

**A SURVEY OF MARKETING PROMOTION
TECHNIQUES USED BY NGOS IN THEIR SOCIAL
CAMPAIGNS AGAINST HIV/AIDS IN KENYA**

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DECLARATION

This project is my original work and has not been submitted for a degree in any other University.

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This project has been submitted for examination with my approval as the University Supervisor.

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11-11-2003

DEDICATION

To my wife, Dr. Lucy W. M. Ndahi, and Children, Elizabeth, Esther, Alfred and Ivy, who tolerated my frequent absence and provided support. To my parents, Alfred and Elizabeth, thanks for the education and continuous encouragement.

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TABLE OF CONTENTS

	Page No.
Declaration	(ii)
Dedication	(iii)
Acknowledgements	(iv)
Table of contents	(v)
List of tables	(vii)
Abstract	(x)
1.0 INTRODUCTION	1
1.1.0 Background	1
1.1.1 Social Marketing	2
1.1.2 Social Campaigns	4
1.1.3 HIV/AIDS in Kenya	5
1.2 Statement Of The Problem	7
1.3 Objectives Of The Study	8
1.4 Importance Of The Study	8
2.0 LITERATURE REVIEW	10
2.0.1 Nature & Importance of Social Marketing	10
2.0.2 Social Campaigns	11
2.0.3 Success of Social Campaigns	14
2.0.4 Marketing Promotional Mix tools	15
2.0.5 Advertising	16
2.0.6 Major Advertising Media	17
2.0.7 Evaluation Advertising Program (Post-Testing)	18
2.0.8 Personal Communications	19
2.0.9 Publicity	23
2.1 Sales Promotions	24
2.2 Mass Communications	25
2.2.1 Evaluating Effective Mass Communications	28
2.2.2 Post testing	28

2.3	Selective Communications	29
2.4	Media	30
2.5	Messages	31
2.6	Messages Source	32
2.7	Summary	35

3.0	RESEARCH METHODOLOGY	36
3.0.1	Research Design Introduction	36
3.0.2	Population	36
3.0.3	Data collection	36
3.0.4	Data Analysis Techniques	36
4.0	DATA ANALYSIS Introduction	37
5.0	DISCUSSION , CONCLUSION & RECOMMENDATION	79
6.0	Reference	85
	Appendix 1 – Letter to respondents	87
	Appendix 2 – NGOs dealing with S C against HIV/Aids	88
	Appendix 3 - List of abbreviation	90
	Appendix 4 - Questionnaire	91

LIST OF TABLES

	TABLE	PAGE
1.	Sex of Respondents	37
2.	Age of Respondents	38
3.	Number of NGOs participating in campaigns against HIV/Aids	38
4.	Nature of programs	39
5.	Firms using Advertising in Social campaigns against HIV/Aids	40
	(i) Extent of use of Radio	41
	(ii) Extent of use of Billboards	42
	(iii) Extent of use of Magazines	43
	(iv) Extent of use of Television	44
	(v) Extent of use of Direct Mail	45
	(vi) Extent of use of Transit	45
	(vii) Extent of use of Hot-Air balloons	46
	(viii) Extent of use of Theatres	47
	(ix) Extent of use of Skywriting	47
	(x) Extent of use of In-house Agencies	48
6.	Objectives to be achieved through Advertising	49
7.	(i) Extent of use of Sales People	50
	(ii) Extent of use of out-reach strategy	51
	(iii) Extent of use of Volunteers	51

(iv)	Extent of use of Education strategy	52
(v)	Extent of use of Word of Mouth	52
(vi)	Extent of use of Professionals	53
(viii)	Extent of use of Counselors	53
(ix)	Extent of use Delivers	55
8.	Objectives to be achieved through personal communication	56
9.	Objectives of Publicity Campaigns	57
10.	(i) Extent of use of New Release	58
	(ii) Extent of use of Photo Captions	59
	(iii) Extent of use of Credible staff	59
	(iv) Extent of use of Agents	60
	(v) Extent of use of Senior Executives	60
	(vi) Extent of use of Seminars/Conferences	61
	(vii) Extent of use of celebrities	61
	(viii) Extent of use of Special Events	62
11.	(i) Organizations that engage in Sales Promotion Activities	63
	(ii) Objectives of Sales Promotion Activities	64
	(iii) Extent of use of various Sales Promotion Tools	65
12.	Objectives of Mass Communication	66
13.	(i) Extent of use of Sales Force	67
	(ii) Extent of use of Educators	67
	(iii) Extent of use of Professionals	68
	(iv) Extent of use of Marketers	68

	(v)	Extent of use of Agents	69
	(vi)	Extent of use of Volunteers	69
	(vii)	Extent of use of Merchandisers	70
14.	(i)	Organization applying selective communication	70
	(ii)	Effectiveness of selective communication	71
	(iii)	Tools of selective communication	71
	(iv)	Telemarketing	71
15.		Organizations that Evaluated Advertising Messages' Effectiveness	72
16.		Methods used in Evaluating the extent of use of Advertising programs	73
17.		Methods used in Evaluating the Effectiveness of Personal Communication Tools	74
18.		Media through which Personal Communication Messages were carried	75
19.		Methods used by organizations to measure the Effectiveness of Mass Communication Promotions	
20.	(i)	Selective communication call list effectiveness	77
	(ii)	Methods used to measure selective communication	77

ABSTRACT

The HIV/Aids pandemic threatens to destroy the very fabric of the Kenyan society. The government of Kenya declared the scourge a national disaster, and put into place numerous mechanisms to address the problem. The private sector, through the NGOs, has not been left behind in the struggle to combat the pandemic.

It is against this backdrop that this study was formulated to try and identify the marketing promotion techniques used by NGOs in their social campaigns against HIV/Aids in Kenya. The study sought to achieve the following objectives; establish the marketing promotion techniques used by NGOs in Kenya, determine the extent of use of the promotional techniques, determine whether the NGOs measure the effectiveness of these techniques and the methods used thereof.

The study targeted a sample of 50 NGOs out of which 35 (70%) of them responded to the questionnaires submitted to them. The findings indicated that various marketing promotional technique were used by the NGOs to fight HIV/Aids in Kenya, including advertising, personal communication, publicity, sales promotion, mass communication, and selective communication.

Advertising, in its various forms, was not widely used by the NGOs in their social campaigns. Personal communication was widely used by the organizations in their social

campaigns against HIV/Aids in Kenya. Likewise to publicity, mass communication, and selective communication. Sales promotion was the least used marketing promotion technique. The overall objectives that these promotional campaigns sought to achieve included awareness creation, behavior change, positive attitude, and recall, among others.

The study also found out that the NGOs measured the effectiveness of these techniques through various methods, like aided recall, attitude and inquiry tests, awareness levels, adoption, professionals, counselors, and community organizations.

However further research should be conducted to determine how various techniques should be applied in specific NGO's settings , given the diversity of these institutions in the way they operate.

CHAPTER 1

1.0 INTRODUCTION

1.1.0 Background:-

Numerous potential solutions have been proposed for myriad social problems with which a country like Kenya is grappling and, disagreements thrive about the best solutions in tackling illiteracy, drug and alcohol abuse teenage pregnancy, spread of HIV/AIDs and poor nutrition. According to sessional paper No. 2 on poverty levels and eradication, 56% of Kenyans live below the poverty line. Hence poverty contributes a great deal to these social – economic woes we face today (Olenja, 1999).

Many stakeholders like the government, NGOs, and private firms have devised intervention strategies in order to reverse the situation. The government has for instance come up with several sessional papers primarily addressing poverty eradication and improved living standards. NGOs have channeled inputs in form of resources, campaigns, training, all aimed at improving quality of life. The donor community, mainly Bretton wood institutions have continued to fund projects albeit stipulating tough minimum conditions that should be fulfilled first. (Republic of Kenya, 1994).

One of the tools NGOs have used to eradicate poverty through advocacy in behaviour and attitude change, is social marketing. Organizations like population services international (P.S.I.) are in the fore front in social marketing targeted towards control of HIV/AIDs, malaria and population explosion or family planning (PSI Journal ,2000).

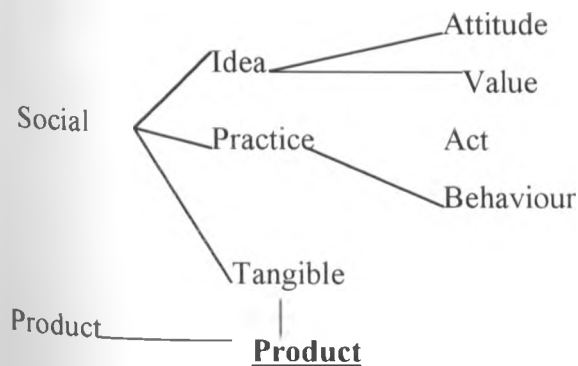
1.1.2 Social Marketing

According to Kotler (2000), the role of social marketing is as a strategy to change behavior of a given target adopters group. It entails combining best elements of traditional marketing approaches to social change, in an integrated communication technology and marketing skills. (Kotler, 1989).

First introduced in 1971, the terms social marketing is the use of marketing principles and techniques to advance a social idea, cause or behaviour. This means social-change management technology entailing design, implementation and control of programs aimed at increasing the acceptability of a social idea or practice to a target adopter response (Kotler 1989). The ultimate aim is to contribute to individual and society's best interests, via changes from adverse ideas/ behaviours, to adoption of new ones, thus ideas and behaviours are the "products" to be marketed.

The following diagram illustrates the flow of social marketing products:-

Fig. 1 – Social Marketing Products



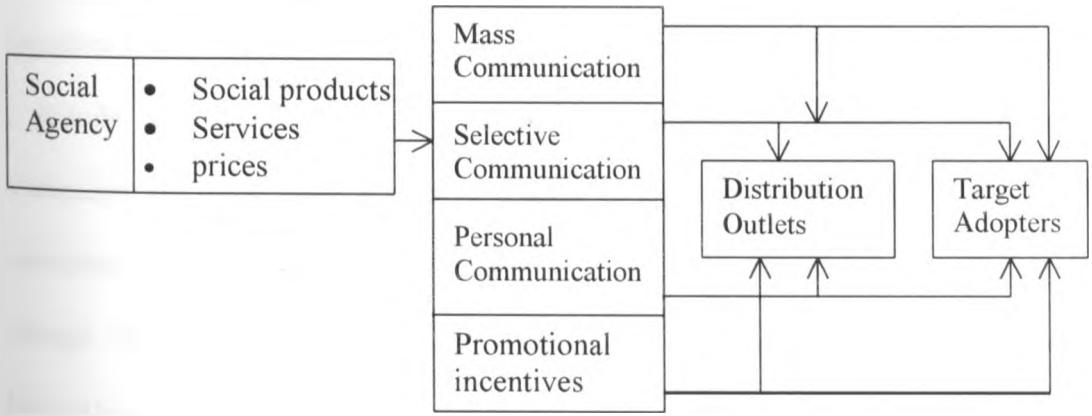
Adopted from "Social Marketing", P.Kottler (1989), pp.24.

Social marketing is therefore built on knowledge gained in business practices settings, measurable objectives, research in human needs, targeting product to customers/consumers, positioning products to best fits for human needs and wants, and effectively communicating their benefits, surveillance and monitoring the environment constantly in order to adapt to changes thereon

The social marketing tools include the following: Product or offering , Price , Place , Promotion. Social marketers have added 3 Ps in connection with delivery of services. They are:- Personnel, Presentation, Process. This tools are not just for the target adopters, but also for the distribution outlets as well. These tools are applied in various combinations and mix.

Summary of the social -marketing -mix application:-

Fig. 2 – A social marketing mix targeted towards service outlets and target adopters.



Adopted from “Social Marketing” P.Kottler (1990) pp 45.

These tools should then be used in promotional social campaigns towards target adopters in order to induce behavioural change.

1.1.3 Social Campaigns

According to Kotler (1989) social campaigns is not a new phenomenon. In ancient Greece, and Rome campaigns were done towards freedom of slaves. In England, during industrial revolution, campaigns were mounted to abolish prisons, grant voting right to women and abolish child labour (Kotler, 1989).

Social change campaigns in Kenya mainly focus on health reforms, anti smoking, drug abuse, nutrition, physical fitness. Some also focus on environmental reforms namely safe water, clean air, wildlife prevention, parks/forests preservation. Others dwell on educational factors like adult literacy, improved schools and training (www.globalmeds.org). The effort conducted by a group, "the change agent", with an intention to persuade others, "target adopters" to accept, modify or abandon certain ideas, attitude, practices, and behavior, constitutes the social campaign elements. Such Campaign are done when a desired change is eminent, for instance when population increases tremendously, new information emerges, knowledge and attitudes required to change (Kotler, 1989). Social Campaign could be high consensus ones to foster brotherhood, prevent forest fires, rehabilitate drug abusers etc, and most citizens go along with this. Others are widespread in support for example, family planning and anti-abortion campaigns. In addition, political Campaigns like fund-raising ones, do employ social -Campaign strategies.

Social Campaign effectiveness is difficult to measure for it means determining the level of behavior change from target adopters. Nonetheless, social marketing firms conduct regular researches and apply various techniques to measure the effectiveness of such campaigns. PSI for example has a research department that conducts researches to find the level of “attitude and practice” changes (KAP). The government conducts demographic health surveys (DHS) for the same purpose. Other researches include distribution survey(DS), Mystery client survey(MCS), radio-ads-pre-testing and logistics survey. (PSI doc,2000). Wiebe (1996), observed that the more the social campaign resembles a commercial product campaign, the more successful it is likely to be.

Apart from appropriate Communication media, budgets should also be adequate to carry out the campaigns effectively. Rewards and incentives should be used to motivate the target adopters. Interpersonal interventions and personal communication supplement the campaign towards behavior change.

1.1.4 HIV /AIDS in Kenya

HIV/AIDS is an outcome of behavioral related practices as well as a medical problem. National data reflects that majority of Kenyans are aware of it. Knowledge and transmission are standing at 90-95% levels of awareness. Similarly, people know that heterosexual transmission is the dominant mode.(Williams & Williams,2002). As the scourge continues to devastate millions worldwide, provisions of information and education are key component in fighting it. Behavioral attitudes need to be changed. Many regard HIV/AIDS as a monster, and the fact that it is incurable, this perception

leads to social consequences like stigmatization, isolation of patients and relatives and low self-esteem. Consequently, patients deny diagnosis or downplay chemotherapy. Others tie it to witchcraft and other vices (Lucy, 2000).

