowledge.

Name:                          Hindeke Mezgebe

Signature:              _____

Place of submission:           St. Mary's University College


The paper has been submitted for examination with my approval as the university college advisor.

Name:               _____

Signature:          _____

Date:               _____