

Report

**Study of
Consumer Audit of
Brand Awareness, Trial
and Usage (BATU) of
SMC Product**

A Research Proposal

**Prepared for:
Social Marketing Company**

**Prepared by:
MRC-MODE Limited**

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STUDY OF
CONSUMER AUDIT OF BRAND AWARENESS, TRIAL
AND USAGE (BATU) OF SMC PRODUCTS

- A RESEARCH PROPOSAL

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1. STUDY BACKGROUND

The Social Marketing Company (SMC) which is engaged in marketing non-clinical contraceptive products and oral rehydration salts (ORS) is planning a consumer audit study in 1995 on brand awareness, trial and usage of its various products. It will be a follow-up study of what was done earlier in 1988 and 1992.

The purpose of the repeat study is to ascertain the trend in awareness/trial/usage of different contraceptive brands and oral rehydration salts.

Also, since the SMC products are heavily advertised through mass media, the follow-up study is intended for assessing consumers' levels of awareness/recall of SMC advertisements and their correlations with brand trial and usage.

2. RESEARCH OBJECTIVES

As the brief indicates, the objectives of the follow-up study are:

1. To determine for all SMC and competitive brands of contraceptives and oral rehydration salts :

Present awareness level
Level of trial
Level of regular usage

2. To determine for all SMC and competitive brand advertising :

Awareness level
Recall of message

3. To examine relationship between :

Brand awareness and trial/ regular usage
Advertising awareness and brand awareness/
trial/ regular usage

Also

4. To identify the trend in brand awareness/ trial/ regular usage of SMC/ competitive brands, by comparing the past data with the follow-up study findings.

Additionally, this study is also required to look into the behavioral issues related to different brands of condom/ pills, unearth the consumer attitudes, motivations in the choice of specific brands and identify the major inhibitions in consumer mind vis-a-vis other brands.

3. INFORMATION NEEDS

The information areas to be covered in the present study are as listed below.

- i) Awareness about condoms/ pills/ ORS
- ii) Awareness of various brands of condoms/ pills/ ORS
- iii) Awareness sources
- iv) Trial levels for different brands and continuing (regular) usage
- v) Frequency of use and buying pattern/ habit
- vi) Source of supply
- vii) Level of knowledge regarding the correct use of brands
- viii) Awareness of advertising on brands of condoms/ pills/ ORS
- ix) Message recall and sources
- x) Method/ brand switching pattern
- xi) Period of use of current/ previous methods/ brands
- xii) If not using SMC brands: reasons
- xiii) Availability of media durable
- xiv) Media habits

With regard to contraceptives, the information areas will also cover :

- * Users' perceptions of different brands (condoms/pills)
- * Thoughts & feelings and attitudes

4. RESEARCH METHODOLOGY

The follow up study will be based on a sample survey among target respondents from all over Bangladesh.

Since the purpose of the study is primarily to ascertain the awareness/ trial/ usage levels of different brands of contraceptives and oral rehydration salts, the research route by necessity will be quantitative.

The quantitative approach is applicable for information generation on both contraceptives and oral rehydration salts. However, with regard to contraceptives the study has a broader scope, extending to the behavioral issues related to different contraceptive brands. The data need for this is purely qualitative, the arena encompassing brand perceptions, attitudes, motivations for specific choices and inhibitions vis-a-vis other brands. A qualitative approach will be needed to collect data on the above areas.

Therefore, for the study on contraceptives the research capsule will be both quantitative and qualitative

Our specific recommendations will be :

1. To undertake a pilot study in the neighbourhood of Dhaka for first hand assessment of contraceptive users' (both men & women in urban & rural areas) thoughts and feelings vis-a-vis different brands of condoms as well as pills and reasons for specific brand choices.
2. To use the preliminary information thus gathered in two ways :
 - a) Developing guides for In-Depth interviews to be carried out in the survey centres (Qualitative Research)
 - b) Generating attitude battery to be covered in the quantitative survey questionnaire for assessing consumer associations of different brands (condoms/pills) with the respective attitude statements.

While the qualitative research will help understand consumer mind in depth vis-a-vis their feelings and attitudes to different contraceptive brands, responses derived in the quantitative survey regarding users' associations of different brands with the various attitude statements will help identify for each brand:

- i) The image strength
- ii) The salient image features
- iii) The distinctive (unique) features if there are any

Also,

- iv) The motivational features in favour of the specific brand

Thus, quantification of the qualitative data will also be attempted, in addition to the qualitative feed-back from in-depth interviews, to understand the salient feelings and attitudes to different brands of condoms and pills.