It therefore means that there is a need for health education campaigns to re-assure people that those who are HIV positive can live with it and health care takers should demystify and destigmatize the condition (Lucy, 2000).

Other factors like poverty, cultural/ religious beliefs, government structures should be addressed. The ultimate health goal is to reduce morbidity and mortality in the population by communicating relevant information for promotion of health, prevention, prompt treatment and rehabilitation of patients living with HIV/AIDS. This subsequently improves the health environment around families, neighbors and the community at large.

According to Kheinman,(1992), "health system includes patterns of belief about the cause of the illness, norms governing choice of/and evaluation of treatment, statutes, roles, power relationships, interrelation settings and institutions". Medical pluralism increases the range of therapeutic choices and thus complicate health-seeking behavior.

Views of HIV/AIDS at community levels vary in different societies and some see it as a curse, consequence of wrong doing, witchcraft etc (Alonzo,1995).

A study in Kiambu by Olenja (1999) revealed that training and advocacy was lacking leading to further spread of the disease.

This calls for concerted effort by the government ,NGOS and other stakeholders to set up programs targeting health care personnel as well as the community at large in how to

curb the spread and have a positive attitude towards HIV/AIDS. Hence the VCT-centers sprouting everywhere in addition to social campaigns.

1.2 STATEMENT OF THE PROBLEM

The role of social campaigns is to change public attitudes and behaviours e.g. campaigns on social norms regarding drinking and driving, thus reducing alcohol related traffic deaths. The social campaigns tools used are diverse and vary from organisation to another depending on the objectives. Generally they include advertising, mass communication, special events, word of mouth, promotions, personal/direct communications and selective communications.

The concept of Social Marketing entered Kenya in the 1990s. It is now being embraced by NGOS in combating HIV, Malaria and family planning. By using existing distribution networks, products and services are availed to target adopters to induce behavioral and attitudinal changes e.g. safe-sex, fewer healthier families etc. According to some studies in Kenya (Ngahu & Kibera 1999), evidence shows that promotional social campaigns have not been fully utilized in bringing about social changes due to poverty and education levels. Furthermore, it is not clear as to which social campaign tools are used or to what extent. The success of campaigns against HIV/AIDS depends on the campaign strategies that are used and how their effectiveness is evaluated. There seems to be no study that has addressed these issues.

This study therefore sought to establish the marketing promotional techniques used by NGOS to combat HIV/AIDS and the extent to which such techniques are used.

1.2 OBJECTIVES OF THE STUDY

The objectives of this study were:-

- a) To establish the marketing promotional techniques used by NGOS in their social campaigns against HIV/AIDS in Kenya.
- b) To determine the extent of use of the promotional techniques.
- c) To determine whether they measure the effectiveness of these techniques and the methods used thereof.

1.3 IMPORTANCE OF THE STUDY

HIV/AIDS is a big problem in Kenya and NGOS play a vital role in combating the scourge. Therefore this study will be important to the following:-

a) Government

Will be able to know which tools to use in their campaigns against not only HIV/AIDS, but other social ills borrowed from NGOS success in social campaigns

b) Health Care Givers

These are in direct contact with the HIV/AIDS patients, and should understand how to motivate them in their messages and prevent further spread. They also work in Cahoots with NGOS, and the government who train them.

c) Target Audience

These are the consumers of information provided in social campaigns and its important that the objective is achieved. Understanding SC tools better will optimize this objective.

d) Other Stakeholders

HIV/AIDS affects all sectors of social, political and economic arena. Effective control of the scourge through successful social campaigns will no doubt benefit all and sundry, by improving performance in these fields and quality living standards.

e) Donors

The donors community would give more backing due to successful programs, and support social campaigns in other relevant development fields like afforestation, education, nutrition, gender issues etc. NGOs thus need to evaluate their social campaigns and improve where necessary.

CHAPTER TWO

2.0

LITERATURE REVIEW

2.0.1 Nature And Importance Of Social Marketing.

Social marketing is one of the strongest tools for empowering people to change behavior and live quality lives. It harnesses existing commercial and non-profit channels to get people the information they need, make health products and services widely available at low cost, and to motivate people use them and engage in other healthful behavior, it endeavors to create well- informed demand and widely accessible, affordable supply(PSI journal, 1999).

The success of the distribution networks is supported by social marketing organizations (SMOs), strong public education, and promotional campaigns. They use highly visible, popular, creative venues, billboard advertising, radio-talks shows and aids, television soap operas, comic books, magazine articles, newspaper and , posters, brochures, logo – merchandise, events like sport, concerts etc. They orchestrate simultaneous promotion and delivery of products and service that are packed with various attractive appeals.

The 4Ps of marketing mix are applied in an integrated fashion (Kotler, 1999), since marketing is the process of planning, pricing, promotion and distribution of idea, goods and services to create exchange that satisfy individual and organizational goals. The 4 Ps are price, place, promotion and product (Kotler 1999). According to cravens (1996), these are all integrated in a complimentary manner to attain objectives and make strategic decisions. Social campaigns are done using this framework of the marketing – mix.

2.0.2 Social Campaigns

Meaning of Social Campaigns

According to Philip Eduardo (2000) a social change campaign is an organised effort conducted by one group (change agent), which intends to persuade others (the target adopters) to accept, modify or abandon certain ideas, attitudes, practices and behaviour.

The role of Social campaigns is to bring about a desired social change regarding the myriad problems afflicting the social world.

According to Kotler (1999), the core elements in a social campaign include:-

Cause

Social objective that change agents use to provide desirable answer to a social problem (awareness-creation, persuasion, behaviour change, beliefs/values)

Change agent

Persons, firm etc, that attempts to bring out social change. It embodies the social change campaign.

Channels

Communication and distribution pathways through which influence and response are exchanged (change agent and adopter).

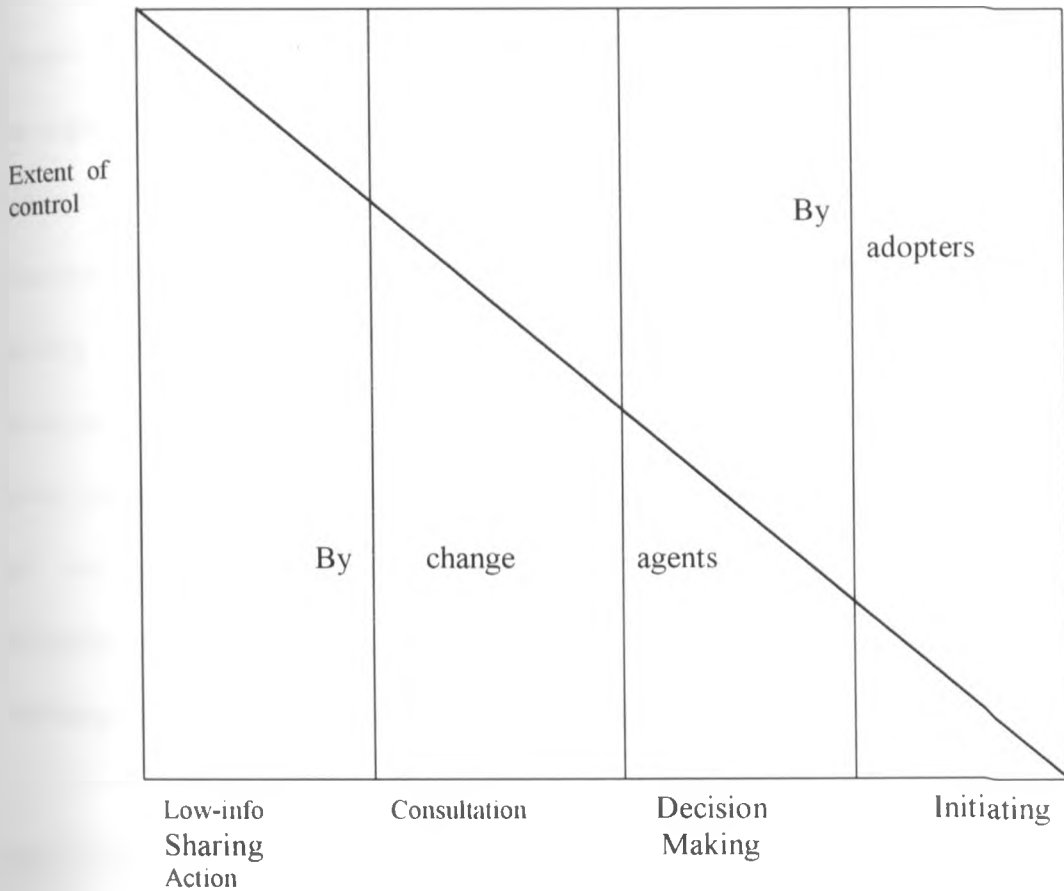
Change strategy

Direction and program adopted by a change agent to effect the change in target adopters' attitudes and behaviour . (product – Modification, technology, product sub situation strategy, product innovation technology, economic strategies. (Kotler 1999)

The nature of campaigns enable marketers to use various techniques to achieve adoption (by individual or groups) of social products and services. Such techniques are- Production, sampling (mail, door to door, entlets), Couponing (via mail, phone, packages), Premium offers (bonus, discounts etc), Contest and sweepstakes – Rewards, gifts, Continuity programs e.g. proof of purchase coupons, seals labels, Special events (sponsorships, show exhibitions etc.), Timing campaigns (annual events, works-place etc.)

These campaigns ascribe to the AIDA model of awareness creation (information sharing) interest delivering through consultations, participation, targeting and consultations, participation, targeting and concern handling by campaign staff and social marketers. Then follows decision making prices by prospective adopters in designing and implementation of social-product or social change campaign. Finally the target adapters take control of social product or entire campaign, take initiatives and make decisions. The following diagram illustrates the sharing –control of campaign program under four levels of Participation:

Fig. 3 - Sharing control of the program under the four levels of participation



Source, "Social Marketing", E. Roberto (1990) pp.243

Stimulators of target adopters include ,discontentment with available product / service, future gratification of program benefits, mutual interests, active dialogue and negotiation with change agents adopters to move campaign forward.

Mutual trust is inevitable.

2.0.3 Success of social campaigns

According to E. Roberto (1991), mass –media campaigns are successful when there is:-
 Monopoly of media by the organization, canalization and congruence of information and attitudes, value, beliefs and supplementation e.g. word of mouth, face to face exchange.

The impact of the campaign could be diluted by -

Audience factor (apathy defensiveness, cognitive ineptness), message factors (Conveyance, attention, catching effect), media factors (appropriateness, reception reaching effect), response factors (lack of motivation)

The target adopters need to be motivated and this depends on:-

Force:(message intensity for stimulation), direction (how/where to respond to messages and via what), mechanism: (Agency office or outlet to elicit action).

Adequacy/compatibility:- (Agency performance ability), distance: (relation reward to cost/energy used to elicit behaviour / attitude change).

Rothschild (1996) also alludes to involvement, benefits, pre-existing demand and adopter segmentation as other factors to success of a social – campaign.

The society should have appropriate structural conduciveness denoted by development leading to heightened capabilities expectations, minimal frustrations. Such developments include:-

Income/educational, Technology, Natural environment, scare resources

According to Kotler (2000) Social campaigns have been used in:-

HIV/AIDS, Anti smoking, anti-alcoholism, drug – abuse, Safe driving / seat belt usage, gender and child abuse/labour/Education, cholesterol/heart campaign's, environmental protection, energy conservation, immunization / vaccination, literacy, littering, physical, fitness, weight – Loss, welfare.

Lobby organizations, Political heavy weights, labour , organizations ,government sectors all have used campaigns in one way or another to active various goals.

2.0.4 Marketing Promotional mix Tools

The marketing communication mix consists of tools that are usually used in different ways, and degree of intensity, to communicate with a given target audience.

Fill (2000) has given 5 principles of marketing communications tools as:-

Advertising , Personal selling, Direct selling, Sales promotion, Public relation

If the desired relation change is of wide proportions , social marketing emphasize on a global mass communication (Kotler 1999). The principle social marketing communication tools are:- Mass communication, Selective communication, Personal communication, Promotions and advertising.

2.0.5 Advertising

This is non-personal communication of information, usually paid and is persuasive in nature, about products or ideas by identified sponsor through various media (Arens/Boree 1994). Kotler (2000) defines the role of advertising as :- Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising presents the most persuasive selling message to a target audience, for a given product or service at the lowest cost comparatively (Jefkin, 1994). The source controls the message contents and to whom, and this is an advantage over the other channels (Belch 1990). Advertising creates images and symbolic appeals for products and services, thus differentiating them in consumer's minds. One disadvantage is that it has high cost, lacks direct feedback to evaluate effectiveness (Batra 1996). Belch argues that the message is frequently treated with skepticism by consumers who may perceive it as biased and doubt its intent to persuade. Consumer will selectively respond to those messages of interest and relevance to themselves.

Kotler (2000) defined role of advertising as:- **Informative**: Building primary demand; **Persuasive advertising**: Builds selective demand, **Reminder advertising**: Keeps consumers aware of product. Brands can be compared with others (Comparison advertising) whilst advertising could also be geared towards awareness creation to initiate action in the target audience (Arens/Boree, 1994). Advertising can be targeted to ultimate consumers or organizations and /or distributors (Jelkins 1994)

According to Kibera and Waruingi (1998) advertising can be categorized into three kinds, namely:- Primary versus selective demand advertising, product versus institutions advertising, national versus local advertising .

Primary demands advertising deals with whole class of products targeting, selected demand advertising deals with demand for specific brand and institutional advertising builds long range good will rather than stimulating purchase, and may involve whole class of products. National advertising is general in nature and rarely includes specific primary versus selective prices, direction for buying or special services associated with purchase. Local advertising is done by retailers and local merchants and is aimed at purchasing in specific stores, or utilizing local services e.g local banks.

Kotler (2000) observes that advertng strategy should comprise of:-

Selecting advertising media, Creating advertising message. Belch (1990) and Kibera Waruingi (1998) have given functions of advertising as:- **Educating** people how to lead better lives. **Entertainment** e.g. funny, aesthetic, imageries hence creating attention and comprehension of message. **Facilitating** other marketing activities e.g. informing prospects on products and sales people, subsidizing cost of other media e.g. magazines .

