



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

**AN ASSESSEMENT OF PROMOTIONAL PRACTICE OF MARIE STOPS
INTERNATIONAL ETHIOPIA AND ITS EFFECT ON WOMAN'S
ATTITUDNAL CHANGE OVER TIME: THE CASE OF ADDIS ABABA**

BY

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ID No: SGS/0362/2013A

Submitted to: Mohammed Mohammednur (Ass.Pro)

May, 2022

ADDIS ABABA, ETHIOPIA

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**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE
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DECLARATION

I, Bogale Dejene, hereby declare that this thesis entitled “assessment of promotional practice of Marie Stops International Ethiopia and its effect on women’s attitudinal change over time” the case of Addis Ababa is my original work, presented under the guidance of Mohammed Mohammednur (Ass.Pro.). I would also conform that any part of the thesis has not previously been submitted for a degree or any other qualification at this university or any other institution. All sources and materials used for this thesis have been duly acknowledged.

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ENDORSEMENT

This thesis has been submitted to St. Mary's University, school of graduate studies for examination with my approval as university adviser.

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LIST OF ACRONYMS/ABBREVIATIONS

Acronyms	Expressions
FP	Family Planning
MSIE	Marie Stops International Ethiopia
NGO	Non- Governmental Organization
PR	Public Relation
S.D	Standard Deviation
SPSS	Statistical Package for Social Science
WHO	World Health Organization

ABSTRACT

The problem of population growth, with steady growth of economy, social services and limited resources are contributing to increasingly challenging socio-economic situation of developing countries. Effective contraception intervention is one of the recommended strategies to mitigate the challenge of population size increase. Social marketing is one of the preferred interventions to mitigate this challenge as it involves the acceptability of ideas or practices in a target group.

Identifying determinants of contraceptive choice of option, assessing community awareness on contraceptives, and exploring service delivery channel are very important to have a planned population growth and never burden ground socio-economic situation of the country. This study was initiated to assess the promotion practice factors that contribute to the family planning of women and identify the relationship of promotion mix in determining the attitudinal change of societies. The study used qualitative and quantitative data; qualitative data collected through semi- structured interview and quantitative data through semi- structured questionnaire. A total of 384 respondents were selected using skip pattern sampling technique to collect the data from 5 Marie Stops clinics located in Addis. The data obtained through a client exit questionnaire was analyzed and tested using statistical models including descriptive and inferential. This study clarifies that information should additionally be delivered through Social Media (Face Book, Twitter, Telegram etc.) Which are preferred than other communication channel. The research outcome shows that mass media communication (advertising) techniques have been found to be an effective way to diffuse information about FP along with change in attitude toward practice of contraception in variety of population rather than other promotion mixes. The challenges faced by MSIE in its promotion have been identified and suggestions to improve its promotion practices and bottlenecks are indicated by research.

Keywords: promotion, promotion mix, family planning, contraceptives,

CHAPTER ONE

1. INTRODUCTION

1.1 BACK GROUND OF THE STUDY

Every business uses a combination of different promotional mix elements to achieve high performance. These promotional mix elements are General advertisement, Sales promotion, personal selling, Publicity/PR, Direct Marketing and Interactive Marketing (Belch & Belch, 2009). An optimal combination of these promotional mix elements ensures a company to build up a positive brand image in customer's mind. This optimal combination is known as Integrated Marketing communication. For any business company, achieving a high integrated market communication have a positive effect on attitudinal change.

In marketing, promotion refers to any type of marketing communication used to inform target audiences of the relative merits of product, service, brand or issues, most of the time is persuasive in nature. It helps marketers to create a distinctive or emotional route. The aim of promotion is to increase awareness, create interest, generate sales or create brand loyalty. It is one of the basic elements of market mix, which include the four Ps, i.e., product, price, place and promotion. (Belch & Belch, 2009)

According to Onditi, (2012) the need of promotion arises because of the presence of information gap between producers (of goods, services and ideas) and potential customers. The customers need information to be aware of the existence of substitute products, its prices, availability of supply, location, etc. Abhijit (2012) agreed that Company uses promotional tools to inform, reach and persuade the existing and potential customers to buy the product for resale or ultimate consumption. One should note that benefits from promotional strategy get only when it operates properly.

Consumer attitude towards marketing activities are important from both a theoretical and managerial standpoint (Gaski and Etzel 1986). As consumer attitude significantly affect their behavioral response to marketing activities, knowledge of consumers' attitude of marketing toward marketing has been used in economic forecast and found to be linked several key macroeconomics variables (Chopin and Darrat 2000).

The primary aim of social marketing is behaviour change. More specifically, social marketing is most commonly utilized for the sake of improving health, public safety, or for environmental causes (Kotler & Lee 2004). (Kotler & Lee 2008) provide a list of useful definitions from social marketing academics. Include; “Social marketing is a process for creating, communicating and delivering benefits that a target audience(s) wants in exchange for audience behaviour that benefits society without financial profit to the marketer.

To be effective, the promotional strategy must consistent with the needs of customers and integrated with other marketing mix elements (product, price, and place). In contrast, ineffective operation of promotion can waste millions of dollars and actually damage the image of company and its products. Thus, this study tried to assess the promotional practice of Marie Stops International Ethiopia and its effect on woman’s attitudinal change over time in case of Addis Ababa.

1.2 STATEMENT OF THE PROBLEM

Marie Stops International (MSI) is one of the world’s largest providers of contraception and safe abortion services, supporting a women’s right to reproductive choice. Providing access to contraception and safe abortion services supports the empowerment of women and girls by allowing them to avoid unintended pregnancies, enabling them to make decision about their futures. This in turn reduces rates of unsafe abortion and preventable maternal mortality. MSI has an unwavering commitment to quality, aiming to reach communities with the greatest unmet need, ensuring equitable access to service, and ensuring our work is aligned with a right – based approach.

Some African countries particularly the majority of the sub-Saharan African countries are characterized by high population growth. High population growth may become fertile when this economic growth and the population size is match, if not match it can affect negatively, Population has an impact on socio economic development, if there is no balance between the two, economic and social growth will be identifier behind in the face of a rapidly increasing Population. Ethiopia, the most populous sub –Saharan African country, has a population of more than 100 million and a high growth rate.

Children must come in to this world with plan otherwise unplanned family size will create bad situation in the family or it may create economic crisis, also it has an economic and psychological impact on the children. High fertility rates affect infant and child mortality, as children in large families are less likely to both receive appropriate nutrition and to be immunized. The spread of communicable disease is also affected by population dynamics.

Because of some reason Ethiopia has been a candidate to gain generous offers and assistance to strengthen family planning service. From the listed reasons the population of the country is the first one which makes Ethiopia the second most populated in Africa with total population growth rate of 2.6%, its per capital gross national income purchasing power is the lowest, recurrent drought, the deleterious effect of the population on the environment, and high maternal and child mortality rates and other can be noted. (Piller, 2013).

As a result, different governmental and non-governmental organization (NGO) has been working to reduce this condition; Marie Stopes International Ethiopia is one of the most popular non-governmental organizations which involves in this area. As a Non- Governmental organization, it is important to know about how MSIE reach the society with regards to its promotion. This is because through promotion that organization creates a good picture about the service they render to the society. Among those sector engaged with the same service, MSIE is providing different services for the last two and half decades. But when compare to other, the promotion is not that much adequate to clearly make aware of the service provided by MSIE.

It is therefore with this background that this study aim is studying promotional practice and its effect on woman's attitudinal change of societies. Being one of the leading family planning and sexual and reproductive health service proponent and service provider in Ethiopia and its other branches in the world, Marie Stops International Ethiopia (MSIE) has been selected for this case study.

1.3. Research Questions

The research paper was conducted to examine promotional practice and its effect on women's attitudinal change to societies.

It systematically gives answer to the following research questions.

1. How effective the present advertising practice of MSIE on women's attitudinal change?
2. What are the effects of public relation on women's attitudinal change in the case of MSIE?
3. What are the effects of trade fair and exhibition on women's attitudinal change in the case of MSIE?

1.4 Objective of the Study

1.4.1 General objectives

The general purpose of this study was made an assessment of promotional practices and its effect on women's attitudinal change made by Marie stops International Ethiopia on Family Planning Program.

1.4.2 Specific objective

The specific objectives of the study were: -

- To show the effectiveness of advertising of MSIE on woman's attitudinal changes.
- To identify the effects public relation on women's attitudinal change in the case of MSIE.
- To identify the effects trade fair and exhibition on women's attitudinal change in the case of MSIE.

1.5 Scope of the Study

The scope of the study is limited to Marie Stops International Ethiopia only. MSIE offer service using multiple channels. Service are provided using MSIE owned static clinics franchised private clinic under the brand name of Blue star, and outreach service are provided by taking service closer to hard to reach part of country. The study will be limited to the static clinic of MSIE that are found in Addis Ababa.

1.6 Hypotheses of the Study

After examining various literatures critically, the following hypothesis were formulated. The entire hypothesis will have tested in order to achieve the general and specific objective of this study.

Hypothesis 1

H1: The present advertising practice of MSIE is effective to woman's attitudinal change.

H2: Public Relation of MSIE is effective to woman's attitudinal change.

H3: Trade fair and exhibition of MSIE is effective to woman's attitudinal change.

1.7 Limitation of the Study

The study of this research is delimited only to clients in Marie Stops International Ethiopia. The study would have been more comprehensive if the other health institution was included but due to the time and other constraints the research mainly focuses on MSIE as target population.