Image Strength

The image strength of a brand has two components :

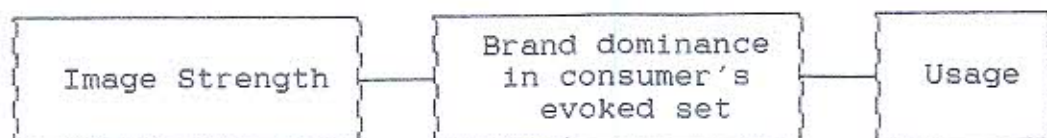
Image Width
image Intensity

Percentage of consumers associating a brand with at least one positive attribute of the brand is the Image Width of the brand; while, the Image Intensity is the average number of positive attributes which are associated with a brand.

Image Strength = Image Width x Image Intensity

The higher the image strength of a brand, the more favourable is the overall image of the brand.

Also, the higher the image strength of a brand the higher is likely to be the brand's dominance in consumer's evoked set (brands in consumer's mind space), which leads to brand trial and eventually to continuing usage.



Such relationships will be examined separately for each contraceptive brand, to help identify the exact situations vis-a-vis the SMC brands.

Action strategy for a particular brand can be decided accordingly.

So, the research techniques which we plan to employ for the study on ORS and contraceptives are :

ORS	:	Quantitative
Contraceptives	:	Quantitative + Qualitative (including quantification of qualitative data)

5. SURVEY METHODOLOGY

5.1 Coverage

As indicated earlier, the survey coverage is all Bangladesh - urban and rural, for both contraceptives and oral rehydration salts.

5.2 Target Audience

The target audience for the study on contraceptives will comprise married men and women in the reproductive age bracket.

For ORS, theoretically all households - in particular households having children under 5 years of age, should be the relevant target group considering high incidence of diarrhoea among children in the above age group.

The 1988 study, however, considered a common population universe for both contraceptives and ORS - namely married men and women under 45 years of age. Undoubtedly, this segment will cover the large majority of the prospects for ORS also. Hence, and also for reasons of compatibility of results vis-a-vis the past findings, we would suggest to retain the 1988 approach - that is, defining the target audience as married men and women in the reproductive age group.

There are other advantages of having the target audience common for both contraceptives and ORS. Information on both can be gathered from the same respondent; so the interviewing cost will come down considerably vis-a-vis the expenses which are to be incurred if information on contraceptives is collected from one set of respondents and that on ORS from a second set.

5.3 Sample Design

The study will be based on a sample survey of target respondents representative of entire Bangladesh - urban and rural.

The first requirement, therefore, is the selection of survey centres - urban and rural, which would ensure adequate geographic dispersion.

With this objective in view, we propose selection of survey centres from all the previous four divisions of Bangladesh - namely, Dhaka, Chittagong, Khulna and Rajshahi. That is, the divisions will serve as the first stage of stratification for sampling.

Each of the four divisions will then be further stratified into urban and rural.

The sampling would really start from within each division separately for urban and rural.

5.3.1 Urban Sampling

Within each division, the divisional town will be treated separately from other district towns, because of high concentration of urban population in the divisional town.

For urban areas, we propose a total number of 20 urban spots.

	<u>% of urban population</u>
Divisional towns	52.0
Other urban areas	48.0

	100.0

The urban population ratio of divisional towns to other urban areas is approximately 50:50. So for ensuring representativeness we would suggest 10 urban spots from the divisional towns and 10 spots from other urban areas.

The allocation of urban spots over the divisional towns is suggested as under :

<u>Divisional town</u>	<u>% of population</u>	<u>No. of spots</u>
Dhaka	59.4	6
Chittagong	25.5	2
Khulna	9.8	1
Rajshahi	5.3	1
	-----	-----
	100.0	10

The allocation is approximately in proportion to population sizes of the respective divisional towns.

The urban spots to be selected within each divisional town will be 'mahallas'. These will be selected at random making use of the PPS Random Sampling method - that is, the selection probability of a sample mahalla will be in proportion to the population size of the mahalla.

With regard to other 10 urban spots, the primary sampling units (PSU) will be 'districts'. Each spot will be selected from a separate district town.

The allocation of sample districts over the four divisions is indicated below.

<u>Division</u>	<u>%of urban population, excluding divisional towns</u>	<u>No of district</u>
Dhaka	32.3	3
Chittagong	19.3	2
Khulna	20.6	2
Rajshahi	27.8	3
	-----	---
	100.0	10

The allocation of number of districts over the four divisions is again broadly in proportion to the urban population sizes (excluding the urban population of the divisional towns).

The secondary sampling units (SSUs) within a district will be the mahallas. Only 1 mahalla will be selected from within a district town.

The selection of the mahalla within district will be based on PPS Random Sampling method.

Diagrammatically, the sampling design proposed for urban areas is as under :

(Divisions)