Advertising objective are consistent with marketing strategies and are stated in terms of sales, sales assistance, communication and competition or image building

2 0 6 Major Advertising Media

According to Berkowitz (1992), major advertising media are television, radio, magazines, newspapers, direct mail and billboard (outdoor). The radio and television have big "reach" (those exposed to advert) and 'rating' (those tuned to the station). Print media

has higher “frequency” (number of exposures). Billboards are best for outdoor advertising, often with good reach and frequency. Other media include ‘transit’ (messages interior of buses, subway cars, taxis etc), hot-air-balloons, skywriting, theater advertising and in-house agencies.

2.0.7 Evaluating Advertising Program (Post-Testing)

The aim is to determine whether adverts are achieving intended objectives and thus make necessary amendments to the program. Post tests are done after showing program to target audience. According to Berkowitz (1992), approaches to this are:-

Aided recall (recognition readership), where after the show, the respondents are asked whether the previous exposure was through reading, viewing or listening. The ‘starch’ test shown in the accompanying photo uses aided recall to determine percentage of those remembering seeing a specific magazine (noted), saw or read part of an advert identifying the product/brand (seen-associated) or ‘read at least half of the advert (read most)’. Elements of the ad are then tagged with the results.

UnAided Recall: Respondents are asked questions like ‘what ads do you remember seeing yesterday?’

Attitude test: Respondent answer questions regarding their attitude change measure after the advert (favorableness towards part advertised).

Inquiry test: Additional information, samples, premiums are offered to an advert reader/viewers, then those generating most inquiries are assumed most effective.

Sale tests: Involves scanning turnover after an advert.

2.0.8 Personal Communication

Personal Communication is embedded in all (facets of promotion and adoption of social products. In social campaigns, personal communicators assumes roles like, motivation, out-reach, facilitate, field-work, volunteers, professionals, recruiters, educators, counsellors, community organizers, social workers, service providers/deliverers etc (Kolter'89)

Personal Communication is most influential due to:-

Communication is direct, immediate and interactive on needs and reactions, it establishes deeper relationships with target adopter, gives obligation to adopt as relationship/interaction builds. However, Personal Communication is the costliest of all other promotional communication tools communication strategy depends on whether target adopter is one or many and whether through mediation links or word of mouth

Strategies include:-

Outreach strategy

One to one communication impact is high. Only a limited number of people are reached, hence a limitation. Time spent on each depends on rate of trial and adoption. Rapid adopters enable more to be reached. If slow, then one should capitalize on already existing adopters.

Education strategy

Focuses on a group of target adopters e.g. alcoholics.

Choice of communication concepts depends on the objective e.g. counselling against drug abuse and budgets allocated. Nature of campaign agenda and needs of target adopters also matter

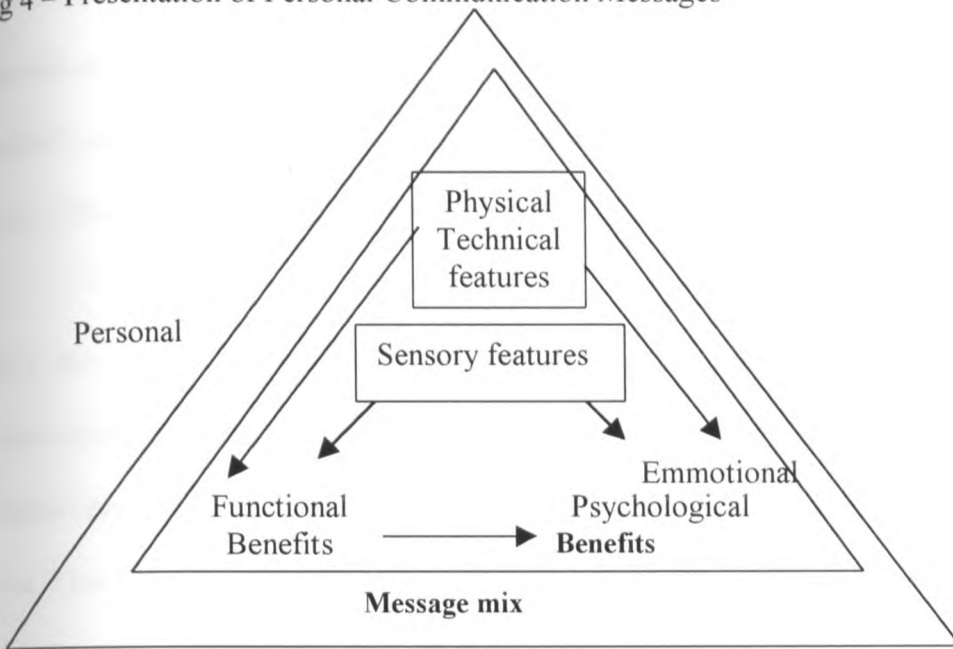
Word of Mouth

Target adopter members pass information to acquaintances. Success depends on adoption-diffusion rate. Risk involved includes message distortion e.g. complex, controversial issues, where social marketer needs to simplify message and control transmission channels.

The message communication depends on content (universal or varied), selection method and mode of presentation. Universal message is best for large groups of target adopters whilst varied messages are for segmented adopters, but universal message always anchors the campaign. A social product may have several varying messages according to needs and motivations of target adopters.

Multiple message development is guided by the following illustration on; Presentation of Personal Communication Messages for a Social Product.

Fig 4 – Presentation of Personal Communication Messages



Source: “Strategies for changing behaviour”, E. Roberto (1989), pp 226.

According to E. Roberto (1989), appropriate messages can be tailored to features and benefits of social product. Presentation of messages should avoid overload (too many at a go) and fatigue. Social market should sell what target adopter wants not what he/she likes, hence they should know their clients/customer’s needs, wants, beliefs, etc. They should start presenting benefits that are credible and reinforced by sensory inputs for less objection, mis-under-standing and doubts. Benefits are the ‘emotion’ and features the ‘logic’. Features should be benefit oriented, otherwise no need of bringing them out.

Kotler (2000) observes that , due to many executions, personal communication is repeatedly used to target adopters, in various types of interactions. For instance in sales, concerns for the customer or for the sale provides a mix from where interactions could be

people oriented, problem-solving-oriented, sales technique oriented, take-it-or leave orientation, or push-the product oriented. Customers likewise have varying concerns for the sale or for the source (social marketer), hence complicating the matrix further into couldn't-care-less, defensive purchase, reputation-buyer, solution - purchaser and push-overs. The best match is the problem solving/solution seeking interaction.

After this interactive marketing, a personal communicator goes further to build a relationship-marketing support from target adopter. This is through understanding the adopters problems, needs, solving them optimally, clearing doubts and cultivating mutual trust. This reduces adopter's uncertainty. However, all or some of these facts may go wrong leading to dissatisfaction. The personal communicator should step in to help the target adopter understand (define) the problem, seek solutions, pick the best one and implement it. The earlier the intervention, the better the adoption and mutual trust. Execution of communication could be through classic or non-linear model. Classic model takes the communicator through prospecting and qualifying, pre-approach, approach, presentation and demonstration, handling objections, closing and follow-up. Demonstration and presentation could be done through canned, formulated or need-satisfaction approach.

L. Eduardo (1989) observed that non-linear model presupposes contingencies in communication process. The personal communicator starts by probing the target adopter to pinpoint problems using open or close-ended questions. Some exploration may lead to the actual problem nature to which the P/communicator clearly restates the goal, refers to

the social product, its features, benefits, relates all these and explores target adopter for further goals. If target adopter chooses a certain benefit, the personal communicator should emphasize it, if he chooses all of them, the sale should be quickly closed, and if there's resistance, then source of this resistance should be found, which could be conflicting goals, doubts, mis-understanding etc. Then the salesman can prove, explain, refocus on the benefits/features. Thus non-linear model is continuous and repeated interactions.

Timing of personal communication should be after mass-communication when customer is half-sold. However this depends on the campaigns objective and the social product. A mix of social marketing communication tools are required in social campaigns to inform, persuade, motivate, educate, provide social services and professional counseling and advertise. Conventional marketing interactions are strengthened by relationship building and reciprocity of exchanges. (Kotler, 1999)

2.0.9 PUBLICITY

According to Kotler (1990), this is non-personal, indirectly paid presentation of an organization, good or service. It could be a news story, editorial or product announcement. The company sponsors a public relation staff, hence indirect payment. It's a credible way in consumer's mind but difficult to get media cooperation. A classic example is travellers guide listing restaurants, resorts etc. Customers tend to believe them more. The firm will not buy a space in the guide but may engage a public relations people to make sure the information is passed. The disadvantage is that the user cannot control

publicity i.e. little control over what is said, to whom or when. Publicity is thus rarely the main component of the promotional mix (Irwin, 1986 –1992).

2.1 Sales Promotion

Defined as short time inducement of value offered to arouse interest in buying a good or service, it can be used in conjunction with advertising, personal selling and offered to intermediaries as well as ultimate consumers. Coupons, rebates, samples, sweepstakes are examples of sales promotion elements.

Advantages:

Short term program, and it offers valued to consumers in terms of cent off coupon or rebates, hence incentive to buy.

Gains are temporary, hence sales may drop after the promotion, Advertising and personal selling should follow to boost awareness for longer duration. If conducted continuously, the sales promotion may lose effectiveness as customers delay purchase awaiting offer of coupons. Some sale promotions are controlled by federal governments (Irwin 1986-1992). In selecting the right combination of promotional tools, factors to be looked into include:-

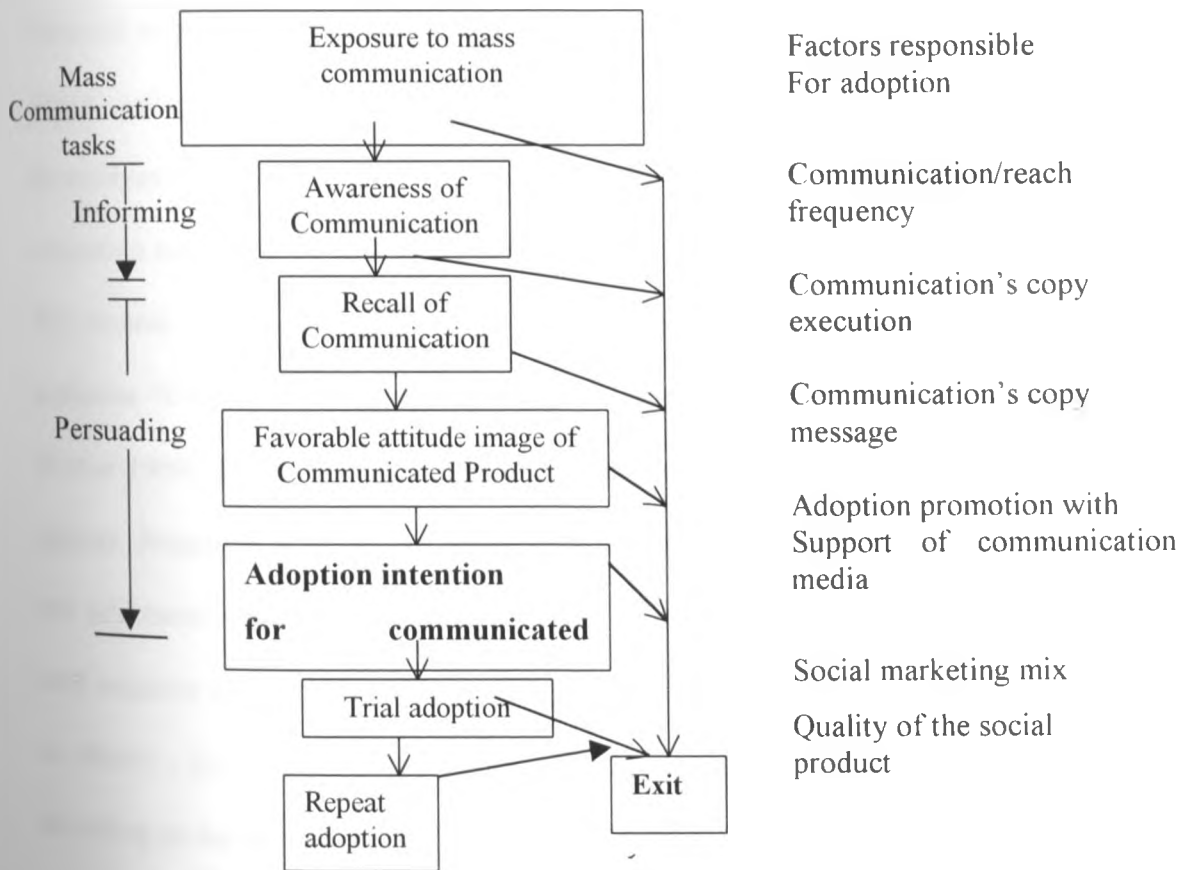
Target audience for the promotion, stage of the product life cycle, product characteristics, decision stage of the buyer and channel of distribution (Kotler, 2000)

2.2 Mass Communication

According to Kotler (2000), target adopters are differentiated as individuals or a mass. Mass Communication is best for masses, whilst for individuals, direct approach through selective communication or personal communication, is best. All three channels are mutually reinforcing and could be used together. Distinctive aim of Mass Communication is to inform and persuade, within a given period, the largest number of target adopters, about social products and how they satisfy their needs than alternatives.

This is done in a hierarchical order as follows:-

Fig 5 - Hierarchy of effect model of Mass Communication Process.



Source: "Strategy for changing public behavior", E. Roberto (1989) pp 192

The behaviour of target adopters is important for communication to be effective. Messages should be tailored to this behaviour (choices, words). The do-feel-learn model reassures target adopters of having made the right choice whilst the learn-do-feel seeks to catch attention when little products involvement is there (Kotler, 1999).

Social marketers have 5 decisions during mass communications

Namely:- Communication objectives to set(adoption of idea/Practice), what to say (new superior or substitute social product), how to say it (Rational, emotional or nonverbal execution), where to place communication and how to time communication

Rational execution depends on education levels, needs predisposition and attitudes of target audience. Some require incomplete message for better recall (They compete themselves) or other require rational one-sided message or vice-versa depending on education level. Highly educated people need two sided message and if not predisposed. The reverse is true. Messages have to be executed in believable ways according to target audience "Latitude of acceptance" They should lead to curiosity and eventual action (Kotler 1999). Emotional execution appeals to emotional needs in a negative or positive manner. Negative appeals are better when addressing social problem whilst a positive one addresses needs, goals, and objectives of target adopter (need-satisfaction). Most used negative appeal is fear. Target adopter should be segmented accordingly eg young or elderly, for certain messages. The 'fear' appeal could be strong moderate or weak according to the target adopters. Strong fear appeal is best if accompanied by solutions to perceived fear and for those not predisposed to the problem and also if directed to someone close to target adopter, like a child and parent. The source should be credible.

