

Assessment of Promotion and Its Effect on Attitudinal Change towards Family Planning: A Case Study in Amhara National Regional State, Ethiopia

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ABSTRACT:

The purpose of the study is investigating the association between promotion, social attitude and family planning in selected cities of Amhara Region. Both quantitative and qualitative data were used to conduct this study. The quantitative frames were used to gather the inquired data from respondents with closed ended questionnaires and qualitative data was collected from records of the regional health office and published journals and this data was used to structure the research framework. A total of 400 questionnaires were distributed to the health centers in four cities of the region (Gondar, Debre Markos, Bahir dar and Wollo) with an equal distribution of 95 respondents. Linear regression analysis was used to analyze the data collected by closed ended questionnaires and some document analysis was used. Based on the findings obtained from respondents, it was concluded that promotion program, social attitude and family planning are positively related. Respondents argued that population size of the region are growing rapidly while the resource economic situation is limited. To alleviate the existing problem, the regional health office should increase its promotion program to create awareness, provide training, establish effective communication program, and reward the employees so as to assure the proper delivery family planning service.

Keywords: *Promotion, Advertising, Personal selling, Sales promotion, Public relation, Social attitude, Family planning*

INTRODUCTION

Population growth is a major concern in developing countries in view of its impact on broader socio-economic development. In Sub-Saharan Africa, including Ethiopia continued high fertility levels, along with declining mortality rates, have resulted in a wide gap between birth and death rates, and subsequently in high annual population growth rate. Factors contributing to high fertility include low socio-economic development, deeply-ingrained cultural values for large family size, and low levels of contraception (Bertrand, J.T., et al,

1993). The resulting high rate of population growth has led many countries to adopt population policies aimed at reducing the prevailing high birth rate.

According to the medium variant projection of the CSA, it is projected to reach 106 million in 2020 (CSA, 1999). Children under 15 years of age account for about 45 percent of the population, indicating a built-in momentum for future growth. More than 80 percent of the population lives in rural areas with poor access to health and educational services. Although the

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gross population density was 59 persons per square kilometer in 2000, there are areas where the density exceeds 700 persons per square kilometer. Such population growth places pressure on resources particularly the environment by extending agricultural activities into environmentally fragile areas and those inhospitable to traditional farming.

Conceptual Model

Promotion and Promotion Mix

Promotion is one of the important components of company's total marketing mix. Its intent is to inform, persuade and influence people. Promotion involves an ongoing process of communication between an organization and its target market. "Promotion is the element in an organization's marketing mix that serves to inform, persuade and remained the market of a product and/or the organization selling it, in hopes of influencing the recipients feelings, beliefs, or behavior" (W. J. Stanton).

Promotion is an important tool for both the profit as well as nonprofit organizations. As we know that most often it is being used to sell a product or services, it is also being accepted in the marketing of social services.

Promotion also revolves with the task of developing communication program by selecting and blending different channels of communication in a way that can achieve the promotional objectives like awareness creation, building positive image, influence purchase decision, differentiate one's product from the rival firms offer and remind customers the existence of products. The promotion mix, involves the careful blending of several elements like advertising, sales promotion, personal selling, publicity and public relations to accomplish the organization's promotional objectives.

Advertising is any paid form of non-personal communication through the mass media about a product or idea by an identified sponsor. It is a powerful promotional tool which individuals, businesses and non business organizations use for informing, persuading and reminding their target audiences (AMA).

Personal Selling is face to face contact between seller's representative and buyer. Nonprofit organizations, political candidates,

firms and individuals use personal selling to communicate with the public.

Sales Promotion: Sales promotion includes activities that seek to directly induce or indirectly serve as incentives to motivate, a desired response on the part of the target customers, company sales people and middleman and their sales force.

Publicity: Publicity is the news carried in the mass media about a firm and its products, policies, personnel or actions. It is non-paid form of promotion [News releases, press conferences of philosophies]

Public Relations: It creates, develops and maintains a bright image of an organization on the public. It is a planned effort by an organization to influence the attitudes and opinions of a specific group. The target may be customers, stockholders, a government agency or a special interest group (W. J. Stanton).