1.8 Definition of Terms

Adolescent

WHO defines adolescents as individuals in the 15-19-year age group and "youth" as individuals the 15-24-year age group. The age group in the 10-14-year age group is referred to as young adolescents. These overlapping age groups are combined in the group "young people", covering the age range 10-24 years.

Contraceptive

Birth control, also known as contraception, is design to prevent pregnancy. Birth control methods may work in a number of different ways: preventing sperm from getting to the eggs.

Public Relation (PR)

The Institute of Public Relation (PRINZ 2020) defines it as 'the deliberate, planned and sustained effort to establish and maintain mutual Understanding between an organization and its publics.

1.9 Significance of the Study

Output of the study was useful for Marie stops international Ethiopia, other health institution that provide family planning and sexual reproductive health services, the adolescent client, as well as

for other researcher. Specially, the study was helped enact policies requiring the provision of accurate, age appropriate, and comprehensive sexually education for all adolescents moreover, it could helpful for other researchers who would like to make an in-depth Study in similar areas.

1.10 Organization of the Study

This research paper consists of five chapters. The first chapter, which is the introduction, contains background of the study, background of organization, statement of the problem, definition terms, objectives of the study, and limitation of the study. In chapter two related literature review is made regarding promotional practice of business organization and non-profit organization and empirical review was made the previous studies in promotional practices. The third chapter is the portion that presented methodology used in the research. It makes clear to the reader on the part of questionnaire development and data collection procedures. The fourth chapter deal with detailed analysis of the responses scored through respondent of the study and focuses on the discussion of the research result. The last chapter contains major findings conclusion and recommendation given based on the analysis.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2. Theoretical Literature

This literature review examines the major issues regarding the marketing of promotional practice and its effect on attitudinal change of societies. The literature review is sub divided into theoretical framework, empirical reviews, and conceptual framework. At the end of this section it is hoped that a critical understanding of key issue is exhibited, that the reader is better informed and that there is a clear justification for the research in this area.

2. Promotion

Promotion is the process of marketing communication involving information, persuasion, and influence. The promotion has three specific purposes: communicating marketing information to consumers, users, and resale persons. Promotional efforts act as powerful tools of computation providing the cutting edge of its entire marketing program. The promotion has been defined as “the coordinated self-initiated efforts to establish channel of information and persuasion to facilitate or foster the sale of goods or services, or the acceptance of idea or point of view.”

According to Philip Kotler, “promotion includes all the activities the company undertakes to communicate and promote its products to the target market.”

According to W.J.Stanton, “promotion is the element in an organization’s marketing mix that serves to inform, persuade and remind the market of the organization or its products”

According to Chruden and Sherman, “a promotion involves a change of assignment from a job of a lower level to one of a higher level within the organization.”

According to Mc.Carthy, “promotion is concerned with any method that communicates to the target market about the right product to be sold in the right place at the right price. Promotion encompasses sales promotion, advertising and personal selling.”

Hence, promotion is persuasive communication to inform potential customers about the existence of products, to persuade and convince them that those products have emerged with want satisfying

capabilities. Consumers really, speaking, buy a bundle of expectations to satisfy their economic, psycho- social wants and desires. The promotion offers the message, the communication of these benefits to consumers.

2.1 Objectives of Promotion

According to W.J.Stanton, “promotion is the element in an organization’s marketing mix that serves to inform, persuade and remind the market of the organization or its products.”

Promotional activities give information, make believe, remind the customer of target markets about the products. Some important objectives are formed to conduct such activities effectively.

The important objectives are:

1. Informing

At the first the promotion aims to make flow of information to customers about features, benefits, price, utility, etc. of products to the customers, wholesalers, retailers, consumers etc. such information creates positive attitude in all customers towards the products. This also makes aware the potential customers and intermediaries. Promotion also provides buying alternatives to the ultimate users. So, the objective of providing information is given first priority.

2. Persuading

Producers should make customers believe in their products for expanding their markets. The second important objective is to make customers believe in products. Customer does not get motivated only by giving simple information about the products. It is compulsory to make the customers believe in products. For this, they should be made known about the quality, feature, price, utility etc. of products. Trust can bring changes in behaviour, feeling, thought, attitude and trend of customers. Only then the customers are motivated to buy products of the newly promoted brand.

3. Reminding

Different business firm's product different types of products. Various kinds of goods appear in markets. In such situation, the customers should be reminded of information once given. They may be confused in reminding because of different goods in the markets. All the customers may not have such memory power to remember brand of the goods. On the one hand, many competitors try to divert customers' attention to other side. So, the customers should also be given regular information, information about the organization and goods together. While providing such information about price, quality, utility features, and benefits etc. of the products also should be given to the customers.

4. Reassuring/ Assuring

The fourth objectives of promotion are to given assurance to the customer. They express concern whether their decision has become right or wrong. Their problems should be solved through very simple way. In such situation, assurance should be given by making clear about the benefit of the product. Such assurance gives positive strength toward buying decision. It removes or minimizes their dissatisfaction or confusion. This develops a feeling in the customers that their buying decision is rational and the product is the best. It also plays an important role to maintain image and prestige of the company.

2.2 Importance of Promotion

According to Philip Kotler, "promotion includes all the activities the company undertakes to communicate and promote its products to the target market." The importance of promotion can be briefly shown below:

- **Sales of the goods in imperfect market:**

Promotion helps in the sales of the goods in imperfect market. In the imperfect market conditions, the product cannot be sold easily only on the basis of price differentiation. It is the promotional activity that provides information about the differences, characteristics and the multi- use of products of various competitions in the market. The customer is attracted to purchase the goods on the basis of such information successfully.

- **Filling the gap between producers and consumers:**

Promotion helps feeling the gap between producer and consumers. Due to the tough market condition, mass selling is quite impossible without promotional activities. The distance between producers and consumers has so widened in present days to get them touched with the product the promotional activities are necessary.

- **Facing intense competition:**

Promotion helps in facing intense competition in the market. When a manufacturer increases his promotional spending and adopts an aggressive strategy in creating a brand image, other are also forced to allow the suit. This leads to promotional war. Without promoting the goods, the competition is not possible in the market. So, it is necessary to face the competition in the market with the help of promotional activities.

- **Large scales selling:**

Promotion helps the large scale selling of goods and services. Sales promotion is the result of large scale production. It can be achieved only by appropriate method of large scale selling. Large scale selling is possible with the help of promotional activity. Due to the large selling of goods, there will be more chance of promotion of goods. So, it is necessary to sell lots of goods in the market for promotional activities.

- **Higher standard of living:**

Promotion helps in the rising standard of the people. The promotional activities increase the standard of living by providing the better goods at a lower rate due to large scale production and selling. It helps to increase the standard of living in a good way. People can raise their standard of living with the help of promotional activity. As the promotional activities increase, the standard of living of people also increases. So, the promotional activity has a great role in the increment of a standard of people so that they can live a good and happy life.

- **More employment:**

Promotion helps to create more employment opportunities. People can gain employment opportunity with the help of promotional activities. With the help of promotional activity, many workers get motivated towards the work. Promotional activity help to increase more employment opportunities to the people who are unemployed, as the promotional activities cannot be performed without the help of an effective sales force and the specialists in various fields.

- **Increase trade pressure:**

Promotion helps to increase trade pressure in the market. The growth of large scales retailer, such as super markets, chain store, etc. has brought greater great pressure on manufacturers for support and allowance. Promotional activities help to decrease the trade pressure. There is need for promotional activities to decrease the trade pressure.

- **Effective sales support:**

Promotion helps in the sales support of the product. Sales promotions policies are under the supplement to the efforts and impersonal salesmanship. Good sales promotion materials make the salesman's effort more productive. Promotion helps in the sales of the product. It provides good support in selling the different type of goods. Sales of different type of goods in market are very necessary to increase the market economy.

- **Increased speed of product acceptance:**

Promotion helps to increase the speed of the product acceptance. Most of the sales promotion devices such as contests, premium coupons, etc. can be used faster than other promotion methods such as advertising. The increase in rapid speed of product acceptance has occurred with the help of promotional activities. As the promotional activities are done, there will be direct effect in the increment of a speed of the product. Increase the speed of the product acceptance is very important in the competitive market. So, it is necessary to increase the speed of product.

2.3 PROMOTIONAL STRATEGY

Philip Kotler of the North- Western University defines marketing strategy as follows: “Marketing strategy is the basic approach that the business unit will use to attain its goals and which comprises of elaborate decisions (strategies) on largest markets, market positioning and mix and marketing expenditure allocation.

2.3.1 Perspectives on promotion

The marketing function of promotion is often referred to as integrated marketing communications (IMC), or the marketing communications mix. The terms are often used interchangeably and are sometimes considered to be two different aspects of marketing.

Reid, Luxton and Mavondo (2005) state that there is significant ambiguity regarding the definition of the IMC concept. In this section, the various definitions and terms will, therefore, be examined. Duncan (in Connett, 2004) defines IMC as a “cross-functional process for creating and nourishing profitable relationships with customers and other stakeholders...” by strategically controlling the marketing communication process. Connett (2004) does not differentiate clearly between the IMC mix and the marketing communication mix. This is also called the promotional mix. Arens *et al.* (2011) hold that IMC is a process of developing and strengthening uniformly beneficial relationships with various stakeholders. This is done by creating a strategic plan of communications that will enable “constructive contact with the organization/ brand through a variety of media.”