Other influences of messages towards behaviour change are humor, atmosphere, moods, background music which act as reinforcers. Humorous messages should be simple, infrequent, not too little or too much so as not to distract or irritate. However, some irritating messages could be more attention-catching and persuasive.

Non-verbal messages/cues are more influencing than verbal ones. These could be gestures, voices, facial expressions etc. (Kotler 1989)

Delozier suggested that they elicit strong feelings and emotions. Six elements of non verbal communication are vocal expression, facial expressions, body movement, eye contact, spatial distance and physical appearance. Facial cues could convey emotions of happiness surprise, fear sadness, anger, disgust/contempt or interest. Physical appearance should not over whelm the message recall

Communication media should be appropriate. The channel influences the informational and persuasiveness of message. The media should match communication program requirements, for instance emotional executions like

oral-rehydration Campaigns require visual-audio media unlike print ones. The media should match the products' personality e.g. Christian journal should not be used to promote pro abortion campaigns. Timing of informational messages should match with target adopters hierarchy of adoption i.e. awareness, recall, execution etc.

In family planning programs message are tailored towards awareness, then knowledge, and later motivation and execution. In Kenya, such messages would be aired in the radio and televisions in the evenings when most people are listening or viewing them (Armstrong, 1999).

2.2.1 Evaluating effectiveness of Mass Communication

According to L. Eduardo (1989), this involves pre and post testing of the programs of mass communication and Pre-testing of television program. A sample of potential target adopters are asked to view a 10 minute pilot program. Interspersed with several commercials. Their reactions and opinions are sought later. One of the commercial (out of say 5) belongs to the social marketers. Others are non-related. Then a 5 point likert-scale questionnaire is used to evaluate the respondents opinions on effectiveness of the commercial and assign attributes to low or high scores. Aided and un-aided open-ended questions are subsequently asked.

Then a re-exposure to relevant commercial is done, then 7 diagnostic post testing questions asked some on 5pt scale, others open ended.

2.2.2 Post-Testing

This entails getting the feed-back on a campaigns effectiveness during or after it happens. A sample of respondent are asked question, some like those in pretest part. The social marketer derives the following on message effectiveness:-

Recall, source , expected source of advice, claimed behaviour change, reasons for adoption , attitudes, deterrents, problems. objections, future plans, price, ownership .

The market effectiveness relates to the communication campaigns objective in terms of awareness, recall, comprehension, comparative effectiveness, motivation, attitude, conveyance, image of social product.

For global campaigns, HIV/AIDS prevention and detection, global mass communication elements are dominant in the marketing mix (Kotler 1999).

2.3 Selective Communication

Selective Communication seeks to detail and intensify communication cues in a given segment of target adopters, in an interactive and flexible way. Selected media are more effective here unlike mass media. Selective Communication may supplement Mass Communication. Two techniques of Selective Communication are direct mail and Telemarketing. Direct mail has 4 advantages namely.

Segmentation into uniform, definable clusters and thus less cost than mass media - **Personalization** depending on attitudes and needs:- **Flexibility** (large/small audience in simple/complex way) and **Opportunity** for adoption (not just awareness).

The audience is reached through mailing lists; with regard to segments of target adopters. These are categorized into house lists, responder's lists and compiled lists. Compiled list is good for mass mailing's. In evaluating the social marketer uses a small part of the list to assess the response before engaging on the large scale mailing. The message is regarded as an offer' i.e to persuade and initiate adoption, and may include incentives e.g coupons. Incentives are low risk, free, or economy ones (discounts, samples, etc). In execution, elements are envelope, letter, brochure, response form, all in appealing designs. Distribution is through post or hand delivery. (Kotler 1999) Telemarketing is merely use of telephone in communication of promotional and marketing messages. Its either in-or-out-bound. Inbound is toll free, provide two way interaction and

confidentiality. Out bound – telemarketing entails calling prospective adopters to persuade them on some idea or product, who must be owing phone lines.

Its best suited in:- Follow up of mass communication process and direct mail, to encourage /reinforce encourage /reinforce adopter loyalty and determine those requiring personal communication (follow-up).

According to Kotler (2000), evaluation of a call list can be done by calling a few people and noting the response. The one with high prospectors is endorsed. The call may measure satisfaction levels, uncover problems or just alert adopters of existence of the source.

Message execution aims to inform, persuade and promote social change campaign. Social marketer should be connected, have a nice voice, articulate speech, patient and attentive. The message (scripted) should be well rehearsed. A celebrity's recorded message could be used. Automatic dialing and recorded processes/programs can be used (canned telephone message) and the receiver instructed on the next move. Telemarketer should be trained on language, volume, vocal quality and credibility. The timing of the call depends or local stipulations and environment.

2.4 Media

Media denotes channel of communication (Kotler 2000) Effectiveness of message can be affected by media choice for example, word of mouth is a strong medium. Milner (1995) states that media choice may influence target audience more than message itself. There should be congruence between message, media and the target audience (Arens & Boree,

1994). According to Schiffman & Kanuk (1994) the message media can be divided into two. Personal communication channels:- (e.g face to face to audience, phone messages E-mail etc. These are formal or informal.), Non personal communication channels: (such media carry out messages without personal contacts or feedback Examples are major media, atmosphere and events.)

Examples of major media are:- Print media (newspapers, magazines, direct mail), broad media (TV, radio), display media (Bill boards, signs & posters), events:(staged occurrences that communicate messages to target audience like press conference grand opening shows, exhibitions and public tours, atmospheres: (Designed to create and reinforce buyers towards purchase behaviour e.g clinics.)

2.5 Messages

This is the idea, attitude, image or all information a sender is conveying to an intended audience (Batra 1996). Its what the receiver perceives in total in terms of content and executions of advertisement. Message is a symbolic expression of a sender thought (Delozier 1976). It could be oral, written, verbal or non-verbal. Verbal once combines illustrations and demonstrations for completion: (Schiffman & Kanuk, 1994). Effective message should attract attention, interest, arouse desire and trigger action. (Kotler 1989). Depending on their objectives, messages can be categorized into:- Informative , change opinions and attitudes and Encourage action (Milner, 1995). The impression created (or image) by a message is more forceful that the content (Belch 1990).

Kibera & Waruingi (1998) observed that the content and format of an advert message depends on:- Offering features, (usage and benefits/advantages), audience factors: (sex, education, race, religion, income etc), Objective of campaigns: (e.g increasing awareness, hence repetition of brands name in the message), Media used: (Electronic media confer short, concise messages print media include narratives, stories etc), Resources used: (Influence space, time, colour, size etc.).

2.6 Message Source

He/she decides to whom, where, how and when message should be sent using codes like words, pictures, symbols, spokesperson and channels (Schiffman 94). The source could be formal (e.g commercial/non commercial term) or in formal e.g a friend (Kotler 2000). The source influences the perception of the receiver and comprehension too. The more credible the source, the more effective is the persuasion (Kotler 2000). Message audience refers to the target audience as well as those prone to the exposure (Milner 95).

Batra (1996) advocates for segmentation of target audience in congruence with lifestyles, demography, social/cultural, and psychographic characteristics.

Message comprehension is the meaning derived from the message fully. Message audience decode it on basis of experience, self perception, attitudes, moods, involvement levels, reception ability, processing ability etc (Schiffman & Kanulk 1994). In selective exposure, consumers seek out messages favorable to their well being and block or avoid threatening ones, thus selective attention.

Repetitive exposure can lead to more acceptance of what initially seen as psychological noise or distractions especially for competing messages (Milner 95).

The source credibility also affects the decoding of message, hence an unreliable or untrustworthy, sender may find it difficult to persuade a target audience. (Schiffman & Kanuk 1994). The source should also be reputable, knowledgeable on the subject and an expert on it (Belch & Belch 1990).

The message should be passed in a certain format i.e what to say and how to say it. This is the message strategy. It includes:-

Verbal elements (Words), Non verbal elements e.g. graphics, visuals, medium, and Product concept, values presented to target audience (Arens & Borce, 1994).

Persuasive message should start with appeals to interests and need of audience, and end with those of market (Batra, 1996). The closing should be strong. Visuals enhance the message content. Complicated jargon does not go well with target audience. Message structure, appeals and execution should be appropriate (Needham, 99).

The structure of message includes:-

(i) Closing

Entails how to conclude (start or end) Research proposes communicator/sender should ask questions and leave audience to decide (Batra' 94). If immediate response is desired, sender should draw a definite conclusion for the audience (Belch & Belch, '90).

Delozier (1996) concluded that:-

- (a) Communicator is more persuasive positively drawing conclusion for his audience

- (b) For less intelligent audience, drawing a conclusion for them is better. It does not matter for intelligent one.
 - (c) If drawing conclusion insults audience's stand, then it should be left out.
 - (d) For personalized issued or high ego, people drawing conclusion on themselves is desirable
 - (e) For complex issues drawing a conclusion is desirable to the audience and vice versa.
- (ii) Depending on audience, some may prefer incomplete message for better persuasion e.g incomplete advert slogans or tag lines.
 - (iii) Message sidedness is also key to message persuasion. One side message emphasizes on strength of product while two sided one emphasize on strengths and weaknesses. Two sided message is appropriate if sender is credible and audience is intelligent (and vice versa) (Belch & Belch 1990) .

In comparing brands, two-sided message is appropriate. In general a 2-sided message is more persuasive. For an advertised brand, one-sided argument is more effective in line with the advert.

The other element in message structure is the order of presentation i.e. whether strong argument first or last. (Belch & Belch 1990) proposes that strong arguments should be presented earlier and never in the middle.

A message arousing needs first should be presented followed by information, message with high desirable materials should be first then less desirable one follows for better persuasion, credible communicator is more persuasive if he presents his pro-arguments

than econ ones, with low interest audience, presentation of strong argument first is desirable (and reverse is true), most important materials should not come in the middle.

Visual portion of message serve to enhance the verbal portions and also create emotional appeals when portraying user of product/brand. Message execution combines feature of brand and appeal (Cravens '96), in a convincing and compatible way. The style, tone, word, format of execution should be appropriate e.g. memorable words, attention catching, illustrations, simplicity, convincing (Kotler, 2000).

2.7 Summary

Social campaigns are important channels used by NGOs and other organizations to induce behaviour change to a given target adopters group, whilst integrating the 4Ps of marketing namely:- Product, Place, Price and Promotion. The social campaigns-mix comprises advertising, mass communications, promotions, selective communication and personal communication. These tools are used in various combinations depending on the desired behavioural/attitude change. Sometimes, a single tool may be applied towards a given group of target adopter(s). In a nutshell, the AIDA- model of awareness, interest, desire and action is executed and the offering could be a tangible product, idea or service upon which various messages appeals are designed. The effectiveness of these tools is measured in terms of the extent of behaviour-change achieved, for instance, awareness-levels, recall-rate, message- comprehension, positive attitudes and adoption of desired ideas, products or services. NGOs behave as the change-agents in this process.

CHAPTER 3

RESEARCH METHODOLOGY

3.0

3.1 Introduction

The research design entails a descriptive survey aimed at evaluating the marketing promotion techniques used by the NGOs in their social campaigns against HIV/Aids in Kenya.

3.2 Population

The population of interest in this study comprised of 50 NGOs engaged in social campaigns against the HIV/AIDS. These were generated from a list of all NGOs in Kenya sourced from the National NGO Council of Kenya, 2003-edition booklet. This was a census survey.

3.3 Data Collection

Primary data was collected using a structured questionnaire. Some questionnaires were sent through the mail while others dropped and picked later. Both open-ended and closed-ended questions were used.

3.4 Data Analysis Techniques

Completed questionnaires were edited for consistency and completeness before processing. Data was then coded to enable grouping of responses to categories.

Descriptive statistics namely, percentages, frequencies and the means was used to analyze the data using SPSS.

CHAPTER 4

DATA ANALYSIS

4.0

Introduction

In chapter data has been analyzed using proportions, means and presented in table form. The section also presents a discussion of the findings from the data collected. The data collected was initially coded to enable grouping of similar responses, after which were used to analyze the data of the 50 NGOs that were targeted, only 35 of them responded to the questionnaires. 15 of them had their names registered by their offices could not be located and some had closed down.

Gender profile

Among the demographic valuables, age and sex were identified to form part of the study. It was important to determine the age and sex of the respondents in order to determine whether preference of various promotional tools was based on the age and sex of the respondents.

Table 1: Sex of Respondents

Sex	Frequency	Percentage
Male	17	48.6
Female	18	51.4
Total	35	100.0

N=35

From the table above, it is clear that a slight majority of the respondents were female (51.4%).

Table 2: Age of Respondents

Age	Frequency	Percentage
18-30	5	14.3
31-42	22	62.9
43-55	8	22.9
Total	35	100.0

N = 35

From the table above one may conclude that a great majority of the respondents (62.9%) were in the age bracket of 31-42 years old.

NGOs Participating in Campaigns against HIV/Aids

This section attempted to establish the number of these organizations that engaged in campaigns against HIV/Aids, before determining the techniques that they used. The findings are presented below.

Table 3: Number of NGOs participating in the Campaigns Against HIV/Aids

	Frequency	Percentage
Yes	34	97.1
No	1	2.9
Total	35	

N = 35

The table clearly reveals that out of the thirty-five organizations that participated in the study, 97.1% engaged in campaigns aimed at sensitizing the people on the dangers of HIV/ADS through various means. Only one organization never engaged in such campaigns.

Nature of Programs

It was important to establish the nature of programs that these organizations engaged in, as far as conducting their campaigns against HIV/Aids was concerned. Various programs were given and respondents were required to tick those that they participated in. The following table presents the findings. Some organizations participated in more than one program, for example, engaging in advocacy campaigns while at the same time training professionals on HIV/Aids prevention.

Table 4 : Nature of Programs

Program	Frequency	Percentage
1. Advocacy Campaigns	12	34.2
2. Distribution of Products/Services related to HIV/Aids only	4	11.4
3. Distribution of Products/services related to HIV/AIDS and other areas.	2	5.7
4. Training on HIV/AIDS prevention.	12	34.2
5. Working with Government on HIV/AIDS prevention.	5	14.3

N=35

From the table, it appears that a majority of the organizations (12) engaged in advocacy campaigns and training on HIV/Aids prevention.