Number of studies suggests that individual exposure to mass media message promoting family planning affects their contraceptive behavior (Piotrow et al., 1990). Many models have emerged from different fields identifying specific pathways to behavioral change and insight to aid programs intended to influence and change behavior. Mass media campaign on family planning can change person's way of thinking about diffusion of new ideas, practices and fertility related behavior (Cleland and Wilson, 1987). The ideation model drives from the diffusion of innovation theory and includes five stage which individual's compartment progress: knowledge, persuasion, decision making implementation and confirmation (Rogers, 1995). The input/output persuasion model considers how various aspects of communication affects behavioral outcomes (McGuire, 1989).The steps to behavior change theory is an adaptation of the diffusion of innovation theory and the input/output persuasion model; it consists five major steps of change: knowledge, approval intention, practice and advocacy (Piotrow et al., 1997).This framework emphasizes several intermediate steps that people move through before they change their behavior suggesting that different messages and approaches in communication are required to reach people at different stages in the process.

Social Attitude

Webster's Revised Unabridged Dictionary (1913) defines attitude as "a complex mental orientation involving beliefs and feelings and values and dispositions to act in certain ways." Psychological theories on attitudes refer to an evaluative, emotional reaction (i.e. the degree of like or dislike associated with the attitudinal object) comprising three components: Affect, cognition, and behavior (Zimbardo and Lieppe, 1991). These components undergo change when there is "dissonance" or disagreement between them (Mantle-Bromley, 1995, p. 373).

Social cognitive theory which has been recognized widely for providing a framework for understanding human behavior was adopted to anchor this study. Social cognitive theory centers on the prominent role of social modeling in human motivation, learning, thought and action.

In social cognitive theory, the "social" aspect of the title acknowledges the social origins of human thought and action while the "cognitive" aspect recognizes the influential contribution of cognitive processes to human motivation, affect, and action (Bell, 2007). Social cognitive theory is rooted in the perspective that people are self-organizing, pro-active and self-regulating. Human behavior is the product of an active interplay of personal, behavioral and environmental influences (Pajares, 2004)

Social cognitive theory assumes that if one is motivated to learn a particular behavior, then that particular behavior would be learned through clear observations. By imitating these observed actions, the individual observer would solidify that learned action. Social cognitive theory is a learning theory based on the ideas that people learn by watching what others do and that human thought process are central to understanding personality.

Bell (2007) argues that social cognitive theory is concerned with how humans operate cognitively on their experiences and how these cognitive operations then come to influence their behavior. People are believed to abstract and integrate information that is encountered in a variety of experiences. From this abstraction and integration, people can represent their environments and themselves in terms of certain crucial classes of cognitions, including, but not limited to attitudes and values. These cognitions

are believed to affect the behaviors of individuals (Bandura, 1986).

Family Planning

This study investigated areas that may hinder women from the knowledge of accessing the available information on family planning services. It has been noted that access and availability of information enhances rightful choices of family planning. When people are well informed on an issue, they act appropriately. Adequate information on family planning services is beneficial to all and sundry including men, women, children, families, governments and the world at large. The knowledge of family planning services will help to protect women from unwanted pregnancies thereby saving them from high risk pregnancies or unsafe abortions. Thus, social cognitive theory can be useful in developing a training program to address the provision of family planning information by social workers, once it is known what needs to be confronted (Bell, 2007).

Samuel (2010) defined family planning as the practice that helps individuals or couples to attain certain objectives such as avoiding unwanted pregnancies, bringing about wanted babies at the right time, regulating, the interval between pregnancies, controlling the time at which birth occurs in relation to the ages of parents and determining the number of children in the family. Family planning is a means of reproductive health.

According to free Encyclopedia (2013) family planning is of birth control and other techniques to implement such plans which include sexuality education, prevention and management of sexually transmitted infections, pre-conception counseling and management of infertility. It further conceptualizes that family planning is educational, comprehensive medical or social activities which enable individuals to determine freely the number and spacing of their children and to select the means by which this may be achieved.

Brown et al. (1987) argued that majority of the traditional societies welcome family planning practices because they are linked to the world communication and transportation networks which carry ideas and messages on

