

Report on

**BRAND AWARENESS TRIAL AND USAGES STUDY ON ORAL
CONTRACEPTIVE PILL**

Submitted to

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Nadia Binte Amin

Managing Director

PREFACE

SMC has undertaken a nationwide study on "Brand Awareness Trial and Usages Study (BATU) on Oral Contraceptive Pill (OCP)". The prime objective of the study was to assess the level of awareness, trial and usage of different SMC as well as other available OCP brands all over the country. However the specific objectives of the study were as follows:

- Determine the level of awareness, trial and usages of SMC's, GOB and other available OCPs among the target population
- To assess knowledge on OCP and decision maker on current brand of OCP
- Find out the switching pattern and satisfaction level of currently used brand of OCP
- Determine price sensitivity and find out intention to use current and SMC pill in future
- Examine the media exposure of respondents.

In compliance to a solicitation from Social Marketing Company (SMC), Research and Computing Services Private Limited (RCS) has carried out this nationwide study on "Brand Awareness Trial and Usages Study (BATU) on Oral Contraceptive Pill (OCP)".

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ABBREVIATIONS

AIDS	Acquired immune deficiency syndrome
BAP	Bangladesh AIDS Program
BATU	Brand Awareness Trial and Usages
BBS	Bangladesh Bureau of Statistics
BDHS	Bangladesh Demographic Health Survey
FP	Family Planning
GOB	Government of Bangladesh
HBP	High Blood Pressure
HIV	Human immunodeficiency virus
MFP	Mobile Film Program
MWRA	Married Women of Reproductive Age
NGO	Non-Government Organization
OCP	Oral Contraceptive Pill
PSU	Primary Sampling Unit
RCS	Research and Computing Services Private Limited
RFP	Request for Proposal
STD	Sexually Transmitted Disease
SMC	Social Marketing Company
ToR	Terms of Reference

EXECUTIVE SUMMARY

SMC has been significantly contributing to the overall success of national reproductive and child health program. In 2007, SMC provided 3.94 million CYP through offering three modern methods- oral pills, condoms and injectable. As BDHS 2004 shows, 30 percent of the modern contraceptive users reported that they use SMC brand contraceptives. Information on Brand Awareness, Trial and Usage (BATU) are critical for social markets of the SMC products. BATU helps to identify brand dynamics from the user's perspective. SMC has planned to conduct this study to know the current brand awareness, trial and usages of its OCP, which will in turn to strengthen its market strategies to capture a larger market share. The overall objective of the study was to assess the level of awareness, trial and usage of different SMC as well as other available OCP brands all over the country. The study was nationally representative and quantitative in nature. MWRA were the sample respondents for the study and secondary target groups were the husbands of MWRA.

Demographic characteristics

The study interviewed 2400 ever-married women of reproductive age. The mean age of the respondents was 28 years and the mean age of husband was 36 years. Education level of women and husband was quite high, where at least 77 percent of both women and husband had completed at least some primary education. Majority (90%) of the women reported that they were housewife. On the other hand, husband's occupation was different in nature. The average number of children was 2. Nationally one out of four women reported that they desire for another child. The average duration of marriage life of the respondents was 12 years. Majority (81%) of women reside in a single family. Average family members of the study sample were 5. The average monthly family expenditure was taka 7020 and monthly income was taka 8342. It is also evident that both expenditure and family income is comparatively higher in urban areas as compared to rural areas.

Awareness of different family planning methods and OCP

Knowledge of family planning methods is widespread in Bangladesh. All of the respondents know of at least one modern method of family planning and 9 percent of respondents know of at least one traditional method. On average, a woman has heard of 3 methods of family planning. Almost all of the respondents heard about pills. More than 8 out of 10 women heard about injectables and more than 7 out of 10 heard about condoms. Knowledge of other modern methods is also widespread; many of the respondents have heard of Implant/Norplant (27%), Copper T (33%) and Female Sterilization (30%). Knowledge of Male Sterilization and traditional methods were lower than other modern methods. Virtually, there is little difference about awareness on FPM by divisions especially for long term, permanent and traditional method. Knowledge on family planning methods among husbands is also quite similar to the findings of women survey for OCP, condom, injectable long term and permanent method.

Regarding the awareness of OCP brands, findings show that Shukhi (97%) and Femicon (94%) was the highest reported brand. Other second highest reported

brands were Nordette-28 (69%) and Minicon (62%), and third highest reported brands were Ovostat Gold (31%), Marvelon (22%) and Femipil (16%). It is to be noted that the proportion of women from Chittagong and Khulna reported Femipil poorly as compared to national figure. Almost similar evidence is observed among the male of husband survey. It is also observed that the prime source of supply of Shukhi were GoB hospital and health workers. Though GoB pill "Shukhi" is provided from GoB hospital or by the health workers, yet 17 percent of them also reported pharmacy as a source of supply of Shukhi. On the other hand, more than 90 percent of respondents reported pharmacy as a source of supply for other reported brands of OCP. Findings also show that Television is by far the most important source of information among the reported brands of OCP except Shukhi. On the other hand, Shukhi users mostly heard from GoB/NGO workers (50%).

Knowledge on OCP use

Findings revealed that 94 percent of women had the correct knowledge of taking OCP during first day of menstruation. All respondents were further asked to assess their knowledge regarding who are eligible to use OCP. Findings revealed that two criteria include "women aged 14-49 years" and "who want to delay child" was reported by about half of the women each. Also 41 percent women reported about "birth spacing" and 28 percent supported for "newly couple". On the other hand, women who are "pregnant (70%)" "can't move due to illness (14%)" and "aged 35 years and smoke (10%)" can not use OCP. Regarding knowledge on side effects of OCP, 93 percent reported about headache and 86 percent stated nausea/vomiting. In addition, women also reported that it stops menstruation, cause bleeding and high blood pressure, which ranges from 11 to 16 percent.

Sources of influencing factors to use current brand of OCP

To assess the sources of influencing factors for using current brand of OCP, It has been observed that mostly women (who were currently using OCP) were influenced by the doctor/service providers (52%) followed by relative/friends/neighbors (40%). Several study findings show that mass media also play an important role for selecting a new brand and present data also revealed that 10 percent women were influenced by TV messages. Study concentrated to find out the perception of women about the factors for selecting current brand of OCP. Irrespective of brands, majority of the women reported that suitability with body is very important followed by quality of the brand and availability of the brand. In addition to suitability with body and availability, Shukhi users also emphasized free of cost rather than quality of brand.

Brand trial of OCP

Among ever-married women, about three-fourth (73%) have used OCP at some time. It is evident that OCP is by far the most commonly used method in Bangladesh. The women who used OCP ever, among them 61 percent reported about Shukhi and the next most commonly used OCP was Femicon (48%). Shukhi was widely ever used brand by most of the respondents as government is providing free of charge through government field workers and clinics and at a nominal charge from nongovernmental service providers. On the other hand, Femicon is the most widely used social marketing brand of pills nationally. Also about one-fifth women reported