Some engaged in the distribution of products/services related to HIV/Aids, while others collaborated with the government on the prevention of the dreaded scourge.

One may conclude that these organizations have various programs aimed at addressing the dangers of the pandemic.

Marketing Promotional Tools employed by the NGOs in the Social Campaigns against HIV/Aids.

One of the objectives of the study was to determine the promotional tools that the NGOs involved in social campaigns against HIV/Aids in Kenya use and the extent to which they used the tools i.e advertising, publicity etc. The results are presented in this section.

a) Advertising

Respondents were asked whether or not they used advertising as a promotional tool.

The table below presents the findings on the number of firms that use advertising as a medium of communication in their social campaigns against HIV/Aids.

Table 5: Firms using Advertising in Social Campaigns against HIV/Aids

Variable	Frequency	Percentage
Use	16	45.7
Do not use	19	54.3
Total	35	100.0

N=35

The table clearly portrays that out of the 35 organizations, 45.7% used advertising as a medium of communication to reach their target audiences in their campaigns against the pandemic. A majority (54.3%) preferred other forms of communication to advertising. The reason for this observation could derive from the observation in literature that advertising, when compared to other forms of communication, is expensive, and also

lacks direct feedback to evaluate effectiveness. The intended audience may also treat the message with skepticism. But a major reason for lack of widespread use by the organizations could be the cost.

Use of Various Advertising Tools

It was imperative to identify the various forms of advertising used by these organizations that employ advertising to reach their audience, and the extent to which they used the forms.

i) Radio

Radio is one of the oldest means of advertising. Like television, it has a wider reach and rating as observed in the literature. The following table summarizes the findings.

Table 5(i) : Extent of use of Radio

Extent of use	Frequency	Percentage
Low Extent	8	22.9
Somehow low Extent	2	5.7
Indifferent	2	5.7
Some Extent	1	2.9
High Extent	3	8.6
Non Response	19	54.3
Total	35	100.0
Average	35	2.47

N=35

The table above shows that out of the 16 organizations that used advertising to reach their target audiences, only 3(8.6%) used radio to a high extent while a majority (22.9%) used

it to a low extent. From the observed mean and standard deviation, one may conclude that radio, as a form of advertising, is not widely used by these organizations.

ii) Billboards

Billboards are mainly used for outdoor advertising, often with good reach and frequency.

The table below summarizes the findings on this attribute.

Table 5(ii) Extent of use of Billboards

Extent of use	Frequency	Percentage
Low extent	11	31.4
Somehow low extent	3	8.6
Indifferent	1	2.9
Some extent	0	0
High extent	1	2.9
Non response	19	54.3
Total	35	100.0
Average		1.56

N = 35

Only one organization (6.3%) uses billboards to a high extent. A great majority (93.7%) uses the medium to a low extent or does not use it at all. The mean and standard deviation may lead one to the conclusion that billboards have not been widely embraced by these organizations as a medium of communication despite their wide use by other organizations in Kenya.

(iii) Magazines

Magazines are another medium of advertising used by organizations to reach their target audiences. The table below presents the findings on this attribute.

Table 5 (iii): Extent of use of Magazines

Extent of use	Frequency	Percentage
Low extent	2	5.7
Somehow low extent	3	8.6
Indifferent	3	8.6
Some Extent	5	14.3
High Extent	3	8.6
Non response	19	54.3
Total	35	100.0
Average		1.56

N = 35

The Table reveals that magazines are somehow used by a majority of the organizations using advertising to reach target audience. However, a look at the mean reveals that the extent of use of magazines by these organizations is still very low (1.56%). One may conclude that magazines have not been widely used by NGOs in their social campaigns against HIV/AIDS in Kenya. This can be attributed to various factors, chief among them being poverty, with over half of the population living below the poverty line. The poor in Kenya can hardly afford magazines, hence, their low usage as means of communication by the NGOs.

(iv) Television

Television, like radio, is a major advertising media because of its 'reach' and 'rating.'

The table below highlights the findings on this attribute.

Table 5 (iv): Extent of use of Television

Extent of use	Frequency	Percentage
Low extent	9	25.9
Somehow low extent	1	2.9
Indifferent	1	2.9
Some Extent	3	8.6
High Extent	2	5.7
Non-response	19	54.3
Total	35	100.0
Average		2.25

N=35

From the table, one may conclude that television, as a medium of advertising, is used to a very low extent by these organizations, a fact that could be attributed to the poverty levels in Kenya which hinder many people from owning these gadgets, hence, low usage rates by the NGOs.

(v) Direct Mail

The table below presents findings on direct mail as a medium of advertising.

Table 5 (v): Extent of use of Direct Mail

Extent of use	Frequency	Percentage
Low extent	6	17.1
Somehow low extent	2	5.7
Indifferent	4	11.4
Some Extent	4	11.4
High extent	0	0
Non response	19	54.3
Total	35	100.0
Average		2.37

N=35

Again, it can be observed that the extent of use of direct mail is relatively low as indicated in the table above. Only 4 organizations use it to some extent, hence, the low mean (2.37) and lack of its widespread use by the organizations.

(vi) Transit (Message in the Interior of buses, e.t.c)

Transit (messages in the interior of buses, taxis, etc) is another advertising medium used in Kenya. The table below brings out the findings.

Table 5 (vi): Extent of use of Transit

Extent of use	Frequency	Percentage
Low extent	10	28.6
Somehow low extent	1	2.9
Indifferent	3	8.6
Some Extent	1	2.9
High Extent	1	2.9
Non-response	19	54.3
Total	35	100.0
Average		1.88

N=35

Again, from the findings above, one may conclude that 'transit', as an advertising medium, is not widely used by the NGOs in the fight against HIV/Aids in Kenya. The extent of usage is very low (mean of 1.88%).

(vii) Hot – Air Balloons

Hot - air Balloons have also been used by some organizations to advertise themselves and their products/services. The table below presents the findings for the study.

Table 5(vii): Hot – Air Balloons

Extent of use	Frequency	Percentage
Low extent	14	40.0
Somehow low extent	0	0
Indifferent	2	5.7
Some extent	0	0
High extent	0	0
Non-extent	19	54.3
Total	35	100.0
Average		1.25

N= 35

Still it can be concluded that hot-air balloons have not been widely adopted as a means of reaching the target audiences by the NGOs. Out of the 16 respondents, 14 indicated that they used the strategy to a low extent.

(viii) Theatres

The findings with regard to the use of theatres are presented in the following table.

Table 5(viii): Extent of use of Theatres

Extent of use	Frequency	Percentage
Low extent	8	22.9
Somehow low extent	4	11.4
Indifferent	0	0
Some Extent	4	11.4
High extent	0	0
Non response	19	54.3
Total	35	100.0
Average		2.00

N=35

To some extent, theatres are used by these organizations in their social campaigns against HIV/Aids as can be observed in the table. These organizations use theatres because of the associated impact that is achieved in their fight against the dreaded disease.

(ix) Skywriting

The following table presents the findings.

Table 5(ix): Extent of use of Skywriting

Extent of use	Frequency	Percentage
Low extent	14	40.0
Somehow low extent	0	0
Indifferent	2	5.7
Some extent	0	0
High extent	0	0
Non response	19	54.3
Total	35	100.0
Average		1.25

N= 35

From the observations in the table, one may conclude that skywriting is not widely used to communicate with the audiences on the dangers posed by the scourge. The extent of usage is very low.

(x) **In-house agencies**

The following table highlights the findings.

Table 5 (x): Extent of use of In-house Agencies

Extent of use	Frequency	Percentage
Low extent	0	0
Some how extent	1	2.9
Indifferent	2	5.7
Some Extent	8	22.9
High Extent	5	14.3
Non Response	19	54.3
Total	35	100.0
Average		4.06

N=35

It can be observed in the table above that a majority of these organizations (81.3%) use their in-house agencies to communicate with their target audiences. Hence, it may be concluded that in-house agencies are used to a larger extent by the NGOs to pass their messages across to their target audiences.

From the foregoing discussions, one may conclude that most organizations in this field did not prefer to use advertising as a promotional tool as evidenced by the low extent of usage for the various tools of advertising. However, the extent of usage of theatre and in-house agencies to communicate the messages is relatively high.

Advertising Budgets

All the 16 organizations that indicated that they use advertising also observed that they have budgets set a side to cater for the expenses incurred

Objectives that the organizations aim to achieve through advertising

It was important to determine the various objectives that these organisations aim to achieve through advertising their messages against HIV/Aids. The following tables present the findings.

Table 6 (i): Objectives to be Achieved through Advertising.

Objectives	Most important	Very Important	Important	Some how important	Least important	Non-response	average
	(5)	(4)	(3)	(2)	(1)		
Awareness creation	16	0	0	0	0	19	5.00
Recall	8	6	2	0	0	19	4.38
Production/service image	2	4	5	3	2	19	3.06
Comprehension	11	4	0	1	0	19	4.56
Sales volume	1	3	1	11	0	19	1.87
Adoption (behavior change)	13	3	0	0	0	19	4.81
Company image	1	3	1	1	10	19	2.00
Favorable Attitude	10	5	0	1	0	19	4.50
Re-Adoption	7	7	0	1	1	19	4.13
Overcome objections	3	8	4	1	0	19	3.81
Others	0	0	0	0	0	35	0

From the table above, one may conclude that the main objectives pursued by the NGOs, with regard to advertising, included awareness creation about the dangers associated with HIV/Aids, recall of the messages relayed, comprehension of the same, behavior change, and favorable attitude among the people, and repeat adoption. Enhancement of the sales volumes was not a primary objective of many of the organizations. Only a small percentage of the NGOs pursued this objective.

b) Personal Communication

Personal Communication, as observed in the literature reviewed, is a more direct, immediate and interactive form of communication that establishes a deeper relationship with the target audience. This section highlights the findings on the personal communication form of promotion as used by some of the NGOs under study.

Extent to which the Organizations use the following Personal Communication Channels to air HIV/Aids Messages

Table 7 (i): Extent of use of Sales People

Extent of use	Frequency	Percentage
Low extent	26	74.3
Somehow low extent	1	2.9
Indifferent	1	2.9
Some extent	2	5.7
High extent	1	2.9
Non response	4	11.4
Total	35	100.0
Average		1.42

N=35

Sales people, because of the nature of their job, interact on a more personal level with the target audience, hence, can play a significant role in personal communication. However, a look at the table reveals that they are not used to a large extent by these organisations. Only 3 NGOs seem to use their sales force in passing messages on HIV/Aids. These three organizations could be among those that have some commercial orientation.

Table 7 (ii): Extent of use of out-reach strategy .

Extent of use	Frequency	Percentage
Low extent	0	0
Somehow low extent	2	5.7
Indifferent	1	2.9
Some extent	13	37.1
High extent	15	42.9
Non response	4	11.4
Total	35	100.0
Average		4.32

N=35

The table clearly reveals that out-reach strategy was widely adopted by these NGOs in their quest to pass messages on HIV/Aids to their audiences. The average score suggests that it was used to a very large extent.

Table 7 (iii): Extent of use of volunteers

Extent of use	Frequency	Percentage
Low extent	0	0
Somehow low extent	0	0
Indifferent	0	0
Some extent	15	42.9
High extent	16	45.7
Non-response	4	11.4
Total	35	100.00
Average		100.0

N=35

A majority of the organisations employ the services of volunteers to a very large extent. Because of the personal touch, volunteers play a very crucial role in reaching the people, hence, their wide spread use in personal communication.

Table 7 (iv): Extent of use of Education Strategy

Extent of use	Frequency	Percentage
Low extent	0	0
Somehow low extent	0	0
Indifference	0	0
Some extent	15	42.9
High extent	16	45.7
Non-response	4	11.4
Total	35	100.0
Average		4.52

These organizations also use education as a strategy to communicate with their audiences to a very large extent. These NGOs allocate funds to educate the people on the dangers of reckless living and its repercussions with regard to HIV/Aids.

Table 7 (v): Extent of use of Word of Mouth

Extent of use	Frequency	Percentage
Low extent	0	0
Somehow low extent	2	5.7
Indifferent	0	0
Some extent	13	37.1
High extent	16	45.7
Non response	4	11.4
Total	35	100.0
Average		4.39

N=35

Again, it can be observed that word of mouth is widely used by the NGOs. The target audience tends to believe messages from their friends and peers, which they regard as

credible, compared to advertisements. The task for social marketers is to identify adopters and target them in order for the messages to trickle down to their acquaintances.

Table 7 (vi): Extent of use of Professionals

Extent of use	Frequency	Percentage
Low Extent	1	2.9
Somehow low extent	0	0
Indifference	3	8.6
Some Extent	14	40.0
High extent	13	37.1
Non-response	4	11.4
Total	35	100.0
Average		4.23

N=35

Professionals are also used to a large extent by the NGOs as is evident in the table above. Professionals well versed with the disease and its impact are employed to educate the masses on all they need to know about the scourge. The recent phenomenon of the Voluntary Counseling and Testing (VCT) in the country, where people, keen to know their status on HIV/Aids, can freely walk into any of the centres and receive professional help, is a step in this regard.

Table 7 (vii): Extent of use of Counselors

Extent of use	Frequency	Percentage
Low Extent	1	2.9
Some how low extent	0	0
Indifference	0	0
Some extent	4	11.4
High extent	26	74.3
Non response	4	11.4
Total	35	100.00
Average		4.74

N=35

As can be seen in the table above, most of these organizations employ the use of counselors to communicate with their target audiences. The phenomenon of VCT already discussed is a step in this direction.

Table 7 (viii): Extent of use of Social Workers

Extent of use	Frequency	Percentage
Low Extent	1	2.9
Somehow low extent	0	0
Indifference	1	2.9
Some extent	1	2.9
High extent	28	80.0
Non-response	4	11.4
Total	35	100.0
Average		4.77

N=35

Again, it can be observed from the table above that social workers are used to a very large extent by the NGOs to communicate with their audiences. Social workers are trained on how to address the needs of the society with regard to the pandemic, hence, play a crucial role in disseminating information.