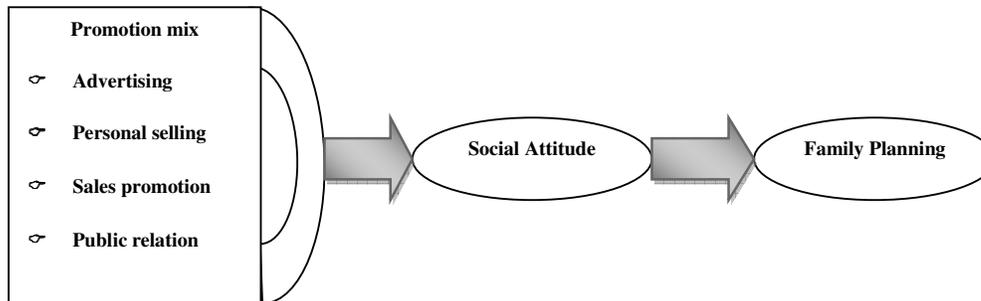


Figure 1: Conceptual Frame Work of the Study
Source designed by the researchers

contraceptive use. On the other hand, some societies do not accept family planning due to their cultural practices. Take for instance, Nigerian culture take delight in son preference. A typical example of son preference in Igbo societies is shown when married couples with female children shun family planning so that they will be able to raise male children who are accorded more importance than females because males propagate family name, property and inheritance laws which limit the rights of females and can reinforce son preference. Research has shown that culture is a determinant for acceptance and non-acceptance of family planning.

Based on the previous discussion and the conceptual frame work of the study we state the following major hypothesis:

H1: There is a positive relationship between promotion activities and social attitude.

H2: There is a positive relationship between social attitude and family planning.

H3: There is a positive relationship between promotion and family planning.

The purpose of this research is to investigate the relationship between promotion, social attitude and family planning in selected cities of Amhara National Regional State using social attitude as mediating variable.

RESEARCH METHOD

Description of the Study Area

This paper was mainly conducted to investigate the relationship between promotion, social attitude and family planning concerned

with selected cities in Amhara Region basically located at Debre Markos, Wollo, Bahir Dar and Gonder.

Research Design

This study was conducted on promotion and its effect on social attitude towards family planning in selected cities of Amhara Region. The study is descriptive type which has enabled the researchers to assess and describe the relationship between independent, dependent and mediating variables. Researchers adopted a survey design to gather the enquired input for this study which enables/facilitates the collection of original data necessary to realize the research objectives and is also appropriate in collecting useful data that could be quantified and reported as a representation of the real situation or characteristic in the study population. A survey design provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. From sample results, researchers could generalize or make claim about the population (Creswell, 2003).

Sampling Technique and Sample Size

The researchers used multistage sampling technique to determine sample size of the study. Multi stage sampling design enables to categorize/cluster respondents based on geographic location with the assumption that individuals from the same cluster/ community are likely to exhibit similar demographic and behavioral characteristics then in each

group/strata, simple random sampling has been used to arrive on target respondents. In random sampling method each element/individuals has equal chance of being selected.

In determining sample size, in addition to the purpose of the study, population size, the nature of population (homogenous or heterogenous), and three criteria usually will need to be specified to determine the appropriate sample size: the level of precision, the level of confidence or risk, and the degree of variability in the attributes being measured (Glenn D. Israel, 2009).

$$n = N / 1 + N (e)^2 = 6713334 / 1 + 6713334(0.5)^2 = 399.76 \sim 400$$

Where N = number of total family planning users of four cities in Amhara region

n = the required sample size

e = sample error using 95% confidence level

A total of 400 questionnaires were distributed to be filled by the respondents. Out of which 320 questionnaires were filled and returned back for the researchers. Therefore this 320 questionnaire were used as an input for the data analysis.

Data Sources and Data Collection Instruments

This study was investigated the promotional mix's (advertising, personal selling, sales promotion and public relation) influence on social attitude concerning family planning using survey data. Both primary and secondary data were used in this research. Primary data have been obtained from women who were family planning users of health extension, health office and Amhara regional health agency/managers in each health center of the research area.

Interview and questionnaire were used as a method to gather the inquired data. In collecting primary data both structured personal interview and questionnaire were employed. The questions in the structured personal interview and questionnaire have included both close and open-ended.

Methods of Data Analysis

The study was conducted to investigate the relationship between promotion, social attitude and family planning hence linear regression analysis was done using Statistical Package for Social Sciences (SPSS). Regarding

measurement models reliability and validity test was conducted.

RESULTS AND DISCUSSION

In this section of the project, the data collected is analyzed and presented using linear regression analysis of a statistical package for social science (SPSS) simple and understandable manner. For simplicity and clarity purpose, both the results and discussions are presented side by side. As explained in the methodology part, questionnaire was distributed to women who were family planning users of selected health centers in Amhara region and structured interview was made with the managers of the regional health agency. Finally, in undertaking this study, promotional mix elements that are supposed to affect the social attitude and family planning are given due attention.

Data Sample Information

A total of 400 questionnaires were distributed at health centers of four cities in Amhara region (Gonder, Bahir Dar, Debre Markos and Dessie). Out of which 320 were returned, which researchers used as an input data for analysis to present the findings and draw conclusion. Further the data analysis was performed to reach the findings. Therefore the analysis's, results and discussions were presented as follows.