Belch and Belch (2007:15) refer to the elements of the promotional mix as tools that are used in IMC in order to communicate with the relevant audiences. The definition provided for IMC is the process utilized to develop strategic “brand communication programmers” that will satisfy important internal and external stakeholders (Belch & Belch, 2007:11).

The term marketing communications is favored by Ouwersloot and Duncan (2008). It is defined as a “collective term for all the various types of planned messages used to build a brand.” Similarly,

marketing communications is identified as an “umbrella term” by Kitchen, Brignell, Li and Jones (2004), and IMC is called upon to synergies the communication mix elements.

O’Guinn *et al.* (2009) argue that the focus of IMC, which is communication, should move to brands. This is why the promotional elements are classified as integrated brand promotion (IBP). For Kitchen *et al.* (2004) IMC had long transformed from a communication process to a process concerned with branding and management. Similarly, Madhavaram, Badrinarayanan and McDonald (2005) agree that IMC has developed into an important part of the organization’s brand strategy.

Merely combining the promotional mix elements is not enough for a synergized marketing communication effort (Belch & Belch, 2007; Kitchen *et al.*, 2004). This calls for a strategic rather than a tactical view and requires measurable programs aimed at relationship-building. As there are so many communication avenues available to marketers, the importance of integration becomes quite clear. The organization that wishes to implement true IMC will need to evolve from merely using various communication methods to actually integrating all communication into a coordinated whole that will satisfy organizational and stakeholder needs. A major advantage of properly implemented IMC is the fact that integration leads quite naturally to synergy (Ouwensloot & Duncan, 2008).

Synergy in marketing communication means that the individual parts of the communication mix will be more effective when integrated than when used separately. Other benefits of integration include brand differentiation through customer focus, as well as developing and maintaining brand equity (Belch & Belch, 2007, Ouwensloot & Duncan, 2008). When the organization’s brands are distinguishable from competing brands (differentiation) and its brands are valued (equity), the organization has a distinct competitive edge.

From the above mentioned discussion, the following points emerge as universal:

- Communication is crucial for developing relationships.

- Integration or synergy of the elements in the promotional mix is important.
- Marketing communication focuses on building brands.

The changing environment has played an important role in the growth of IMC, as consumers are exposed to advances in technology and changes in the social environment. These changes impact on consumer purchasing patterns, as well as the manner in which they receive and interpret marketing information: for instance, the growth of online retailing. The advent of the Internet has opened up a world of possibilities and convenience for shoppers. The consumer can now sit in the comfort of his or her home and browse through literally millions of websites selling a myriad of solutions to consumers' problems. Not only does this impact on the search patterns of the consumer, but also on the purchasing method, as many companies offer online retailing. Additionally, the consumer saves time when shopping online (Hawkins & Mothersbaugh, 2010).

2.4 Promotion Mix

A business' total marketing communications program is called the "Promotional Mix" and consists of a blend of advertising, personal selling, sales promotion and public relation tools. In this part, the seven promotional mix elements shall be discussed and the 1st four elements shall be discussed along with advantages and disadvantages.

Personal Selling: - according to Ennew and Waite (2007), personal selling is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling.

However, sales people are very expensive and should only be used where there is a genuine return on investment. In addition, due to its expensiveness the bank should only/may apply personal selling in order to approach and grasp potential customers who had the ability to attract others through word-of-mouth and the like means. For example, salesman is often used to sell cars or home improvements where other service products where the margins high.

Sales Promotion: - Kotler (2000) states that sales promotion tends to be thought as being different than other all promotions, apart from advertising,

Personal Selling and PR for example, buy One Get One Free. Others include couponing, money-off promotions, competition, free accessories (Such as free blades with new razors), introductory offers (Such as buying digital TV and get free installation), and so on. Each sales promotion should be carefully costed and compared with the next best alternative.

Public Relation (PR): - the Institute of Public Relation (PRINZ 2020) defines it as ‘the deliberate, planned and sustained effort to establish and maintain mutual Understanding between an organization and its publics. It is relatively cheap, but certainly not cheap. Successful strategies tend to be long term and plan for all eventualities.

Effective Advertising: - Advertising is a ‘Paid form’ of communication. It is used to develop Attitudes create awareness and transmit information in order to gain a response from the target market, Armstrong and Kotler (2003).

There are many advertising. ‘media’ such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides).

Direct Mail: - Williams and Weiner (1990) states that direct mail is very highly focused means of marketing especially up on targeting consumers based upon a database. As with all marketing the potential consumer is ‘defined’ based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focused communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored. For example, if you are making medical text books, you would use a database of doctors’ surgeon as the basis of your mail shot.

Advertising: - Advertising is a ‘Paid form’ of communication. It is used to develop attitudes, create awareness and transmit information in order to gain a response from the target market, Armstrong and Kotler (2003). There are many advertising ‘media’ such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides).

Trade Fairs and Exhibitions: - Broom, Casey, and Ritchey (1997), argue that such approaches are very good for making new contacts and renewing old ones. Companies will seldom sell much

at such events. The purpose is to increase awareness and to encourage trial. They offer the opportunity for companies to meet with both the trade and the consumer.

Sponsorship: - sponsorship is where an organization pays to be associated with a particular event, or cause. Companies will sponsor sports events such as the Olympic. The attributes of the event are then associated with the sponsoring organization, Chang and Chen (1998)

2.5 Promotional Planning Elements

2.5.1 Receiver/comprehension:

Can the receiver comprehend the advertising? Marketers must know their target market to their messages clear and understandable. A less educated person may have more difficulty interpreting a complicated message. Jargon may be unfamiliar to some receivers. The more marketers know about the target market, the more they see which words, symbols, and expressions their customers understand (Belch & Belch, 2009)

2.5.2 Channel/presentation:

Which media will increase presentation? Atop-rated, prime-time TV program is seen by nearly 12 million households each week. TV Guide and Reader's Digest reach nearly 12 million homes with each issue. But the important point is how well they reach the marketer's target audience. CNN's financial show Lou Dobbs Money line reaches only around a million viewers each weekday evening, but its audience consists mostly of upscale businesspeople who are prime prospects for expensive cars, financial services, and business-related products (Belch & Belch, 2009).

2.5.3 Message/yielding:

What type of message creates favourable attitudes or feelings? Marketers generally try to create agreeable messages that lead to positive feelings toward the product or services.

Humorous message often put consumers in good mood and evoke positive feelings that may become associated with the brand being advertised.

Music is advertising emotion that makes consumers more receptive to the message. Many advertisers use explicit sexual appeals designed to arouse consumers or suggest the can enhance

their attractiveness to the opposite sex. Some marketers compare their brands to the competition (Belch & Belch, 2009).

2.5.4 Source/ attention

Who will be effective in getting consumers' attention? The large number of ads we are bombarded with every day makes it difficult for advertisers to break through the clutter, marketers deal with this problem by using sources who will attract the target audience's attention- actors, athletes, rock stars, or attractive models (Belch & Blech,2009)

2.6 Steps Involved in Developing of Promotional Activities

The development and implementation of promotional program consist of the following steps (Andersean, 1995; Jha, 1999 cited in Morrison, 2005)

a) Determine Objective

Objective of the communication or promotion maybe create awareness, to facilitate knowledge, to encourage preference/liking for the behavior, to encourage conviction to develop the intention to perform the behavior or to facilitate performance as the behavior amongst the target audience (Jha, 1999 cited in Morrison, 2005). thus the most effective campaign set fairly modest but attainable goals in terms of behavior change. (Backer et al., 1992 cited in McGrath 1995)

b) Decide on the promotion mix

The major elements of the promotion mix include advertising, personal selling, publicity and sales promotion (Kotler et al., 2002). A careful analyzing and evaluation of each tool is very important to address the target audience.

c) Develop message

Choosing a message to communicate to the target audience depends on an analysis of their characteristics, the benefit they seek and the meaning and effect they associate with different words and image (Jha, 1999 cited in Morrison, 2005).

d) Select Channel of communication

Effective communication vehicles and channels to which the target audience will respond deemed credible, must be selected. Channel of communication can be divided into three broad categories as mass media, selective media and personal media. (Kotler&Lee,2008). the choice of media depends on a number of factors including the nature of the target audience, education level and its media habit, promotional objective, the message and its execution, the cost and availability of media, and impact /credibility of the media with the target audience (Jha,1999 cited in Morrison,2005).

e) Pre-test Message

Pretesting of the promotional aspect of the campaign with the target audience is an essential component of a successful social marketing program. It insures target audience comprehension, defects, and unforeseen interpretations, facilitate the refinement of messages and materials, and allow for selection of most effective approach (Weinreich, 1999).

f) Evaluate outcomes

Promotional activities need to be periodically monitored and systematically evaluated Using social marketing research (Jha, 1999 cited in Morrison, 2005).

2.7The Adoption of Marketing by Non- Profit Organizations

Although researchers appear to largely agree that the adoption of a market oriented perspective as well as marketing tools is important for non-profit organizations (Andreasen and Kotler, 2003; Gonzalez et al., 2002; Kara et al., 2004; Macedo and Pinho, 2006; Padanyi and Gainer, 2004; Sargeant et al., 2002), it can be argued that market orientation is not a relevant concept for non-profit organizations because their mission (product) is defined in advance and cannot be changed in dependence of market needs.

