

Report on

# Consumer's Satisfaction Study on Oral Contraceptive Pill

Prepared for:

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## ABBREVIATIONS

AIDS	Acquired immune deficiency syndrome
BAP	Bangladesh AIDS Program
BCC	Behavior Change Communication
BDHS	Bangladesh Demographic Health Survey
CYP	Couple Year Protection
FP	Family Planning
GOB	Government of Bangladesh
HBP	High Blood Pressure
HIV	Human immunodeficiency virus
MFP	Mobile Film Program
NGO	Non-Government Organization
OCP	Oral Contraceptive Pill
ORS	Oral Rehydration Salt
PSU	Primary Sampling Unit
RFP	Request for Proposal
STD	Sexually Transmitted Disease
SMC	Social Marketing Company
ToR	Terms of Reference

## **EXECUTIVE SUMMARY**

### **INTRODUCTION**

SMC has been social marketing oral contraceptive pills over the period of three decades. At present, SMC has three OCP brands – Nordette-28, Femicon and Femipil. 2007 BDHS shows that 45 percent of the pill users use the Social Marketing Company's brand compared with 52 percent using the government brand "Shukhi". The purpose of this study was to identify the level of satisfaction of the consumers on different Oral Contraceptive brands of SMC and others. This study also identified knowledge and perception on OCP use, and consumers' need for any other product attribute. Study findings may be used to develop marketing communication strategy for SMC.

### **METHODOLOGY**

To address all the issues, the study mainly focused on quantitative survey through face-to-face interviews. The respondents were the current users of OCP. In order to get respondents, customers' household listing methods has been adopted. After compilation of the list of OCP users by the interviewers the field force of Pathway conducted interview with the randomly selected OCP users. Target respondents of the study were the current OCP users of; 1) Nordette-28, 2) Femicon, 3) Femipil, 4) Ovastat & Ovastat Gold, and 5) Shukhi. The study adopted a multi-stage stratified sampling to ensure divisional and urban-rural representation. Using standard statistical formula study interviewed a total of 2706 respondents.

### **BACKGROUND CHARACTERISTICS OF RESPONDENTS**

Average age of Shukhi users was 30 years which is comparatively higher as compared to other OCP brand users (ranges from 27 to 28 years). Similarly, the mean age of the husbands of Shukhi users was 37 years and mean age of husbands of other OCP brand users ranged between 34 to 35 years. Illiteracy rate is comparatively higher among Shukhi users followed by Femipil and Femicon users. However this proportion is quite low among the Nordette-28 and Ovastat/Ovastat Gold users. Similarly, achievement of educational level is comparatively higher among the Nordette-28 and Ovastat/Ovastat Gold users as compared to others brand users. Almost similar evidence is observed regarding the educational attainment of their spouse.

Findings show that more than 90 percent of the respondents were housewife except Femicon users (85%). Other professions of the respondents were salaried employee, business and garment worker. On the other hand, profession of spouse varies by the current brand use of OCP. For Shukhi, Femicon and Femipil users, professions of spouse were business, private job, rickshaw puller, transport driver, farmer, and skilled and unskilled labor. On the other hand, majority spouses of Nordette-28 and Ovastat/Ovastat Gold users were businessman, private service holders or government employee.

Average number of family members is 5 and on average spacing between marriage and first birth is about 2 years for all OCP brand users. The average number of children was 2. About one-fifth of the women desired for another child and this proportion was comparatively lower among Shukhi and Ovastat/Ovastat Gold users. The average duration of marriage life ranges from 10 to 13 years. The wealth status of Shukhi, Femicon and Femipil users are comparatively quite poor than the users of Nordette-28 and Ovastat/Ovastat Gold. Similarly family monthly income is comparatively higher among the Nordette-28 and Ovastat/Ovastat Gold users than the Shukhi, Femicon and Femipil users.

## **AWARENESS, SOURCES AND KNOWLEDGE ON OCP BRAND**

Regarding awareness of SMC OCP brands, majority women (ranges from 12% to 38% by brands) reported that they have heard about SMC brand. The respondents who were aware about SMC brand, mostly they reported about Femicon. Study explored to gather information about the different brand awareness on OCP from the selected current brand users. It is found that self brand awareness (currently using brand) is almost universal. Ignoring self current brand awareness, majority of them were aware about Shukhi and Femicon. Findings show that the prime supply source of Shukhi was GOB hospital (66%) and health workers (62%). On the other hand, more than 97 percent of the current brand users except Shukhi reported pharmacy as a prime source of OCP supply. Study found that television is by far the most important source of information among the reported brands of OCP except Shukhi and Femipil. Other significant sources were pharmacy, neighbors, sister/sister-in-law, husband and graduate doctors.