Table 1 reveals background information of the respondents. When we see the first background variable that is gender division of the respondents, all of the respondents were females, i.e. 99.7.4% representing all part of the sample group. However, 0.3% of the respondents were males.

Table 2 shows distribution of educational background of the respondents which is displayed as 45.9% of the respondents have only reading and writing skill, where as 20.3% of them are Certificate holders, 27.8% of respondents are diploma holder, 4.1% of them are Degree holders and 1.9% of Master are holders. Thus most of the respondents are in this study are low in their educational level.

Table 1: Distribution of back ground variable 1 (N=320)

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	1	0.3	0.3	0.3
Female	318	99.4	99.4	99.7
Total	320	100.0	100.0	100.0

Source: Survey on June 2008 E.C

Table 2: Distribution of educational back ground variable (N=320)

Educational level	Frequency	Percent
only reading and writing	147	45.9
Certificate	65	20.3
Diploma	89	27.8
Degree	13	4.1
Master	6	1.9
Total	320	100.0

Source: Survey on June 2008 E.C

Measuring the Association of Promotion Mix Elements and Social Attitude

This study was conducted to investigate the relationship between promotion variables, social attitude towards family planning. Therefore in this part of the study keen attention was given for promotion mix element's (advertising, personal selling, sales promotion, public relation) and social attitude. So here analysis result and discussion of the above variables was done.

Table 3 reveals correlation analysis result of television, radio, bill board and pamphlet advertising and women's value and belief about family planning. As it is shown by the result of correlation analysis, the coefficients of correlation analysis results are 0.231, 0.252, 0.213 and 0.197 for television, radio, bill board and pamphlet advertising, Variety and entertainment feature of Advertising program, audibility and sound attractiveness of the advertiser and informing, persuading and reminding power of advertising program related with women's value and belief about family planning respectively. All the correlation coefficients are between the range of [1, 0.3] which implies that television, radio, bill board and pamphlet advertisings, audibility and sound

attractiveness of the advertiser and informing, persuading and reminding power of advertising program are positively related with women's value and belief about family planning. Therefore any change in television, radio, bill board and pamphlet advertising, audibility and sound attractiveness of the advertiser and informing, persuading and reminding power of advertising program will change women's Value and belief about family planning in the same direction.

Table 4 shows the correlation analysis results of television, radio, bill board and pamphlet advertising, audibility and sound attractiveness of the advertiser and Awaring, persuading and reminding power of advertising program and social attitude about family planning. As it is indicated by table 4, correlation coefficients of each variable are 0.115, 0.325, 0.399 and 0.379 for television, radio, bill board and pamphlet advertising, audibility and sound attractiveness of the advertiser and Awaring, persuading and reminding power of advertising program related with social attitude about family planning respectively. The coefficients correlation analysis are between the range of [1, 0.3] which implies that television, radio, bill board and

pamphlet advertising, audibility and sound attractiveness of the advertiser and Awaring, persuading and reminding power of advertising program are positively related with social attitude about family. Therefore any change in for television, radio, bill board and pamphlet

advertising, audibility and sound attractiveness of the advertiser and Awaring, persuading and reminding power of advertising program will change social attitude about family in the same direction.

Table 3: Correlation analysis of advertising variables with the 1st Social Attitude variable (N=320)

Method	Items	Attitude question 1
Pearson Correlation	Attitude question 1	1.000
	Advertising question1	0.231
	Advertising question2	0.252
	Advertising question3	0.213
	Advertising question4	0.197
Sig. (1-tailed)	Attitude question 1	.
	Advertising question1	0.000
	Advertising question2	0.000
	Advertising question3	0.000
	Advertising question4	0.000

Source: Survey on June 2008 E.C

Table 4: Correlation analysis of advertising variables with 2nd attitude variable (N=320)

Method	Items	Attitude question 3
Pearson Correlation	Attitude question 2	1.000
	Advertising question1	.115
	Advertising question2	.325
	Advertising question3	.399
	Advertising question4	.379
Sig. (1-tailed)	Attitude question 3	.
	Advertising question1	.020
	Advertising question2	.000
	Advertising question3	.000
	Advertising question4	.000

Source: Survey on June 2008 E.C

Table 5: Correlation analysis of personal selling and the 1st social attitude variable (N=320)