Table 7(ix): Extent of use of Service Providers

Extent of use	Frequency	Percentage
Low Extent	6	17.1
Somehow Low Extent	5	14.3
Indifferent	9	25.7
Some Extent	8	22.9
High Extent	3	8.6
Non response	4	11.4
Total	35	100.0
Average	35	2.90

N=35

The extent of usage of service providers to communicate with the audiences is very low as compared to the preceding forms of personal communication already discussed. One may hence, conclude that service providers are not widely used as a medium of personal communication.

Table 7 (x): Extent of use of Deliverers

Extent of use	Frequency	Percentage
Low Extent	10	28.6
Somehow Low Extent	11	31.4
Indifferent	5	14.3
Some Extent	3	8.6
High Extent	1	2.9
Non-response	5	14.3
Total	35	100.0
Average		2.13

N=35

From the table, again it appears that a majority of these organizations use deliverers to a very low extent.

From the foregoing findings, it is clear that a majority of these organizations use personal communication to a very large extent to reach the target audiences. All the 31 NGOs using personal communication had funds allocated in their budgets to support these activities.

Objectives to be Achieved Through Personal Communication

This part attempts to establish the various objectives that these organizations aim to achieve through personal communication. The findings are presented in the following tables.

Table 8: Objectives to be Achieved though Personal Communication

Objectives	Most important	Very Important	Impor tant	Some how importa nt	Least impor tant	Non - resp onse	averag e
	(5)	(4)	(3)	(2)	(1)		
Awareness creation	26	5	0	0	0	4	4.84
Recall Enhancement	14	16	1	0	0	4	4.42
Overcome fears/objectives	20	11	0	0	0	4	4.65
Message Comprehension	14	15	2	0	0	4	4.39
Stimulate sales	3	3	3	0	23	4	1.74
Behavior change	26	5	0	0	0	4	4.84
Product/service acceptance	6	7	7	6	5	4	4.84
Adoption of Non Ideas	14	14	2	1	0	4	4.32
Positive Attitude	26	4	1	0	0	4	4.81
Repeat Adoption	9	9	9	2	2	4	3.68
Others	-	-	-	-	-	-	-

N=35

The table clearly shows that various objectives were pursued by the NGOs in their fight against HIV/Aids enhancement, message comprehension, overcoming fears and

objections associated with the pandemic behavioral change, adoption of new ideas, and positive attitude. Stimulation of sales was the least objective pursued by NGOs. This supports the findings in the preceding section

c) Publicity

Publicity was one of the tools used for communicating with audiences. This section highlights the findings in the area of publicity as a promotional tool. The findings indicate that a great majority (94.3%) of the NGOs use Publicity in their social campaigns against HIV/Aids menace.

Table 9(i): Objectives of Publicity Campaigns

Objectives	Most important	Very Important	Important	Some how important	Least important	Non-response	average
	(5)	(4)	(3)	(2)	(1)		
Awareness creation	28	4	1	0	0	2	4.82
Recall	16	12	5	0	0	2	4.33
New adoption	17	13	3	0	0	2	4.42
Sales	1	3	3	3	23	2	1.62
Positive Attitude	29	3	0	1	0	2	4.82
Acceptance of product	8	6	7	6	6	2	3.12
Others	-	-	-	-	-	-	-

N=35

From the table above, it is evident that these organizations had various objections that they aimed to achieve through publicity campaigns. Among these included awareness creation, recall, new adoption of their products/service, change in attitude, and to some extent, acceptance of products. Again, sales was not a major objective of these

organization, a fact that concurs with the observation in advertising and personal communication.

Objectives that they aim to achieve through Publicity.

It was imperative to establish the objectives that these organizations strive to achieve through their publicity campaigns.

Extent to which various Publicity Tools were used by the NGOs

Various publicity tools were used by the NGOs to reach out to their target audiences. It was important to establish the extent of use of the tools by these organizations. The following tables present the findings.

Table 10(i): Extent of use of News Releases

Extent of use	Frequency	Percentage
Least Used	10	28.6
Somehow Least Used	7	20.0
Indifferent	1	2.9
Often Used	12	34.3
Most Used	3	8.6
Non-response	2	5.7
Total	35	100.0
Average score		2.73

N=35

News releases were used to some extent by the organizations, as can be deduced from the table above. There was lack of clear agreement among the respondents on the use of this tool for publicity purposes.

Table 10(ii): Extent of use of Photo Captions

Extent of use	Frequency	Percentage
Least Used	2	5.7
Somehow Least Used	8	22.9
Indifferent	10	28.6
Often Used	9	25.7
Most Used	4	11.4
Non-Response	2	5.7
Total	35	100.0
Average		3.15

N=35

Photo captions, as a tool of publicity, were used to some extent by these organizations, though they were not popularly used to convey messages. There was mixed reaction which tended to suggest that it was not a very popular tool for publicity in addressing HIV/Aids problem.

Table 10(iii): Extent of use of Credible Staff

Extent of use	Frequency	Percentage
Least Used	0	0
Somehow least used	2	5.7
Indifference	4	11.4
Often used	23	65.7
Most used	4	11.4
Non-response	2	5.7
Total	35	100.0
Average Score		3.88

N=35

Again, these organizations identified and used members of their staff whom they felt were credible, and whose opinions could influence positive reactions from their audiences.

Table 10(iv): Extent of use of Agents

Extent of use	Frequency	Percentage
Least Used	1	2.9
Somehow Least Used	2	5.7
Indifferent	8	22.9
Often Used	16	45.7
Most Used	6	17.1
Non-Response	2	5.7
Total	35	100.0
Average		3.73

N=35

Agents were also used to a large extent by the NGOs in their publicity campaigns, as is evident in the table above.

Table 10(v) : Extent of use of Senior Executives

Extent of use	Frequency	Percentage
Least Used	4	11.4
Somehow Least Used	5	14.3
Indifferent	6	17.1
Often Used	12	34.3
Most Used	6	17.1
Non- response	2	5.7
Total	35	100.00
Average		3.33

N=35

To some extent, these organizations used their senior executives to convey messages on HIV/Aids to the people, either on radio, TV, or buying space in the print media.

Table 10(vi): Extent of use Seminars/Conferences

Extent of use	Frequency	Percentage
Somehow Least Used	2	5.7
Indifferent	4	11.4
Often Used	8	22.9
Most Used	19	54.3
Non-response	2	5.7
Total	35	100.00
Average		2.45

N=35

From the table, it is clear that seminars/conferences were widely used by the NGOs in their efforts to pass across their messages on HIV/Aids to the people.

Table 10(vii): Extent use of Celebrities

Extent of use	Frequency	Percentage
Least Used	9	25.7
Somehow Least Used	8	22.9
Indifferent	9	25.9
Often Used	6	17.1
Most Used	1	2.9
Non response	2	5.7
Total	35	100.00
Average		2.45

N=35

From the table, it is evident that these organizations used celebrities to a lesser extent.

The use of celebrities in HIV/Aids campaign is not widespread in Kenya. However, change is in the air, if recent advertisement on HIV/Aids, TV and radio using, contributes, is anything to go by.

Table 10 (viii): Extent of use of Special Events

Extent of use	Frequency	Percentage
Least Used	2	5.7
Somehow Least Used	4	11.4
Indifferent	6	17.1
Often Used	10	28.6
Most Used	11	31.4
Non response	2	5.7
Total	35	100.0
Average		3.73

N= 35

These organizations also organized special events occasionally, and used such events to reach out to people with their HIV/Aids messages. Popular among these could be sports events, where teams are invited with the objective of creating awareness about HIV/Aids and also influencing a change in attitude towards the scourge.

Table 10 (ix): Extent of use of PSA

Extent of use	Frequency	Percentage
Least Used	13	37.1
Somehow Least Used	4	11.4
Indifferent	13	37.1
Often Used	3	8.6
Most used	0	0
Non response	2	5.7
Total	35	100.0
Average		2.18

N=35

PSA was not widely used as a publicity tool by these organizations. There seems to have been lack of clear understanding among the respondents about what it stood for.

d) Sales Promotion

Sales promotion was another form of promotion used to reach out to the audience. The following table presents the number of organizations engaged in sales promotion activities.

Table 11(i): Organizations that engage in Sales Promotion Activities

	Frequency	Percentage
Yes	5	14.5
No	30	85.7
Total	35	100.0
Total		

N=35

Only five organizations out of 35 engaged in sales promotion activities. These were those organizations that were involved in the distribution of products/services related to HIV/Aids. Out of the 5, only 4 had funds allocated for sales promotions in their budgets.

Objectives to be achieved through Sales Promotion.

Organizations engaged in sales promotion aimed to achieve the various objectives as summarized in the table below:

Table 11(ii) : Objectives of Sales Promotion Activities

Objectives	Most important	Very Important	Important	Some how important	Least important	Non-response	average
	(5)	(4)	(3)	(2)	(1)		
Sales	2	2	0	0	0	31	4.50
Awareness creation	3	1	0	0	0	31	4.75
Long term goodwill	1	2	1	0	0	31	4.00
Improvement in the organization image	1	3	1	0	0	31	4.25

N=35

The table above clearly indicates that the 4 organizations that allocated funds for sales promotion activities had various objectives, namely, awareness creation, sales improvement, enhancement of the organization, image, and long term good will. Awareness creation again topped the list of objectives in order of importance, which concurred with the observations in the preceding sections.

Extent of use of various Sales Promotion Tools

Various tools were used to carry out sales promotion activities. This section attempts to determine the extent of use of the various tools by those organizations that engaged in the activities. The findings are presented in the tables below.

Table 11 (iii): Extent of use of various Sales Promotion Tools

Tools	Most important	Very Important	Important	Some how important	Least important	Non-response	average
	(5)	(4)	(3)	(2)	(1)		
Coupons	1	3	0	0	0	31	4.00
Premiums	0	4	0	0	0	31	4.00
Deals	0	2	1	0	1	31	3.00
Contests	0	4	0	0	0	31	4.00
Sweepstakes	0	1	2	0	1	31	2.75
Samples	1	3	0	0	0	31	4.00
Trading stamps	0	2	1	0	1	31	3.00
Point of purchase	0	3	1	0	0	31	3.75
Debates	0	3	0	0	1	31	3.25

The table above points out the extent of use of various sales promotion tools. The four organizations used tools like coupons , premiums, contests, samples and point of purchase displays to a large extent. Sweepstakes were least used

From the foregoing, it can be concluded that sales promotion was not widely used as a medium of promotion by the stakeholders in the fight against the HIV/Aids.

(f) Mass Communication

This section presents the findings in the use of mass communication as a promotional tool in the fight against HIV/Aids pandemic.

Table 12 (i) : Commonly used Tools of Mass Communication

Tools	Frequency	Percentage
Print	27	77.1
Electronic	16	45.7
Special Events	23	65.7
Publicity	26	74.3
Advertising	7	20.0
Sponsorships	11	31.4

N=35

The findings indicate that a majority of the NGOs used more than one tool in their Mass Communication Campaigns. It is evident that a majority used the print media (Newspapers, Magazines, etc) to reach out to their target audience with their HIV/Aids messages. Also publicity campaigns were widely used together with special events (e.g Sports), and to some extent, the electronic media (radio, television).

Objectives to be achieved through Mass Communication

Table 12 (ii): Objectives of Mass Communication

Objectives	Most important	Very Important	Important	Some how important	Least important	Non-response	average
	(5)	(4)	(3)	(2)	(1)		
Exposure	28	3	0	1	0	3	4.81
Awareness Creation	27	5	0	0	0	3	4.84
Recall	11	14	6	1	0	3	4.09
Favourable Attitude	23	6	1	1	1	3	4.53
Behaviour change	29	3	0	0	0	3	4.91
Adoption (New ideas/ services)	9	15	4	4	0	3	3.91

N=35

The table above summarizes the findings on the objectives to be achieved through mass communication in the fight against the scourge. Behaviour change appears to be the most important objective to be achieved through the campaigns. Awareness follows. It is worth noting that the two objectives complement each other and are very crucial for the success of the campaigns. Exposure and favourable attitude also rank high on the list of objectives that were pursued by these organizations.

Extent of use of Mass Communication Tools

This section presents findings on the extent of use of the various mass communication tools. The following tables present the findings.

Table 13 (i) : Extent of use of the Sales Force

Extent of use	Frequency	Percentage
Least Used	27	77.1
Somehow Least used	1	2.9
Indifferent	1	2.9
Often Used	1	2.9
Most Used	2	5.7
Non Response	3	8.6
Total	35	100.0
Average		1.44

N=35

From the table, it can be observed that sales people were rarely used in communicating with the target audiences about HIV/Aids. Most of these organizations resorted to other means to accomplish the task of communicating with the masses. The extent of use is very low.

Table 13 (ii): Extent of use of Educators

Extent of use	Frequency	Percentage
Least Used	0	0
Somehow least used	0	0
Indifferent	2	5.7
Often Used	24	68.6
Most Used	6	17.1
Non response	3	8.6
Total	35	100.0
Average		4.13

N=35

The table clearly points out the importance of educators in the fight against the pandemic. Most of these organizations used educators to a very large extent to convey their messages on the dangers of the scourge.

Table 13 (iii) : Extent of use of Professionals

Extent of use	Frequency	Percentage
Least Used	1	2.9
Somehow Least Used	1	2.9
Indifferent	2	5.7
Often Used	18	51.4
Most Used	10	28.6
Non response	3	8.6
Total	35	100.0
Average		4.09

N=35

One may conclude from the findings above that professionals were used by the NGOs to a very large extent in their promotional campaigns against the disease, as is evident in the above table.

Table 13 (iv): Extent of use of Marketers

Extent of use	Frequency	Percentage
Least Used	18	51.4
Somehow least used	2	5.7
Indifferent	8	22.9
Often Used	2	5.7
Most Used	2	5.7
Non response	3	8.6
Total	35	100.0
Average		2.00

N=35

One may conclude that very few organizations used marketers to reach out to their target audiences with HIV/Aids messages. These were those organizations that distributed

products/services related to HIV/Aids, and were commercially oriented. They were few, hence, the very low usage rate of marketers in promotions.

Table 13 (v): Extent of use of Agents

Extent of use	Frequency	Percentage
Least Used	1	2.9
Somehow Least Used	1	2.9
Indifferent	4	11.4
Often Used	21	60.0
Most Used	5	14.3
Non response	3	8.6
Total	35	100.0
Average		3.88

N=35

Agents were to some extent used to convey messages on the disease to the audiences concerned. The above findings seem to suggest so.