However, there is a wide range of other marketing strategies and instruments available to non-profits that can be implemented without changing or denying their true mission. Such strategies include the identification of customers who are most interested in supporting their mission (market segmentation), ensuring an image is built that is attractive to those people (product positioning), the development of communication messages most attractive to these people (advertising) and

communicating with them through channels these people regularly use (place). Consequently, the assumption underlying the present study is that despite the fact that non-profit organizations are distinctly different from for-profit organizations market orientation can significantly increase the effectiveness of non-profit organizations in achieving their mission. Although many non-profits may view marketing as a business activity, Kotler and Levy (1969) believe that marketing plays a very important role in the lives of non-profit organizations.

They argued that all organizations undertake marketing whether they know it or not, therefore they must possess a satisfactory understanding of it. Furthermore, the non-profit sector has characteristics of marketplace problems (Kotler, 1979) where memberships decline, costs soar and competition is fierce. Due to these indicators, it was suggested that marketing had a great deal to offer the third sector in order to “survive, grow, and strengthen their contributions to the general welfare” (Kotler, 1979, p. 44). Complicating characteristics of non-profits’ organizational structure include non-financial objectives, multiple stakeholders (Bruce, 1995), a competitive-collaborative relationship with other organizations in the field, and the balance between financial pressures and the mission (Gallagher and Weinberg, 1991).

These characteristics make it very difficult to ascertain success and may lead to their disregard of marketing. The emphasis on applying marketing to non-profits has been shaped by the work of Kotler and Levy (1969), Kotler and Zaltman (1971) and Shapiro (1974). Their support of the application of marketing techniques to the non-profit environment has created a shift in the mindset from realizing the advantages of applying marketing concepts and tools in the non-profit arena to the emphasis of a more systematic approach through the help of strategic planning (Andreasen and Kotler, 2003).

In 1979, Kotler posed some questions in order to assess the state of marketing acceptance in non-profit organizations. He asked about the response of non-profit administrators to marketing, whether they are interested, aware or enthusiastic, and whether they know how to use marketing in their organizations.

Results indicated that marketing lagged dramatically in adoption by non-profit organizations, compared to other business practices like accounting, financial management, and formal planning. Even when adopted, the term “marketing” was primarily used to mean hard promotion, where many non-profits “rushed into marketing with more enthusiasm than understanding” (Kotler, 1979, p. 40).

Over the past decades, non-profit organizations have slowly been introducing marketing into their activities, realizing that it may help them achieve their organization’s mission and as nonprofits are challenged by more complicated decisions than for-profit organizations survival is dependent on careful application of marketing management tools (Bendapudi et al., 1996). It has also become necessary to adopt a marketing orientation where marketing begins and ends with the customer (Gonzalez et al., 2002). When Kotler (1982) posed a question about the meaning of marketing to college administrators, 61 percent saw it as a combination of selling, advertising and public relations, 287 percent said it was only one of the three activities, and only a small proportion suggested it had to do with needs assessment, marketing research, product development, pricing and distribution.

Misconceptions about marketing still appear to abound, with many thinking that marketing is equivalent to selling and promotion (Akchin, 2001) and that it is used to sell “people things they do not need” (Bruce, 1995, p. 84). More than two decades after Kotler’s (1979) initial investigation of the state of marketing acceptance by non-profit organizations, Akchin (2001) endeavored to determine the state of marketing in non-profit organizations. The study, conducted with marketing, public relations or communications officers of the Maryland Association of Non-profit Organizations in the United States of America (USA) reported some alarming news about marketing in non-profit organizations.

2.8 Selectivity and Concentration (Market Segmentation)

Market segmentation is one of the most important principles of marketing (Kotler & Lee, 2007). In social marketing, marketers segment their market, then evaluate the segments, then select market priorities and then tailor marketing strategies (including products, prices, promotions and

placements) that are considered to be the most responsive to the needs of the different target audiences, (Andreasen, 2002; Donovan & Henley, 2003; Hastings, 2005; Kotler & Lee, 2009).

The advertiser, in particular, must have a clear idea of the target audience. Segments will respond differently to copy styles, layout, and art works. (Rados in Fine 1990)

2.9 Communication and Behavioural Change

Andersen (1995) recognize that the ultimate objective of social marketing is to benefit target individuals or society and not the market and the basic means of achieving improved way is through influencing behaviour. Unlike educators who may be satisfied that messages were distributed and received and people have apparently learned some facts, social marketers argues that, learning fact is only important if it leads to a desired behavioural outcome. Communication, specifically health communication plays a great role in influencing and adopting healthy behaviour. According to Schiavo (2004), health communication is a multi-faced and multi-disciplinary approach to reach different audiences and share health related information with the goal of influencing and supporting individuals, communities, health professionals, special groups, policy markets and the public to champion, introduce, adapt or sustain a behaviour practice or policy that will ultimately improve health outcome.

Health communication approaches will work only if they rely on an in-depth understanding of the life style, concerns, beliefs, attitudes, barriers to change and source of information about target audience. It would also be important to research and understand cultural, social and ethnic environment in which the society (target audience) lives.

2.9.1 Stages of Behavioural Change Models:

1. **Pre – contemplation** – individuals have no intention of adopting recommended health behaviour but are learning about it.

2. **Contemplation** – in which individuals are considering, adopting the recommended behaviour.
3. **Decision** – In which people try to adopt the recommended behaviour for a short period of time.
4. **Action** – Customer needs action when a problem or question arises by contacting the company.
5. **Maintenance** – people continue to perform the recommended health behaviour for a long period of time (at least about six months) and ideally incorporate it in their roll time and life style. (ibid)

2.9.2 Social Marketing and Behaviour Change

The primary aim of social marketing is behaviour change. More specifically, social marketing is most commonly utilized for the sake of improving health, public safety, or for environmental causes (Kotler & Lee 2004). (Kotler & Lee 2008) provide a list of useful definitions from social marketing academics. Include; “Social marketing is a process for creating, communicating and delivering benefits that a target audience(s) wants in exchange for audience behaviour that benefits society without financial profit to the marketer.

“Social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behaviour of target audience in order to improve their personal welfare and hat of their society” (Andreasen,1995)

“Social marketing generally achieves its behavioural change goals through the use of incentives, facilitation and promotion (Kotler, 2005) because social marketing results in changed behavioural patterns, it is believed to be one of the most effective mechanisms for supporting key marketing objectives. These objectives may include brand positioning, brand preference and increased sales (Kotler & Lee 2004) Kotler suggests that the reason for this (in a corporate setting) is that when people change the way they act, and then personally (either directly or indirectly) benefit from this change, they are likely to have a strong positive association with the company that motivated the change. (ibid)In addition to motivating behavioural changes within a target public, social marketing can also bring about changes to secondary target publics whose cooperative actions can

contribute to the success of a campaign. These publics can include, but are not limited to, the media, family members of target, funders, and policymakers (Andreasen, 2002).

2.10 Empirical Literature

Regarding earlier related studies, many studies have been carried out on the subject. In this section, a few of the related studies carried out will be reviewed.

Among many studies a study by Diana Floegel (2020) reviewed. The purpose of the study was to examine promotional practices Netflix employs via Twitter and its automated recommendation system in order to deepen our understanding of how streaming services contribute to sociotechnical inequities under capitalism. The finding of the study showed Twitter accounts and the recommendation system profit off people's labor to promote content and such labor allows Netflix's production of culture via appropriation on Twitter and algorithmic decision-making within both the recommendation system and broader AI driven production practice.

An article was written by Kalthom Abdullah & Mohd. Ismail Ahmad (2020) the perceptions of Muslim consumers of the degree of compliance in Malaysian business to Islamic marketing practice and promotional strategies. The findings of the study showed there is an awareness of the regulations and practices, not many businesses in Malaysia are perceived to be complying with them both with respect to general Islamic marketing principles and with recommended Islamic promotional practices. There was also significant difference in opinions expressed by Muslim consumers due to the religious educational background and the state in which they resided.

According to Benstein et al. (2006) Promotion of family planning in countries with high birth rates has the potential to reduce poverty and hunger and avert 32% of all maternal death and nearly 10% of childhood deaths.

Promotion of Family planning in countries which high birth rate would also contribute to increase women's empowerment, achievement, of primary schooling and long term environmental stability.

2.11 Conceptual Framework

The student researcher designed this framework based on the theories in the literature review. Currently Marie Stops International Ethiopia uses different Promotion instrument such as Public

Relation, trade fair and exhibition, effective advertising and Sponsorship to achieve organizational stated objectives. Thus, the study will show promotional practice and its effect on attitudinal change of the societies. There are a number of promotional tools adopted by Marie Stops International Ethiopia; that are Public Relation, Trade fair exhibition, effective advertising and Sponsorship.

So these tools are used under its classification as independent variable and attitudinal change as dependent variable. Therefore, it assessed promotional practice and its effect on attitudinal change in of Marie Stops International Ethiopia.