Method	Items	Attitude question 1
Pearson Correlation	Attitude question 1	1.000
	Personal selling question1	.252
	Personal selling question2	.254
	Personal selling question3	-.061
Sig. (1-tailed)	Attitude question 1	.
	Personal selling question1	.000
	Personal selling question2	.000
	Personal selling question3	.141

Source: Survey on June 2008 E.C

Table 5 shows the analysis output of skillfulness and influential power of health professionals, Approach during service delivery, access for and availability of door-to-door service and women's value and belief about family planning. As it is indicated by table 5, the coefficients of correlation analysis are 0.252, 0.254, and -0.067 for skillfulness and influential power of health professionals, Approach during service delivery, attractiveness and access for and availability door-to-door service related with women's value and belief about family planning respectively. The correlation coefficients for skillfulness and influential power of health professionals, Approach during service delivery related with women's value and belief about family planning are between the range of [1,0.3] (0.252,0.254) as shown by table 4.6 which implies that this two variables are positively related with the dependent variable whereas the coefficient of access for and availability door-to-door service related with women's value and belief about family planning is within the range of [-1,-0.3] (-0.067) which indicates that the access for and availability door-to-door service is negatively related with women's value and belief about family planning. Therefore any change in skillfulness and influential power of health professionals, Approach during service delivery will change women's value and belief about family planning in the same direction whereas a change in the access for and availability door-to-door family planning service changes women's value and belief about family

planning in opposite direction.

Table 6 shows the analysis outcome of skillfulness and influential power of health professionals, approach during service delivery, access for and availability of door-to-door family planning service and social attitude about family planning. As it is indicated by table 6, the correlation coefficients of are 0.175, 0.256, and -0.004 for skillfulness and influential power of health professionals, approach during service delivery, access for and availability of door-to-door family planning service related with social attitude about family planning respectively. The correlation coefficients of skillfulness and influential power of health professionals, approach during service delivery, related with women's attitude about family planning are between the range of [1,0.3] which implies that this two variables are positively related with women's attitude of family planning whereas access for and availability of door-to-door family planning service related with women's attitude of family planning is in between the range of [-1,-0.3] which indicates that the third independent variable is negatively related with social attitude. Therefore any change in skillfulness and influential power of health professionals, approach during service delivery will change women's attitude for family planning in the same direction whereas a change on , access for and availability of door-to-door family planning service changes women's attitude for family planning on opposite direction .

Table 6: Correlation analysis of personal selling variables and the 2nd social attitude variable (N=320)

Method	Items	Attitude question 3
Pearson Correlation	Attitude question 2	1.000
	Personal selling question1	0.175
	Personal selling question2	0.256
	Personal selling question3	-0.004
Sig. (1-tailed)	Attitude question 2	.
	Personal selling question1	0.001
	Personal selling question2	0.000
	Personal selling question3	0.475

Source: Survey on June 2008 E.C

Table 7 shows the analysis outcome of availability of none price family planning methods and prize and gift for regular family planning user to attract non-users and women's value, belief about family planning. As it is indicated by table 7, the correlation coefficients are 0.489 and -0.212 respectively for availability of none price family planning methods and prize and gift for regular family planning user to attract non-users related with women's value, belief about family planning. The correlation coefficients of availability of none price family planning methods related with women's value, belief about family planning. is between the range of [1, 0.3] which implies that it is positively related with women's value, belief on family planning where prize and gift for regular family planning users related with women's value and belief on family planning is in between the range of [-1,-0.3] which indicates that is negatively related with women's value, belief on family planning. Therefore any change on the availability of none price family planning

methods will change women's value, belief on family planning in the same direction where a change on prize and gift for regular family planning users the changes women's value, belief on family planning on opposite direction.

Table 8 reveals the analysis result of availability of none price family planning methods and prize and gift for regular family planning user and women's attitude for family planning. As it is shown by table 8, the correlation coefficients are 0.116, and 0.035 respectively for availability of none price family planning methods and prize and gift for regular family planning user. All the correlation coefficients are in between the range of [1, 0.3] which implies that all independent variables are positively related with independent variable. Therefore any variation on the availability of none price family planning methods and prize and gift for regular family planning user will change women's attitude for family planning program in the same direction.