Table 13 (vi) : Extent of use of Volunteers

Extent of use	Frequency	Percentage
Least Used	1	2.9
Somehow least used	0	0
Indifferent	2	5.7
Often Used	4	11.4
Most Used	25	71.4
Non response	3	8.6
Total	35	100.0
Average		4.62

N=35

The table above clearly shows that most of the organizations used volunteers to reach out to the people, both infected and healthy, with their messages on positive living and change of attitude and behavior towards the disease.

Table 13 (vii): Extent of use of Merchandisers

Extent of use	Frequency	Percentage
Least used	24	68.6
Somehow least used	1	2.9
Indifferent	3	8.6
Often used	3	8.9
Most used	1	2.9
Non response	3	8.6
Total	35	100.0
Average		1.62

N=35

The table clearly shows that very few organizations used merchandisers to convey their messages on the disease. Hence, overall, merchandisers were used to a very low extent.

Selective Communication: Organizations that apply Selective Communication in Promotion

Table 14 (i): Organizations applying Selective Communication

	Frequency	Percentage
Yes	17	48.6
No	17	48.6
Non response	1	2.9
Total	35	100.0

N=35

The average score implies that most of the organizations involved in the fight against the disease used selective communication in their promotional activities against HIV/Aids.

Table 14 (ii): Effectiveness of Selective Communication

	Frequency	Percentage
Yes	18	51.4
No	7	20.0
Non response	10	28.6
Total	35	100.0
Average		1.28

N=35

There was a mix up in reacting to this question, as can be observed in the table above, when compared with table 14 (i). However, it can be observed that most of the NGOs considered selective communication as an effective tool for promotional campaigns against HIV/Aids.

Table 14 (iii): Tools for Selective Communication: Mailing Lists

	Frequency	Percentage
Yes	16	45.7
No	6	17.1
Non response	13	37.1
Total	35	100.0
Average		1.27

N=35

Quite a number of these organizations used mailing lists in communicating with their target audiences. They kept lists of their audiences whom they communicated with about the scourge.

Table 14 (iv): Telemarketing

	Frequency	Percentage
Yes	11	31.4
No	11	31.4
Non response	13	37.1
Total	35	100.0
Average		1.50

N=35

It may be concluded from the above table that telemarketing was widely used in promoting messages on HIV/Aids by those organizations using selective communication to reach their target audiences.

Evaluation of the Effectiveness of the Promotional Tools in fighting HIV/Aids

One of the objectives of the study was to determine whether the organizations fighting HIV/Aids in Kenya measured the effectiveness of the various promotional tools/techniques, and the methods used thereof. The findings are presented in this section in tabular form.

Table 15 (i): Organizations that Evaluated Advertising Messages' Effectiveness

	Frequency	Percentage
Yes	15	42.9
No	20	57.1
Non response	0	0
Total	35	100.0

N=35

The table shows that of the organizations using advertising to promote their messages, 42.9% evaluated the effectiveness of advertising messages. This was a significant figure.

Methods used in Evaluating the Extent of Use of Advertising Programs on HIV/Aids by the Organizations

Various methods were used to evaluate the effectiveness and extent of use of the advertising programs. This section presents the findings in the following tables.

Table 16: Methods used in Evaluating the Extent of use of Advertising Programs

Tools	Large extent	Somehow large extent	Indifferent	Somehow low extent	No extent	Non response	Average
	(5)	(4)	(3)	(2)	(1)		
Aided recall	9	5	0	0	1	20	4.40
Un-aided recall	5	7	11	0	2	20	3.87
Attitude Test	13	2	0	0	0	20	4.87
Inquiry test	13	2	0	0	0	20	4.87
Sales test	0	2	0	1	12	20	1.49

N=35

The table clearly shows that of the organization used advertising programs, a majority used measure like attitude test, inquiry test, Aided recall, and to some extent Unaided recall, in evaluating the effectiveness of advertising programs in their fight against HIV/Aids in Kenya. Sales tests were used to the least extent in evaluating the effectiveness of advertising programs. These further emphasizes the fact that sales was not a priority for a majority of the NGOs

Medium of Personal Communication Messages.

This section attempts to find out the means through which the personal communication messages were carried. The findings are presented below.

Table 17: Methods used in Evaluating the Effectiveness of Personal Communication Tools

Tools	Most used	Often used	Indifferent	Some how least used	Least used	Non-response	average
	(5)	(4)	(3)	(2)	(1)		
Sales Turnover	0	3	1	1	27	3	1.38
Awareness levels	26	6	0	0	0	3	4.81
Attitude change	28	4	0	0	0	3	4.87
Adoption	18	11	3	0	0	3	4.87
Favourable Image promotion	5	8	10	2	7	3	3.06

N=35

Sales turnover was not a popular method for evaluating the effectiveness of personal communication. This supports the findings already observed. The most widely used tools for evaluating the effectiveness of personal communication were awareness levels generated as a result of the campaigns, attitude change in the people, and adoption of the products/services. The favourable image, as a result of the campaigns, was also used to a large extent

Medium of Personal Communication Messages.

This section attempts to find out the means through which the Personal Communication Messages were carried. The findings are presented below:

Table 18: Media through which Personal Communication Messages were carried

Tools	Mos t used	Often used	Indifferent	Some how least used	Least used	Non- response	average
	(5)	(4)	(3)	(2)	(1)		
Sales force	1	3	2	1	25	3	1.56
Professionals	12	15	3	1	1	3	4.13
Counsellors	0	26	5	0	1	3	4.72
Community organizers	20	9	1	1	1	3	4.44
Agents	11	9	5	3	4	3	3.63
Service providers	2	4	1	3	21	3	1.81

N=35

One may conclude from the finding above that counselors were mainly used by the NGOs to spread their HIV/Aids messages, Professionals, because of their positions, were also used at a very large extent by the NGOs to communicate their HIV/Aids messages. Community organizers were also widely used because, as opinion leaders, they shaped the thinking of their respective communities, hence, were an effective means through which the messages could be passed across to the people. The least used media were the sales force and the services providers

Table 19: Methods used by the organizations to measure the effectiveness of Mass Communication Promotions.

Tools	Large extent	Somehow large extent	Indifferent	Least extent	No extent	Non-response	Average
	(5)	(4)	(3)	(2)	(1)		
Recall	18	10	2	0	2	3	4.31
Adoption of change	12	10	9	0	1	3	4.58
Price	1	1	3	1	26	3	1.44
Objections raised	4	25	3	0	0	3	4.03
Future plans	3	19	8	1	1	3	3.69

N=35

The findings above show that the NGOs used various methods to measure the effectiveness of their mass communication promotions. These included adoption of change, recall, objections raised by the target audience, and future plans. Price was used to the least extent mainly by the few organizations whose nature of business mainly involved the distribution of products and services related to HIV/Aids.

Selective Communication Evaluation

Selective communication was identified as one of the ways of reaching out to the people with HIV/Aids messages. It was important to evaluate its effectiveness. This section highlights the findings on the evaluation.

Table 20 (i): Selective Communication Call List Effectiveness

	Frequency	Percentage
Yes	17	48.6
No	16	45.7
Non response	2	5.7
Total	35	100.0
Average		1.48

N=35

The above table presents the number of organizations that evaluated call list effectiveness as a measure of selective communication. It is evident that a majority of firms on average evaluated call list effectiveness (mean = 1.48). The responses also indicated that the method used was calling respondents.

Methods used to measure Selective Communication.

The following tables present findings on the extent of use of various methods to measure the effectiveness of selective communication campaigns.

Table 20 (ii): Methods used to measure selective communication.

Tools	High extent	Somewhat high extent	Indifferent	Least extent	No extent	Non-response	average
	(5)	(4)	(3)	(2)	(1)		
Satisfaction levels	9	6	0	0	1	19	4.38
Uncovering problems	4	10	1	0	1	19	4.00
Alerting Adopters	7	5	3	0	1	19	4.06
Persuasion and promotion	7	7	2	0	0	19	4.31

N=35

By and large, satisfaction levels are widely used by the NGOs to measure the effectiveness of selective communication. Others were uncovering problems, persuasion and promotion, and alerting adopters. A great majority of the NGOs used selective communication to uncover varied problems from the targeted audience. These problems provided a means to measuring the effectiveness of selective communication promotion campaigns on HIV/Aids. The effectiveness of selective communication in addressing HIV/Aids could also be determined by the extent to which adopters had been exposed to the HIV/Aids messages.

CHAPTER FIVE

5.0 DISCUSSION , CONCLUSION AND RECOMMENDATIONS.

5.1 INTRODUCTION

This chapter presents the discussion, conclusions and recommendations, based on the findings from the study. First, it will discuss the objectives of the study viz a viz the findings for each, before summarizing the key findings, and finally offering recommendations arising out of the study.

The study sought to establish the following objectives:-

- (i) The marketing promotional techniques used by the NGOs in their Social Campaigns against HIV/Aids in Kenya.
- (ii) The extent of use of the promotional techniques
- (iii) Whether the NGOs measured the effectiveness of the marketing promotion techniques, and the methods that they used thereof.

The findings indicated that the NGOs employed various marketing promotion techniques in their social campaigns against the HIV/Aids pandemic. These included advertising publicity, mass communication, personal communication, selective communication, and sales promotion. These findings are in line with the observation in the literature reviewed. Marketing literature highlight the importance of the techniques in promotion. Kotler (2000) observes that the techniques are used in promotion. He further observes that social campaigns have been used in HIV/Aids, anti-smoking, anti-alcoholism, drug

abuse, and many others. Fill (2000) also emphasizes the importance of these tools in marketing communication.

The findings indicated that 45.7% of the NGOs used advertising in its various forms to communicate with their target audiences. This is about half of the NGOs that participated in the study. This reveals that advertising is not widely used by the NGOs in their social campaigns against HIV/Aids in Kenya. According to Batra (1996), one major disadvantage of advertising is that it is costly, and lacks direct feedback to evaluate effectiveness. Belch (1990) further argues that the message is frequently treated with skepticism by the target audience. These reasons could justify the lack of wide usage of advertising by the NGOs. The study found out that the NGOs used different advertising media in their campaigns, ranging from radio to billboards, which is in line with the literature reviewed (Berkowitz, 1992). In-house agencies and magazines were used to a high extent by the NGOs. Billboards, transit, and hot air balloons were used to the lowest extent. Radio and television were not widely used, contrary to the observations in literature.

The NGOs sought to achieve various objectives with their advertising messages, namely awareness creation, recall, comprehension, and acceptance of products/services, among others.

The study found that a majority of the organizations (88.6%) used personal communication to spread the HIV/Aids messages. The literature observed that personal

communication is most influential due to communication being more direct, immediate and interactive on needs and reactions hence, establishing deeper relationships with the audiences.

Kotler (1989) observes that in social campaigns personal communication takes roles like motivation, out-reach, facilitators, field-work, volunteers, professionals, educators, counsellors, etc. The findings support the observation of Kotler (1989). The study found out that among these tools of personal communication, out-reach, volunteers, education strategy, word of mouth, professionals, counsellors, and social workers, were used to a very high extent by the NGOs in their social campaigns. The least used tools were sales people, service providers, and deliverers.

Among the objectives that the NGOs aimed to achieve included awareness creation, recall enhancement, overcoming fears and objections, among others.

Another tools that the NGOs, used was publicity. An overwhelming majority of the NGOs (94.3%) used publicity in their campaigns. Kotler (1990) observes that the target audience tends to believe publicity messages more. This could explain the overwhelming use by the NGOs. The organizations sought to achieve various objectives from their publicity campaigns, eg. Awareness creation, recall, new adoption, positive attitude, among others. The widely used tools were seminars/conferences, credible staff, agents, and special events.

Some NGOs also used sales promotions to reach out to their audiences (11.4%). They sought to achieve objectives like sales, awareness creation, along term goodwill, and improvement in their images from the campaigns. These organizations used various tools in communicating with their audiences, e.g coupons, premiums, contests, and samples, all of which were used to a very high extent.

Another promotional technique was mass communication. Kotler (2000) observes that it is very suitable for masses. A great majority of the NGOs (91.4%) employed this strategy to spread their HIV/Aids messages. They used tools like print, electronic, special events, publicity, advertising, and sponsorship to spread their messages. The study found out that the different tools were used widely by these organizations. They sought to achieve objectives like awareness creation, exposure, and recall, through their mass communication messages.

About half of the organizations used selective communication strategy, through mailing lists and telemarketing, as suggested by the literature reviewed. Selective communication is used to a large extent.

The findings also indicated that the NGOs evaluated the effectiveness of the promotional techniques used. In terms of advertising, the approaches used to evaluate effectiveness were aided recall, unaided recall, attitude tests, inquiry test, and to a lesser extent, sales tests. These are methods highlighted by Berkowitz (1992)

In personal communication, they employed tools like awareness levels generated, attitude change, adoption, and the favorable image from the promotions to evaluate effectiveness. Mass communication employed means like recall, change adoption, objections raised and future plans, to gauge effectiveness. Selective communication employed means like satisfaction levels, uncovering problems, alerting adopters, among others to measure effectiveness.

5.2 CONCLUSION

The findings indicate that these organizations employ the various marketing promotion techniques suggested by Marketing literature in their social campaigns against HIV/Aids pandemic. The extent of usage of the techniques varies, with advertising having the least usage. Publicity had the highest usage rate.

Social Campaigns' effectiveness is difficult to measure for it means determining the level of behavior change generated among the target audience. However, the findings concur with the National data which reflects that a majority of Kenyans are aware of HIV/Aids and its consequences. Provision of information and education of the people, through social campaigns, are a major component in curbing the spread of the deadly virus.

The study revealed that the NGOs measured the effectiveness of their Social campaigns through means like recall, behavior and attitude change, among others.

5.3 RECOMMENDATIONS

Various recommendation can be made arising from the study.

- (i) More emphasis should be placed on advertising tools to communicate with the target audience. Despite its inherent weakness, advertising tools like radio, television, and billboards, if used carefully, can achieve the desired impact.
- (ii) Emphasis should also be placed on special events (e.g. sports) to educate the people about all they need to know as far as the pandemic is concerned. Such events attract people, and the NGOs can use the fora to create more awareness and influence behavior change.
- (iii) More sponsorship of events need to be sought from both the corporate world and other sources, in order to educate the people on the scourge.
- (iv) Campaigns should not only emphasize awareness and behavior change, but also how to live positively with the virus.
- (v) A lot of emphasis need to be placed on evaluation of effectiveness of the campaigns.