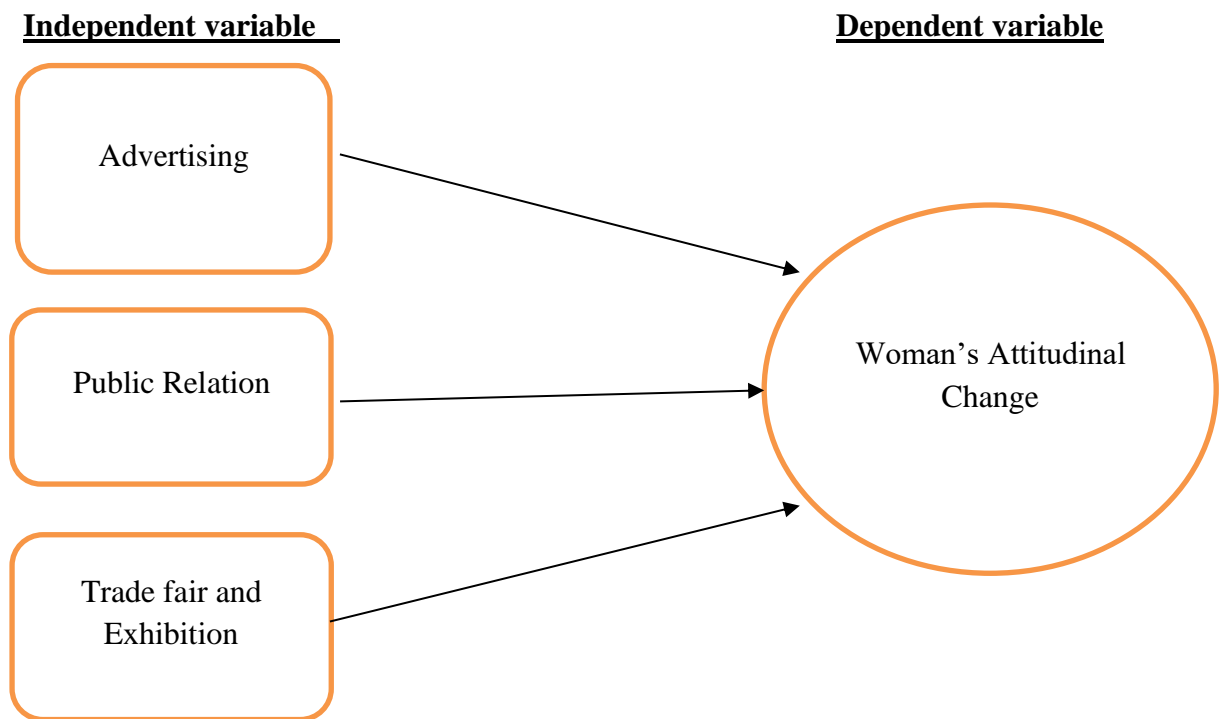


Figure 2.1: A Conceptual frame work of the study (Own source)

Source: Own survey, 2022

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter was containing the methodology part of the research. The chapter describe the detailed research methodology used to address issue identified earlier along with the means of collecting data for analysis, and analysis approach.

3.1 Research Approach

The type of research method employed in this study was used quantitative research method. Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and their relationships (Kothari, 2005). It involves studies that make use of statistical analyses and theories to obtain their findings (Marczyk & et al., 2005).

The study was used quantitative research using survey design. The survey method, it is hoped that the findings from the sample customers could be generalized into a large target population (Bobbie, 1990). Since this research uses systematic collection and measurement of data as well as application of statistical tools to obtain the findings, it is a quantitative research.

3.2 Research Design

The research design refers to the overall strategy that we choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring we will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. Note that the research problem determines the type of design you should use, not the other way around (De Vaus and Trochim, William M.K, 2006.) there are three possible forms of research design descriptive, exploratory, and explanatory.

The objective of this study is to assess promotion practice and its effect on women's attitudinal change to different client segments. The research is undertaken to assess the promotional practice of Marie Stops International Ethiopia and its effect on women's attitudinal change over time.

Descriptive and explanatory design research was used to assess and analyze the demographic and background information of the respondents and the overall questions rise on the questionnaire.

It also tries to prove or disprove the stated hypothesis by comparing the relationship between the dependent and independent variables. The survey is administered to clients after they have received services from MSIE.

3.3 Source of Data

These two types of data, when consider for research is a double- edged sword because it can equally make a research project as well as it can mar it. The primary data is the kind of data that

is collected directly from the data source without going through an existing source. It is mostly collected specially for a research project and may be shared publicly to be used for other research. Secondary data is the data that has been collected in the past by someone else but made available for others to use.

Both primary and secondary source of data was used for this study. Primary data was collected through semi – structured questionnaire & interview from workers, administration and customers of MSIE and possible documents will be considered as secondary.

3.4 Population of the Study

A person who has taken services at the five clinics: Kirkos, Arada, Addis Ketema, Choice, and Ayer Tena of Marie Stopes International Ethiopia that are found in Addis Ababa, are considered as the target population.

3.5 Sample Size and Sample Technique

Sample is the subset of the population. The process of selecting a sample is known as sampling. The number of elements in a sample is the same size. There are lots of sampling techniques which are grouped into two categories as probability sampling and Non probability sampling.

The difference lies between the two is whether the sample selection is based on randomization or not. With randomization, every element gets an equal chance to be picked up and to be part of the sample for study. The target population of this research is unknown.

Malhotra and Peterson (2006) and Zikmund (2003) stated that, the larger the sampling size of a research, the more accurate the data generated. However, due to time and financial methods given by Kothari (2004). The size of sample should neither be excessively large, nor too small.

It should be optimum. An optimum sample is one which fulfills the requirements of efficiency, representativeness, reliability and flexibility.

$$n = \frac{z^2 \times p \times q}{e^2}$$

Where by: -

n= size of sample

z= standard variation at the given confidence interval
p= percentage of success
q= Percentage of failure
e= sampling errors

Thus, grounded on the formula an estimate of the likely percentage of success has to be considered (Kothari, 2004). Therefore, the most common percentage of success (p) which is 50% was chosen in line with a confidence interval of 95% (z), 5% sampling error (e).

Therefore, the sample size for this study was 384.

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384$$

3.6 Data Analysis

To analyse the information and data collection; quantitative type of descriptive analysis method was used to present the association between the variables. These variables are in the form of dependent (effect) and independent (cause).

Mean and standard deviation was used to describe the data obtain from independent variables (advertising, public relation, trade fair exhibition) and dependent variable (attitudinal change over time).

As result, descriptive and inferential analyses were conducted by employing different methods. In descriptive statistics mean values, frequencies and standard deviations of the respondent's answers were calculated. In inferential Cronbach's Alpha test takes place to assure reliability of the items. Multiple regressions and correlation analysis was also used to analyze the impact and the relationship between the dependent and independent explanatory analysis method. For quantitative data descriptive statistics was used to summarize data by using statistical package for the Social Sciences (SPSS) software.

3.7 Validity and Reliability

3.7.1 Validity

Yilmaz (2013) and Denscombe (2014) described the term 'validity' as the appropriateness and accuracy of collected data. Yilmaz (2013) defined reliability as consistency or the degree to which a

research instrument measures a given variable consistently every time it is used under the same condition”.

3.7.2. Reliability

Reliability means that the process (such as data collection procedures) of the study can be repeated to obtain the same results (Yin, 2014). For this research, reliability was achieved by selecting and following an appropriate research methodology model to ensure that the aim and objectives were fulfilled. In order to measure the consistency of the questionnaire and the overall reliability of constructs that it is measuring, the reliability test was carried out based on Cronbach’s Alpha coefficient. Cronbach’s Alpha can be interpreted like a correlation coefficient. Its coefficient range lay on the value from 0 to 1. A reliability coefficient (alpha) higher than or equal to 0.7 is considered as acceptable. That means the targeted questions raised in the questionnaires are capable to meet the objective of the study.

Cronbach’s alpha, α (or coefficient alpha), developed by Lee Cronbach in 1951, measures reliability, or internal consistency. “Reliability” is how well a test measures what it should. For example, a company might give a customer’s promotional practice survey to their clients. High reliability means it measures customers’ attitudinal change, while low reliability means it measures something else (or possibly nothing at all).

Cronbach’s alpha tests to see if multiple-question Likert scale surveys are reliable. These questions measure latent variables hidden or unobservable variables like: a person’s conscientiousness, neurosis or openness. These are very difficult to measure in real life. In general, a score of more than 0.7 is usually okay. Coefficient of .90 or greater are nearly always acceptable, .80 or greater is most situations and .70 may be appropriate in some explanatory studies for some induces. By tracing this literature, the researcher tested the reliability of the items which were developed for respondents.

Reliability Statistics

Variables	Cronbach’s Alpha	Number of Items
Advertising	0.941	7
Public Relation	0.991	5

Trade fair and Exhibition	0.799	5
Over all	0.919	22

Thus, according to reliability statistics, Cronbach’s Alpha coefficient of this study is 0.919 which is acceptable. This implies that both function of the covariance among items and the number of items in the analysis is the mark of a “good” or reliable set of items and the question designed was accurately measuring the variable of interest of the study.

On the other hand, to appraise the validity of the instrument, the questionnaire was reviewed, commented upon, modified, and finally approved by the advisor having experience within the research area. The questionnaire was given to the advisor of this research and was approved before distributing to the respondents. Moreover, the researcher addressed construct validity by examining whether or not there exist empirical relationships between the study measure of the underlying concept of interest and other concepts to which it should be theoretically related.

3.8 Ethical Considerations

Brief description of the central objectives or purpose of the study will clearly state in the introductory part of the questionnaire to be filled by respondents.