Irrespective of current brand users, majority respondents reported about “married women aged 14-49 years”, “who want to delay birth”, “birth spacing”, and “newly married couple” as the eligibility criteria to use OCP. Similarly, all women were asked to know their knowledge regarding who can not use OCP. It is observed that 4 to 8 percent of the respondents reported that they don't know about it. However, findings suggest that irrespective of brands, women who are currently pregnant, aged above 40 years, experience excessive and irregular bleeding, suffering from uterus cancer and suffering from jaundice/liver disease are ineligible to use OCP. Findings reveal that about 90 percent reported vertigo, 80 percent nausea and more than 30 percent reported about vomiting as side-effects of OCP irrespective of their used brands. In addition, about one-fifth of the women also reported that it causes spotting and stops menstruation.

## **OCP BRAND TRIAL AND USAGES**

Ever use of any particular brand of OCP in the survey refers to use of that brand at any time, without making a distinction between past and current use. Findings show that 84 percent of the women heard about Shukhi and among them 55 percent have used this brand at some time in their life-course. Similarly, 87 percent of the women were aware about Femicon and among them 64 percent ever used this brand as well as 54 percent women were aware about Nordette-28 and 61 percent of them ever used it. Findings suggest that on average women used Shukhi for 36 months which was the highest duration of use as compared to any other brand of OCP. On the other hand, Femicon was used for about 27 months, Nordette-28 for 30 months, Ovastat Gold for 25 months and Ovastat for 23 months. Data show that the duration of continuation of Minicon, Femipil and Marvelon is comparatively low. On average women are currently using Shukhi for 33 months, Femicon for 27 months, Nordette-28 for 26 months and Ovastat/Ovastat Gold for 24 months, while Femipil users are using this brand only for 7 months period as this product has been newly launched in the market.

The respondents who have heard about OCP brands of SMC but never tried, they were explored to identify the reasons. Higher price was reported by 28 percent of respondents followed by GOB pill is free, does not suit with body, GOB pill is available, lower price and using other brand. On the hand, it has been observed that mostly women were motivated to use their current brand of OCP by their husbands followed by television, doctor/service providers, health workers and relative/friends



/neighbors. Findings reveal that almost similar type of responses was recorded for all type of current brand users except Shukhi where fieldworkers played a vital role as a motivating factor.

Study concentrated to find out the factors for preferring current brand of OCP. Irrespective of current brand users, majority of the women reported that suitability with body is very important followed by quality and availability of the brand. In addition to suitability with body and availability of brands, Shukhi users also emphasized free of cost and lower price rather than quality.

It is observed that irrespective of brand users (except Femipil), more than half of the respondents did not use any other brand immediate past rather used other method or didn't use any method. Those women were currently using Shukhi among them about one-third were the user of Femicon. Similarly, about one-fourth of the current Femicon users were the users of Shukhi and one-fifth were using other brands. Findings reveal that half of the Nordette-28 and Ovastat/Ovastat Gold users used other brands of OCP where Femicon was dominant. It is found that significant number of current users switched their immediate used past brands of OCP. Mostly women claimed that it did not suit with body or caused side-effects followed by unavailability of brands.

The respondents stated several factors where suitability with body or brand loyalty was reported by more than 95 percent of women followed by quality (ranges from 30% to 53%) as factors for selecting any new brand of OCP. In addition, significant proportion of women also emphasized about price, availability of brands, providers advice and husband's wish. On the other hand, some women also emphasized advertisement, goodwill of company, brand name and pack design for preferring any new brand of OCP.

Majority women (ranges from 62% to 75% by brands) expressed their opinion to continue the current brand. About one-fifth of them stated that right moment they can not say what they will do in future. However, 7 percent of Shukhi, 5 percent of Femicon and Nordette-28 each, 9 percent of Femipil and 3 percent of Ovastat/Ovastat Gold users opined that they will switch their current brand. However, findings reveal that mostly respondents intended to switch their current brand under certain situation, such as if they experience any problems with their current brand, if the price is increased or get any quality brand of good company.

#### **SATISFACTION OF CURRENT USED BRAND OF OCP**

Satisfaction level of current OCP brand users were assessed through different aspects of the brands such as availability, suitability, reliability, quality, company goodwill, current price and pack design. In addition, overall satisfaction level was also assessed. Satisfaction level was measured using five Richter scale for these indicators. To know the satisfaction level, each indicator was assigned five values: highly satisfied=5, satisfied=4, moderately satisfied=3, less satisfied=2 and dissatisfied=1. All together total score stand for 15 and average score valued 3. Findings reveal that satisfaction level of all current OCP brand users for all aspects are fur above the average score (ranges from 4.1 to 4.8 > 3). Though satisfaction level is quite high for all indicators, yet if we rank their satisfaction score for each indicator, it is evident that *price* is the highest rank followed by *availability* among Shukhi users. Similarly, satisfaction score ranking for all indicators indicate that *adjust with body* received highest rank (rank 1) followed by *quality of pill* (rank 2) among Femicon users. On the other hand, *adjust with body* received highest rank (rank 1) and *price of pill* received lowest rank