5.4 SUGGESTION FOR FURTHER RESEARCH

A study need to be done to assess on the awareness creation/behavior change of the target audience.

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Appendix 1: LETTER TO THE RESPONDENT

**MOSES N. MWANIKI
P.O.BOX 49175
NAIROBI**

Dear Respondent

RE: COLLECTION OF RESEARCH DATA BY MWANIKI M.N.

The above named gentleman is a post graduate student in the faculty of commerce, at the University of Nairobi. He is conducting a research for his final year project. For this reason, kindly assist him by giving him a few minutes of your time to fill in the blanks in the attached list of questions to the best of your knowledge as they apply to yourself and your business.

The information you provide will be treated strictly confidential. Neither your name nor that of your business will be recorded. A copy of the project can be made available to you on request.

Your cooperation will be greatly appreciated.

Thank you in advance.

Yours faithfully,

**DR. M. OGUTU
CO-ORDINATOR
MBA PROGRAM**

APPENDIX 2

NGOS DEALING WITH S.C AGAINST HIV/AIDS

1. Africa alive – Kenya Chapter
2. Aids Beyond 2000 (AB 2000)
3. Aids Information & Resource Centre (AIRC)
4. Aids Orphans Centre Kenya
5. Aids Orphans support organization of Kenya
6. Aids outreach programme
7. Aids prevention association
8. Aids/HIV rehabilitation project
9. Bahati HIV-AIDs net-work
10. Christian Women Aids awareness Programme
11. Christian Aids Foundation
12. Development centre for innovative on HIV/AIDs (DECIHA)
13. Family Planning Association of Kenya
14. Firm foundation in Christ against AIDS International
15. Friends of AIDS victims and orphans (FAVO)
16. HIV/AIDS Education for Youth initiatives (HEYI)
17. HIV/AIDS volunteer corps for Africa (HAVCAF)
18. Global operations for rescue AIDS child
19. Kenya AIDS/Drugs integrated Programme (KADIP)
20. Kenya AIDS/Drugs Intervention Prevention Project Group
21. “ “ Assistance Organization
22. “ “ NGOs consortuim
23. “ “ Primary prevention society
24. “ “ Refarain Team (KART)
25. “ “ Watch Institute
26. “ “ Anti Aids Foundation
27. Kenya network of Women with AIDS
28. Kenya society for people with AIDS
29. Laikipia HIV/AIDS control organisation
30. MAA AIDS awareness program
31. Mitigation against illeteracy due to AIDS (MAIPA)
32. Mother rural care for AIDS orphans
33. Network for people living with AIDS in Kenya
34. Network for African people living with AIDS (NEP+)
35. Organisation to combat AIDS epidemic in Kenya (DCAEK)
36. Our lady of perpetual for people living with AIDS and orphans
37. PSI
38. RATUDI HIV/AIDS awareness centre (Siaya)
39. Rural AIDS awareness programme (RAAP)
40. Rural/Urnab HIV/AIDs intervention organisation
41. Society for women and AIDS in Kenya
42. South Nyanza AIDS network (SONA-NET)

43. The AIDS counselling and support services (Bungoma)
44. The AIDS prevention forum of Kenya (APFOK) – Nanyuki
45. The integrated programme on HIV/AIDS in Kenya (IPHAK)
46. The association of people with AIDS in Kenya
47. The know – AIDS – Society
48. Universal awareness organization Kenya (Kericho)
49. Western HIV/AIDS net-work (Kakamega)
50. Women fighting AIDS in Kenya

Appendix 3

LIST OF ABBREVIATIONS

- | | | | |
|-----|----------|---|---|
| 1. | NGOs | - | Non Government Organisations |
| 2. | HIV/AIDS | - | Human Immuno Defficiency Virus/Auto
Immune Defficiency |
| 3. | S.C | - | Social Campaigns |
| 4. | S.M | - | Social Marketing |
| 5. | KAP | - | Kenyans Altitudes and Practices |
| 6. | MCS | - | Mystery Client Survey |
| 7. | DHS | - | Demographic Health Survey |
| 8. | PSI | - | Population Services International |
| 9. | S.MOs | - | Social Marketing Organisations |
| 10. | AIDA | - | Awareness, Interest, Desire, Action |
| 11. | M.C | - | Mass Communications |
| 12. | S.C | - | Selective Communications |
| 13. | P.C | - | Personal Communications |
| 14. | W.H.O | - | World Health Organsation |
| 15. | G.D.P | - | Gross Domestic Product |
| 16. | V.C.T | - | Voluntary Counselling and Testing |

APPENDIX 4

QUESTIONNAIRE

The questionnaire below has 3 parts. Part A is aimed at giving a general background of your firm. Part B deals with the tools used in social campaigns against HIV/AIDS. Finally part C deals with evaluation of effectiveness of those social campaign tools. Please respond to questions as indicated against each one of them

PART A: GENERAL

Please answer the following questions:-

- (a) Name of your organisation
- (b) Sex: Male () Female ()
- (c) Age:
- (d) Do you do campaigns against HIV/AIDS
 Yes ()
 No ()
- (e) What is the nature of your business (Tick one)
- | | |
|---|-----|
| Advocacy campaigns against HIV/AIDS only | () |
| Distribution of products/services related to HIV/AIDS only | () |
| Distribution of products/services related to HIV/AIDS and other areas | () |
| Training of professionals on HIV/AIDS Prevention | () |
| Working with government on HIV/AIDS Prevention | () |

PART B ADVERTISING

1. My firm uses advertising as a tool to influence target audience against HIV/AIDS
 Yes () No ()
2. Indicate the extent to which your organisation uses the following advertising media to convey the HIV/AIDS messages to the target audience

	High Extent	4	3	2	Low Extent
	5	4	3	2	1
Radio	()	()	()	()	()
Billboards	()	()	()	()	()
Magazines	()	()	()	()	()
T.V	()	()	()	()	()
Direct mail	()	()	()	()	()
Transit	()	()	()	()	()
Hot-air balloon	()	()	()	()	()
Theaters	()	()	()	()	()
Skywriting	()	()	()	()	()

In house agencies	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

3. The firm has advertising budgets .
 Yes () No ()

4. Below are some of the objectives that organizations aim to achieve through advertising messages against HIV/AIDS. Please indicate in order of importance (where 5 refers to most important and 1 to least important) the objectives that your organization aims to achieve in relation to advertising messages against HIV/AIDS

	5	4	3	2	1
Awareness creation	()	()	()	()	()
Recall	()	()	()	()	()
Product/service image	()	()	()	()	()
Comprehension	()	()	()	()	()
Sales volumes	()	()	()	()	()
Adoption (behaviour change)	()	()	()	()	()
Company image	()	()	()	()	()
Favorable attitude	()	()	()	()	()
Repeat adoption	()	()	()	()	()
Overcome - deterrents/objection	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

PERSONAL COMMUNICATION

1. To what extent does your organisation use the following personal communication channel to air HIV/AIDS messages to the target audience? (Tick the appropriate box)

	High extent				Low extent
	5	4	3	2	1
Sales-people	()	()	()	()	()
Out reach strategy	()	()	()	()	()
Volunteers	()	()	()	()	()
Education strategy	()	()	()	()	()
Word of mouth	()	()	()	()	()
Professionals	()	()	()	()	()
Counsellors	()	()	()	()	()
Social workers	()	()	()	()	()
Service providers	()	()	()	()	()
Deliverers	()	()	()	()	()

Others (specify)

.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

2. Does your firm have personal communication budget?

Yes () No ()

3. Below are some of the objectives that organizations aim to achieve through Personal Communication against HIV/AIDS. Please indicate in order of importance (where 5 refers to most important and 1 to least important) the objectives that your organization aims to achieve in relation personal communication messages HIV/AIDS

	5	4	3	2	1
Awareness creation	()	()	()	()	()
Recall enhancement	()	()	()	()	()
Overcome fears/objections	()	()	()	()	()
Message comprehension	()	()	()	()	()
Stimulate sales	()	()	()	()	()
Behavioural change	()	()	()	()	()
Product/service acceptance	()	()	()	()	()
Adoption of new ideas	()	()	()	()	()
Positive attitude	()	()	()	()	()
Repeat adoption	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

PUBLICITY

1. Does your firm use publicity as a tool against HIV/AIDs (Tick one)

Yes () No. ()

2. If your answer to (1) is yes, which objectives through Publicity, does your organisation aim to achieve when dealing with anti HIV/AIDS campaigns? Please indicate in order of importance (where 5 refers to most important and 1 to least important)

	5	4	3	2	1
Awareness	()	()	()	()	()
Recall	()	()	()	()	()
New adoption	()	()	()	()	()
Sales	()	()	()	()	()
Positive attitude	()	()	()	()	()
Acceptance of products	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()

..... () () () () ()

3. Indicate the extent to which the following Publicity tools are used in your organisation (tick as appropriate)

	Most used				Least used
	5	4	3	2	1
News release	()	()	()	()	()
Photo captions	()	()	()	()	()
Credible staff	()	()	()	()	()
Agents	()	()	()	()	()
Senior executives	()	()	()	()	()
Seminars/conferences	()	()	()	()	()
Cerebrity	()	()	()	()	()
Special events	()	()	()	()	()
PSA	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

SALES PROMOTION

1. Does your company do sales promotion? Yes () No () (Tick one)

2. Do you have a budget for sales promotion? Yes () No ()

3. Below are some of the objectives that organizations aim to achieve through Sales Promotion against HIV/AIDS. Please indicate in order of importance (where 5 refers to most important and 1 to least important) the objectives that your organization aims to achieve in relation to sales promotion messages against HIV/AIDS

	most important				least important
	5	4	3	2	1
Sales objectives	()	()	()	()	()
Awareness creation	()	()	()	()	()
Long term goodwill	()	()	()	()	()
Image of firm improvement	()	()	()	()	()
All the above	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

4. Indicate the extent to which the following Sales Promotion tools are used in your organisation (tick as appropriate)

Most Least

	used				used
	5	4	3	2	1
Coupons	()	()	()	()	()
Premiums	()	()	()	()	()
Deals	()	()	()	()	()
Contests	()	()	()	()	()
Sweepstakes	()	()	()	()	()
Samples	()	()	()	()	()
Trading stamps	()	()	()	()	()
Point of purchase displays	()	()	()	()	()
Rebates	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

MASS COMMUNICATIONS

1. Does your firm do mass communication on HIV/AIDS?

Yes () No ()

2. If your answer to (1) above is yes, indicate the most commonly used tool (tick as appropriate)

Print () Electronic () Special events ()

Publicity () Advertising () Sponsor ships ()

Others (specify)

..... ()

..... ()

..... ()

3. Below are some of the objectives that your organizations aim to achieve through Mass Communication against HIV/AIDS. Please indicate in order of importance (where 5 refers to most important and 1 to least important) the objectives that your organization aims to achieve in relation to Mass Communication messages against HIV/AIDS

	5	4	3	2	1
Exposure	()	()	()	()	()
Awareness	()	()	()	()	()
Recall	()	()	()	()	()
Favorable attitude/image	()	()	()	()	()
Behaviour change	()	()	()	()	()
Adoption (new ideas/service)	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()

..... () () () () ()
 () () () () ()

4. Indicate the extent to which the following Mass Communication tools in your firm are used in your organisation (tick as appropriate):-

	Most used				Least used
	5	4	3	2	1
Sales people	()	()	()	()	()
Educators	()	()	()	()	()
Professionals	()	()	()	()	()
Marketers	()	()	()	()	()
Agents	()	()	()	()	()
Volunteers	()	()	()	()	()
Merchandisers	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

SELECTIVE COMMUNICATION

- Is selective communication applied in your firm? (direct mail and tele marketing)
 Yes () No ()
- If so is it effective in achieving firms objectives in anti - HIV/AIDS campaigns?
 Yes () No ()
- One of the common tool used by organisation in their messages against HIV/AIDS is Selective Communication which involves the use of mailing lists and telephones calls. Please indicate the one that your firm uses.
 Mailing lists ()
 Telemarketing ()

**PART C
 EVALUATION**

- Does your company evaluate HIV/AIDS advertising messages and their effectiveness?
 Yes () No ()
- Below are the methods used in evaluating advertising programs on HIV/AIDS by organisations. Indicate the extent to which your organisation uses the following methods by ticking the appropriate box

	Large extent				No extent
	5	4	3	2	1
Aided recall	()	()	()	()	()
Un-aided recall	()	()	()	()	()
Attitude test	()	()	()	()	()

Inquiry test	()	()	()	()	()
Sales test	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

PERSONAL COMMUNICATION

1. Below are the methods used evaluating personal Communication in HIV/AIDS by organisations. Indicate the extent to which your organisation uses the following methods by ticking as appropriate

	Most used				Least used
	5	4	3	2	1
Sales turn over	()	()	()	()	()
Awareness levels	()	()	()	()	()
Attitude change	()	()	()	()	()
Adoption	()	()	()	()	()
Favourable image of promotion	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

2. Personal communications messages in your organisation about HIV/AIDS are carried out by:-

	Most used				Least used
	5	4	3	2	1
Sales force	()	()	()	()	()
Professionals	()	()	()	()	()
Counsellor	()	()	()	()	()
Community Organisers	()	()	()	()	()
Agents	()	()	()	()	()
Service providers	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

MASS COMMUNICATION

1. Indicate the extent to which ‘ Mass Communication’ is measured for effectiveness (post testing) in your organisation (tick as appropriate):-

	Large extent				No extent
	5	4	3	2	1
Recall	()	()	()	()	()
Adoption of change	()	()	()	()	()
Price	()	()	()	()	()
Objections	()	()	()	()	()
Future plans	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

SELECTIVE COMMUNICATION

1. Does your firm evaluate selective communication call-list effectiveness?
Yes () No ()

2. If yes , the method used is calling respondents and noting the one with the highest number of prospectors Yes () No ()

3. Indicate the extent to which selective communication is measured in your organisation (tick as appropriate):-

	High extent				No extent
	5	4	3	2	1
Satisfaction levels	()	()	()	()	()
Uncovering problems	()	()	()	()	()
Alerting adopters	()	()	()	()	()
Persuasion & promotion	()	()	()	()	()
All the above	()	()	()	()	()
Others (specify)					
.....	()	()	()	()	()
.....	()	()	()	()	()
.....	()	()	()	()	()

THANK YOU