To maintain the confidentiality of the information provided by the respondents, the respondents will assure that the responses will be used only for academic and programmatic intervention decision making purposes and kept confidential.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1- Introduction

In this chapter data was presented and discussed to address the research questions and objectives. The following are the main headings: response rate, respondents ‘general information, descriptive statistics results, reliability and validity test, Pearson correlation analysis and multiple regression

analysis but before the main data collection pilot test was performed to check/pre-tested the reliability of the questionnaire developed.

4.2- Response Rate

A total of 385 questionnaires were distributed and the response rate was indicated in the table below.

Table 4.1- Response Rate

Items	Response Rate	
	No	Percent
Sample Size	385	100%
Collected	330	85.71%
Remain Uncollected	55	14.29%

Source: - Own survey result, 2022

From the above table, out of 385 distributed questionnaire 330 (85.71%) were collected while 55(13.74%) of the questionnaire remained uncollected. Therefore, analysis was made based on the responses obtained from 330 questionnaires i.e. (85.71%).

4.3- General Information of Respondents

The demographic characteristics of the respondents include sex, age group, educational level, marital status, monthly income and family size. This aspect of data analysis deals with the analysis personal data on the respondents of the questionnaires. The table below shows the details of characteristics of respondents.

Table 4.2 General Information of Respondents

S.N	Variables	Type	Frequency	Percentage	Cumulative %
1	Sex	Male	0	0	0

		Female	330	100	100
Total			330	100	
2	Age Group	18-29	187	56.7	56.7
		30-39	95	28.8	85.5
		40-49	48	14.5	100
		> 50	0	0	0
Total			330	100	

3	Education	No formal Edu	15	4.5	4.5
		9-12 grade	93	28.2	32.7
		Certificate	75	22.7	55.4
		Diploma	85	25.8	81.2
		1st Degree above	62	18.8	100
Total			330	100	
4	Marital Status	Married	95	28.8	28.8
		Divorced	38	11.5	40.3
		Not Married	187	56.7	97.0
		Window	10	3.0	100
Total			330	100	

5	Monthly Income	500-1500	118	35.7	35.7
		1501-2500	121	36.7	72.4
		2501-4000	52	15.8	88.2
		4000-8000	22	6.7	94.9
		> 8000	17	5.1	100
Total			330	100	

6	Family Size	Two	142	43.0	43.0
		Three	66	20.0	63.0
		Four	52	15.8	78.8
		Five	12	3.6	82.4
		Six	3	0.9	83.3
		Other	55	16.7	100
		330	100		

Source: Own Survey 2022

Referring the above table (Table 4.2) from a total of 330 respondents, 0(0%) were male while 330(100%) were female. we can also see that out of the total respondents that 187 respondents (56.7%) were in the age group of 18-29 years. 95 (28.8%) were between the age group of 30-39 years. 48 (14.5%) were between the age group of 40-49. The rest 0 (0%) were between the age of greater than 50 years. As a result, it is possible to say that more than half of respondent are between the age group of 18-29 years. With respect to the respondent’s highest level of qualification, 62(18.8%) respondents have first degree and more. 85(25.8%) respondents have diploma. 75(22.7%) respondent certificate holders. 93(28.2%) completed grade 9 -12. The rest 15(4.5%) has not get formal education. Therefore, the majority of MSIE clients are educated more than certificate level.

The above table also depicts marital status that the respondents of MSIE clients. From the total respondents, 95 (28.8%) have married, 38 (11.5%) have divorced, 187(56.7%) respondents are single, and finally 10 respondents (3%) are widow. Thus, majority of respondents are single. On the other hand, a small percent of respondents i.e. 10 (3.0%) are widow.

When we show monthly income of the respondents 118(35.7%) are got monthly birr from 500-1500, 121(36.7%) are got monthly birr from 1,501-2,500, 52(15.8%) are got monthly birr from 2,501- 4,000, 22(6.7%) respondents are got birr from 4,001-8,000. The rest 17 (5.1%) respondents are got monthly more than 8,000 birr. Therefore, the majority of MSIE client’s monthly incomes are low.

4.4- Descriptive Analysis

Table 4.3 - Mean and standard deviation of Advertising, Public Relation, Trade fair and Exhibition.

Items	N	Mean	Standard Deviation
Advertising	330	3.6866	0.81167
Public Relation	330	2.7797	1.09092
Trade fair and Exhibition	330	2.3022	0.78432

Source: - Own survey result, 2022

According to the analysis made all the items used to measure the effect of advertising on women's attitudinal change has positive results. As presented in the above table advertising with the mean of 3.68 and standard deviation 0.81. Free gift was also measured in a five measure items and the mean score for public relation is 2.77 and standard deviation of 1.09 as presented in the above table. Concerning Trade fair and exhibition effect on attitudinal change customers have positive view; the mean result appeared to be 2.30 and standard deviation of 0.78.

Similarly, high standard deviation means that the data are wide spread, which means that customers give variety of opinion and the low deviation means that customers express close opinion. Therefore, from the above table we can learn that customers seem to express a close opinion and the mean is a good fit of the data.

4.5 Correlation Analysis

Correlation analysis was applied to test the "interdependency" of the variables. In this section, the direction and degree of the strength of the relationship among the variables were determined; it is possible to examine the correlation among all dimensions of the independent variables (advertising, public relation and trade fair exhibition) and the dependent variables (Attitudinal Change). The correlation results provide initial evidences for further analysis.

Using The Pearson’s Product Moment Correlation Coefficient (r) the degree of association between the independent variables (Perception of Clients towards the Advertising, Public Relation and trade fair exhibition) and the dependent variable (Attitudinal Change) were computed to determine the strength, direction and statistical significance of the relationships as shown in table 4.4.

Correlation analysis is useful way of exploiting relation (association) among variables. The value of the coefficient (r) ranges from -1 up to +1. The value of coefficient of correlation (r) indicates both the strength and direction of the relationship. If $r = -1$ there is perfectly negative correlation between the variable. If $r = 0$ there is no relationship between the variable and if $r = +1$ there is perfectly positive relationship between the variables. For values of r between +1 and 0 or between 0 and -1, different scholars have proposed different interpretation with slight difference. For this Study diction rule given by Bartz (1999) was used to describe the strength of association among the variables as follows.

Table 4.4 Interpretation of r Value

Value of r	Description
0.80 or higher	Strongly Agree
0.6 to 0.8	Agree
0.4 to 0.6	Neutral
0.2 to 0.4	Disagree
0.2 or lower	Strongly Disagree

Source; Bartz (1999)

Based on the above table (4.4) assumption, all basic constructs were included into the correlation analysis. Figures with the symbol “***” indicate that each of the variables are significantly correlated with each other at a significance level of $p < 0.01$.

Moreover, from the table (4.5) correlation analysis, it can be observed that there exists a positive moderate and statistically strong relationship between advertising and attitudinal change ($r=0.601$, $p < 0.01$) similar to the finding made by Victoria on 2014. In addition, the table also shows that there exists a very low statistically positive relationship between public relation and attitudinal change ($r=0.181$, $p < 0.01$) which was also found out by Boit on 2013 and Helen on 2015.

Lastly, there is also a negative very low and statistically significant relationship between trade fair and exhibition and attitudinal change ($r=.343$, $p<0.01$) which was in alignment with the Findings of Kosteaon 2011. Based on the results, one can argue that promotion has an effect on attitudinal Change.

Table 4.5 Pearson Correlation Analysis for independent and dependent variables

Correlations

		Advertising	Public Relation	Trade fair and Exhibition	Attitudinal Change
Advertising	Pearson Correlation	1	.037	.161**	.601**
	Sig. (2-tailed)		.510	.004	.000
	N	330	330	330	330
Public Relation	Pearson Correlation	-.037	1	.231**	.181**
	Sig. (2-tailed)	.510		.000	.001
	N	330	330	330	330
Trade fair and Exhibition	Pearson Correlation	.161**	.231**	1	.343**
	Sig. (2-tailed)	.004	.000		.000
	N	330	330	330	330
Attitudinal Change	Pearson Correlation	.601**	.181**	.343**	0.01
	Sig. (2-tailed)	.000	.001	.000	
	N	330	330	330	330

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

Source; own survey, 2022

4.6 Regression Assumption Tests

The study was used a multiple linear regression model and examine promotional practice of MSIE and its effect on woman’s attitudinal change. Before analyzing the data gathered by the questionnaires, the researcher has been checked the necessary assumptions that have to fulfill to undertake analysis by multiple regression models.

4.6.1 Assumption of Multiple Linear Regression Models

Five tests for CLRM assumptions namely normality, linearity, homoscedasticity, multi collinearity, and independence of residual are conducted and discussed as follows.

4.6.1.1 Linear in the Parameters

The linearity assumption assumes that the relationship between the independent variable and dependent variable is characterized by straight line i.e. linearity.

$$y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \mu$$

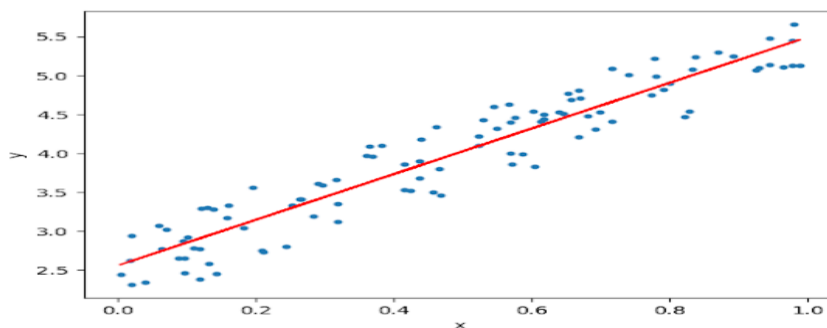


Fig 2.2 Test of Linear

Looking the below figure 4 clearly shows that the relationship between the dependent and independent variable can be modeled by a straight line, which suggests that the relationship between the variables is linear.

4.6.1.2 Test of Normality

Test for normality, its determining whether the data well modeled by normal distribution or not. This test of normal distribution could be checked by graphical (histogram and dot plot) method of tests. The normality assumption assumes a critical role when a study is dealing with a small sample size, data less than 100 observations. (Gujarati, 2004) Even though the normality assumption is

not a treat since the observation or sample size of the study is large enough, more than 100 observations, the researcher tested it using normal probability plot (NPP). The decision rule is, if the fitted line in the NPP is approximately a straight line, one can conclude that the variables of interest are normally distributed (Gujarati, 2004).

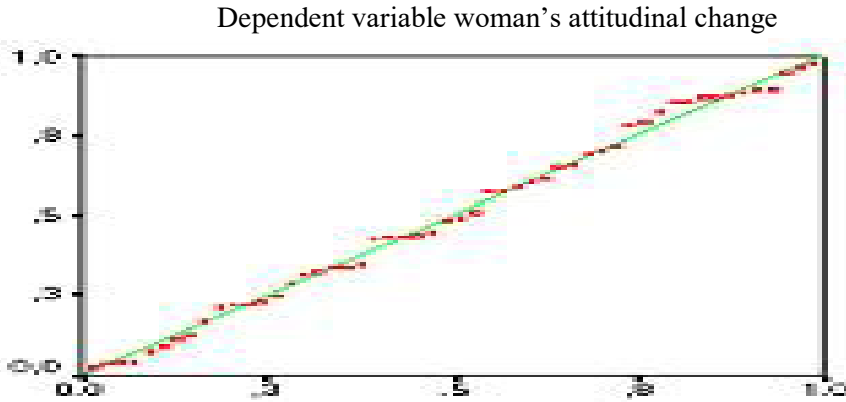


Fig 2.3 Test of normality

As depicted in fig 2.2, the data points more or less lie close to the diagonal point which more or less suggests the assumption of normality of residuals to be met.

4.6.1.3 Homoscedasticity

σ^2 is the variance of the error term. High variance in the error term will lead to high variance of the coefficients. Estimators with lower variance are also called more precise and are desirable. This means that high variance in the independent variables and low variance in the error term are desirable.

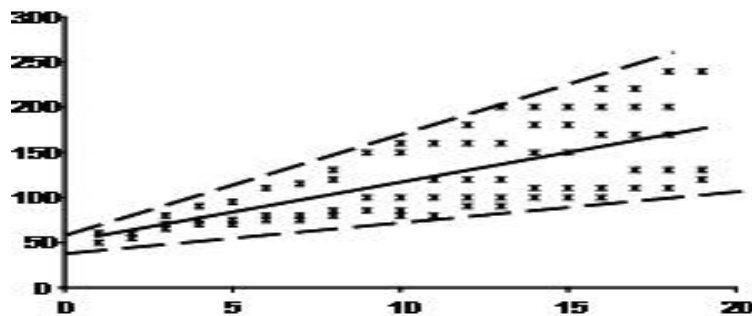


Fig. 2.4 Homoscedasticity

Figure 2.3 above shows, as the predicted values along the x-axis increases, the variation in the residuals looks roughly similar and resembles a random array of dots and do not look like a funnel shaped suggesting the assumption of homoscedasticity being met.

4.6.1.4 Test of Multicollinearity

Multicollinearity is a problem that occurs with regression analysis when there is a high correlation of at least one independent variable with a combination of the other independent variables. As variables are highly correlated in a multiple regression analysis, it is difficult to identify the unique contribution of each variable in predicting the dependent variable because the highly correlated variables are predicting the same variance in the dependent variable. (Marczyk, Dematteo & Festinger, 2005)

In this situation, the “overall” p-value may significant but the p-value for each predictor may not be significant. Multicollinearity exists when Tolerance is below .1; and VIF (Variance Inflation Factor) is greater than 10 or an average much greater than 1. A VIF of greater than 5 is generally considered evidence of multicollinearity (Marczyk, Dematteo & Festinger, 2005).

Table 4.6 multicollinearity Test

Model	Unstandardized		Standardize	t	sig.	Collinearity	
	Coefficients		Coefficients			Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.975	.241		8.188	.000		

1	Promotion Mix	.306	.023	.572	13.256	.000	.968	1.033
	Promotion Practice	.100	.029	.153	3.495	.001	.941	1.063
	Promotion Effect	.25	.051	.216	4.867	.000	.948	1.089

Accordingly, as we can see from Table 4.7 there is no multicollinearity in this case since the VIF values for all is below 0.5. Further normality test was done to verify the distribution of the data and found out the data was normally distributed.

4.7 Regression Result

Regressions analysis helps in order to measure the relative strength of independent variables i.e. Determine the assessment of promotion practice on attitudinal change of over time MSIE clients as depicted in table 4.8 below, the result revealed R² value of .445. This indicates that 44.5% of variance that explained attitudinal change of clients in terms of Advertising, Public Relation and Trade Fair Exhibition.

Table 4.7 Regression analysis

Model Summary

Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.667 ^a	0.445	0.44	0.43795

a. Predictors: (constant), promotion mix (Advertising, PR, Trade fair and Exhibition)

Source: Own survey, 2022

Inherently, this is a measure of how good a prediction of the dependent variable we can make by knowing independent variables. This implies that 44.5% of the variance in the dependent variable (attitudinal Change) is explained by the independent variables (Advertising, Public Relation, Trade fair and Exhibition) in the model. The model also indicates that, the remaining 55.5% of the variance can be explained by other variables out of this model and indicates that further research might be needed for this.

ANOVA*

Model	Sum of Square	df	Mean Square	F	Sig
1 Regression	47.407	3	15.802	82.388	.000 ^b
Residual	59.076	308	.192		
Total	106.483	311			

a. Dependent variable: attitudinal change

b. Predictors: (constant), Advertising, Public Relation, Trade fair and Exhibition

Source: Own survey, 2022

The F-ratio describes whether the results of the regression model could have occurred by chance. Large F value and a small significance level (sig.) (typically smaller than 0.05 or 0.01) indicate that the results probably are not due to random chance. Accordingly, as can be seen from the table below the F value is 82.39 and is significant at 0.000. Hence, the researcher can assertively say that the regression model adopted in this study has not occurred by chance and is considered highly significant.

Regression Coefficients ^a

Model	Unstandardized Coefficients		Standardize Coefficients	t	sig.
	B	Std. Error	Beta		
1 (Constant)	1.975	.241		8.188	.000
Advertising	.306	.023	.572	13.256	.000
Public Relation	0.1	.029	.153	3.495	.001
Trade fair and Exhibition	-.250	.051	.216	4.867	.000

a. Dependent Variable: Attitudinal Change

Source: Own survey, 2022

The beta value is a measure of how strongly predictor variable influences the criterion variable. Similarly, the beta value of this study is as indicated in the table above, if we take one as a demonstration, perception of promotion has a 0.572 value which indicates that a change of one standard deviation in the predictor variable i.e. perception of promotion factors resulted in a change of 57.2 standard deviations in the criterion variable i.e. attitudinal change therefore, there is a higher effect of Advertising on Attitude change. The other factor that affects attitude change is Public Relation with a coefficient ($\beta=0.153$). On the other hand, trade fair and exhibition has an inverse

effect on attitudinal change with a coefficient ($\beta=.216$), this is to say that whenever the promotion of Public Relations decreasing there will be attitudinal change.

4.8 Hypothesis Test Table

Table 4.8 Hypothesis testing

	Hypothesis	Dependent Variable	Correlation Value	Regression and Coefficients	Reason	Result
1	HO: The present advertising practice of MSIE is not effective to woman's attitudinal change.	Advertising	.601**	0.572	B= 0.572 P<0.05	Ho: Rejected support the model
2	HO: Public Relation of MSIE is not effective to woman's attitudinal change	Public Relation	.181**	0.153	B= 0.153 P<0.05	Ho: Rejected support the model
3	HO: Trade fair and exhibition of MSIE is not effective to woman's attitudinal change	Trade fair and exhibition	.343**	0.216	B= 0.216 P<0.05	Ho: Rejected support the model

4.8.1 Hypothesis Testing and Discussion

Proposed hypothesis was tested based on the results of the correlation analysis. It is possible to interpret whether the independent variable has a significant relationship with the dependent variables or not. Hypothesis is supported when the Sig. value is smaller than 0.05; and a null hypothesis is rejected and alternative hypothesis accept then it is significance to the model. The calculated values (t) of variables were greater than 1.96.

Hypothesis #1

There is significant effect of advertising activities on attitudinal change in MSIE. Regarding the association between advertising and attitudinal change, Pearson correlation analysis reported that it has 0.601 for attitudinal change at a significance level of .000 and a positive strong relationship between advertising and attitudinal change. Hence, it is possible to conclude that advertising has strong effect on attitudinal change in MSIE.

Therefore, the hypothesis is accepted because advertising and attitudinal change has a positive relationship with attitudinal change of women's.

Hypothesis #2

There is positive effect of public relation on attitudinal change of woman's.

Concerning on the association between public relation and attitudinal change, Pearson correlation analysis reported that it has 0.181 at a significance level of .001 and a positive strong effect on woman's attitudinal change too. Hence, visible on public relation has a positive relationship with attitudinal change of woman's in MSIE.

Hypothesis #3

There was a positive effect of trade fair exhibition on attitudinal change of women's.

Concerning on the association between trade fair and exhibition and attitudinal change, Pearson correlation analysis reported that it has 0.343 at a significance level of .000 and has a positive strong effect on women's attitudinal change. So, trade fair exhibition has a positive relationship with women's attitudinal change.

CHAPTER FIVE

SUMMARY, CONCLUTION AND RECCOMENDATION

5.1 Summary

This part of the study aims to summarize the finding and results that have emerged from the data analysis presented in chapter four. The general objective of this study was the assessment of promotion practice of MSIE and its effect on woman's attitudinal change in the case of Addis Ababa. From the study the following particular findings were observed:

1. The overall perception of respondents towards the general promotion mix of MSIE in terms of being fair, impartial, transparency and uniformity shows that the majority of the respondents have pleasure in their perception towards the promotion practice of MSIE.
2. The reaction of the respondents towards advertising message in MSIE entails that the majority of the clients feel that they are not happy with the current advertising message.
3. In the study above average number of respondent's impression is that the promotion expectation plays a major role in their attitudinal change.
4. The study also indicated for all dimensions under attitudinal change a mean of 1.92, which shows the satisfaction level of respondents as being below average with the promotion practice of MSIE.
5. Outcomes from correlation analysis pointed out that there exists a positive moderate and statistically strong relationship between promotion mix and attitudinal change. In addition, it shows that there exists statistically positive relationship between current promotion practice and attitudinal change. Lastly, there is also exists a negative low and statistically significant relationship between promotion effect and attitudinal change. Based on the results, one can argue that promotion has an effect on attitudinal change.
6. Results from regression analysis indicate that 44.5% of variance that explained attitudinal change of MSIE clients in terms of the independent variables i.e. advertising, public relation, trade fair and exhibition.
7. The multi collinearity test revealed that there is no multi collinearity (problem that occurs with regression analysis, where there is a high correlation of at least one independent variable with a combination of the other independent variables) in this case since the VIF values for all is below 0.5.

5.2 Conclusion

Based on the finding the following conclusions are made. The aim of the study was assessment of promotion practice of MSIE and its effect on women's attitudinal change over time. For any

organizations to be successful, having of satisfied clients has a paramount importance. Because organizations will be efficient if and only if their clients are satisfied and this can happen among others through having an efficient promotion practice system that always considers and meets client's expectations to get the best out of service.

The finding showed that the total assessment of perception of clients towards the promotion practice of MSIE as being irregular and dissatisfying. Likewise, the results revealed that clients were not satisfied with the current promotion mix of MSIE. The analysis also has shown that there exists a positive moderate and statistically strong relationship between perception of promotion and attitude change.

In addition, it showed that there exists statistically positive relationship between promotion mix (advertising, public relation and trade fair and exhibition) attitude change. Furthermore, the result of this study suggests that promotion practice is very important factors that MSIE needs to focus on to keep clients more satisfied. Neglecting this factor could cause to build demotivated clients which are subject to lower acceptance, lower commitment, and lower motivation or even worse to leave from MSIE. In conclusion, the major findings of this research show that promotion practice has an effect on women's attitudinal change over time in MSIE.

5.3 Recommendation

Based on the findings and conclusions the researcher recommends the following which will be helpful for the organization.

1. The promotion practice of MSIE should be considerate of its client's perception. It is important to identify their say and incorporate their suggestions in the promotion practice of MSIE. It helps MSIE to know whether clients are comfortable with their job, and their practice. PR should design a sound promotion policy and procedure which is fair, impartial, that enjoys consistency and also ensures its full implementation.
2. In pursuant of improving the client's attitudinal change with the promotion practice of the MSIE, Marketing department should contain promotional counseling, encouragement, grievance handling mechanism, guidance and follow-up taking in to Account employees promotion perception, promotion opportunities, and promotion expectation of clients.

3. Communicating the basic information regarding FP and contraceptive like how to access, the benefits, and others should be communication to the general public by the way that is easily understood by majority people.
4. MSIE should have to give counseling on place like idir, wereda, and different women association because this is the place that is suitable for women to communicate who may not have the access to hear about family planning programs.
5. In parallel with advertisements MSIE should use a wide range of communication alternatives such as movies and social media such as Face Book, Twitter, Telegram Etc, or even broader alternative such as in-school (university or college) or in-home educational communications.
6. MSIE should lunch promotions through internet now a day since many people are using internet for different reason than TV and Radio specially youth and adults.
7. It is better to use variety of mass media to reach the target audience (parents and couples) because large number of respondents is not ready to receive message through informal communication Medias.

5.4 Other Research Implication

The aim of this study was to find out an assessment of promotional practice of MSIE and its effect on woman's attitudinal change over time. The study only focused on promotion mix, current promotion practice, effects of promotion and promotion attitudinal change. It did not include all the possible variables; therefore, there is a scope for other researchers to study the other types and their promotion effects on attitudinal change on the same or different sectors. Further research can also be carried out to identify other factors that may affect attitudinal change which are not studied before.

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APPENDICES

Appendix 1: Questionnaire for Customers of Marie Stops International Ethiopia

Dear respondent: I would like to take this opportunity to thank you for your kind cooperation by offering me the necessary information. The objective is to get firsthand information regarding the outcome of Marie Stops international Ethiopia campaign in promoting Family Planning Products. The research is meant for fulfillment of Master's thesis at St. Mary's University MA in Marketing

Management graduate program and the information you provide will be kept confidential. For more information, +251 948017084 / bodebo2010@gmail.com

Part I: Background information of the respondents

Instruction: In order to answer the following questions, put a right sign (√) in the boxes to the question applies:

1. **Sex:** [1] Male [2] Female

2. **Age:** In which age group are you?
 [1] 18 - 29 [2] 30 - 39 [3] 40 - 49 [4] >50

3. **Educational level:** [1] No formal education [2] 9-12 grade com
 [3] Certificate [4] Diploma
 [5] First degree and above

4. **Marital Status:** [1] Married [2] Divorced
 [3] Not Married [4] Widow

5. **How much do you earn monthly?**
 [1] 500 - 1500 [2] 1501 – 2500 [3] 2501 – 4000
 [4] 4001- 8000 [5] >8000

6. **Family Size**
 [1] Two [2] Three [3] Four [4] Five
 [5] Six [6] Other

Part two: Perception of clients towards the promotion practice of Marie Stops International Ethiopia (MSIE): Please indicate your level of agreement/disagreement with the respective statements by putting “√” or “X” in the boxes

I	Statements to measure the general promotional practice of MSIE	Scale				
		1	2	3	4	5

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The promotion practice of MSIE fair and impartial.					
2	The promotion practices of MSIE clear to clients.					
3	The promotion practices of MSIE consider client understands.					
4	I believe that implementation of MSIE promotional policies and procedures are uniform.					
5	I think adequate promotional grievance handling mechanisms in MSIE					
6	I think MSIE reviews regularly its promotion practice.					
7	I satisfied with the overall promotion practice of MSIE					

II	Statements to measure the perception of client towards advertising of the MSIE	Scale				
		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am getting information about MSIE by advertising.					
2	MSIE's advertising message is easy to understand.					
3	MSIE's advertising message is clear.					
4	MSIE's Advertising message has more accessible promotional element.					
5	The MSIE's advertising message is transparent.					
6	I think best message transferring through advertising.					
7	MSIE's advertising message is persuasive.					

III	Statements to measure the perception of client towards public relation of the MSIE	Scale				
		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

1	I think MSIE's public relation transferring easily message.					
2	MSIE's Public relation message considers client understands.					
3	MSIE's public relation message is fair and impartial.					
4	MSIE's public relation message is flexible, open and broad minded.					
5	MSIE's public relation message is suitable.					

IV	Statements to measure the perception of client towards trade fair and exhibition of the MSIE	Scale				
		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	MSIE's trade fair and exhibition message takes into account client's skills and abilities					
2	MSIE's trade fair and exhibition message is convincing.					
3	MSIE's trade fair and exhibition message is attractive.					
4	I believe that implementation of MSIE trade and fair exhibition motivating to use the service.					
5	I am satisfied by MSIE's trade and fair exhibition message demonstration.					

V	Statements to measure the Promotion affect attitudinal change	Scale				
		1	2	3	4	5

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	MSIE's Promotional practice has changed my attitude.					
2	I get disappointed if my current promotional practice expectations are not met.					
3	The current MSIE promotion practice has a role for attitudinal change.					
4	MSIE's Promotion practice has changed my commitment					
5	I believe the promotion assessing of MSIE is not satisfactory.					
6	I think MSIE's Promotion practice changing overall images of the service.					

VI	Statements to measure attitudinal change of woman's reproductive choice	Scale				
		1	2	3	4	5
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I used MSIE family planning service.					
2	I feel comfortable when I use MSIE family planning service.					
3	I have information about MSIE contraception service.					
4	I have awareness about MSIE sexual reproductive health service.					

THANK YOU VERY MUCH!!!