Table 7: Correlation analysis of sales promotion variables with the 1st attitude variable (N=320)

Method	Items	Attitude question 1
Pearson Correlation	Attitude question 1	1.000
	Sales promotion question 1	0.489
	Sales promotion question 2	-0.212
Sig. (1-tailed)	Attitude question 1	.
	Sales promotion question 1	0.000
	Sales promotion question 2	0.000

Source: Survey on June 2008 E.C

Table 8: Correlation analysis of sales promotion variables and the 2nd social attitude variable (N=320)

Method	Items	Attitude question 3
Pearson Correlation	Attitude question 2	1.000
	Sales promotion question 1	0.116
	Sales promotion question 2	0.035
Sig. (1-tailed)	Attitude question 3	.
	Sales promotion question 1	0.020
	Sales promotion question 2	0.270

Source: Survey on June 2008 E.C

Table 9 implies the analysis outcome of access for printed information, news release and women's value and belief for family planning. As it is indicated by table 9, the correlation coefficients are -0.011 and 0.028 respectively for printed information, news release related with women's value and belief for family planning. The correlation coefficients of access for printed information related with women's value and belief for family planning is in between the range of [-1,-0.3] which indicates that it is negatively related with women's value and belief for family planning where access for news release related with women's value and belief for family planning is between the range of [1, 0.3] which implies that it is positively related with the dependent variable. Therefore any change on access for printed information will change women's value and belief for family planning in opposite direction where a change on access for news release changes women's value and belief

for family planning on the same direction.

Table 10 shows the analysis result of access for printed information, news release and women's attitude for family planning program. As it is shown by table 10, the correlation coefficients of each variable are 0.053 and -0.011 respectively for access for printed information, news release related with women's attitude for family planning program. the correlation coefficient of access for printed information is in between the range of [1, 0.3] which indicates that it is positively related with the dependent variable and access for news release is between the rage of [-1, -0.3] which implies that it is negatively related with women's social attitude. Therefore any change in access for printed information, will change women's attitude for family planning program in the same direction where a variation in news release changes women's social attitude for family planning in opposite direction.

Table 9: Correlation analysis on public relation variables and the 1st social attitude variable (N=320)

Method	Items	Attitude question 1
Pearson Correlation	Attitude question 1	1.000
	Public relation question 1	-.011
	Public relation question 2	0.028
Sig. (1-tailed)	Attitude question 1	.
	Public relation question 1	0.420
	Public relation question 2	0.309

Source: Survey on June 2008 E.C

Table 10: Correlation analysis of public relation variables and the 2nd social attitude variable (N=320)

Method	Items	Attitude question 3
Pearson Correlation	Attitude question 2	1.000
	Public relation question 1	0.053
	Public relation question 2	-0.011
	Public relation question 1	0.172
	Public relation question 2	0.422

Source: Survey on June 2008 E.C

Measuring the Association of Promotion Mix Elements and Family Planning

Table 11 shows the analysis result of television, Radio, bill board, pamphlet advertising, variety and entertainment feature of Advertising program, Audibility and sound attractiveness of the advertiser, Awaring, persuading and reminding power of advertising program and women's knowledge about family planning methods. As it is shown by table 11, the correlation coefficients of each variable are 0.230, 0.239, 0.226 and 0.203 respectively for Television, Radio, bill board, pamphlet advertising, variety and entertainment feature of Advertising program, Audibility and sound attractiveness of the advertiser, Awaring, persuading and reminding power of advertising program related with women's knowledge about family planning methods. All the correlation coefficients are in between the range of [1, 0.3] which indicates that all independent variables are positively related with dependent variable. Therefore any change in television, Radio, bill board, pamphlet advertising, and variety and entertainment feature of Advertising program, Audibility and sound attractiveness of the advertiser, Awaring, persuading and reminding power of advertising program will change women's knowledge about family planning methods in the same direction.

Table 12 shows the analysis result of television, Radio, bill board, pamphlet advertising, variety and entertainment feature of

Advertising program, audibility and sound attractiveness of the advertiser, Awaring, persuading and reminding power of advertising program and women's family planning usage status. As it is shown by table 12, the correlation coefficients of each variable are -0.036, 0.090, 0.105 and 0.163 respectively for television, Radio, bill board, pamphlet advertising, variety and entertainment feature of Advertising program, Audibility and sound attractiveness of the advertiser, informing, persuading and reminding power of advertising program related with women's family planning usage status. The coefficient of television, Radio, bill board, pamphlet advertising related with women's family planning usage status is found with range of [-1,-0.3] which shows that it is inversely related with women's family planning usage status so that any change on television, radio, bill board, pamphlet advertising will cause a change on the third family planning variable in the opposite direction. All the correlation coefficients of the remaining advertising variables are in between the range of [1, 0.3] which indicates that all this variables are positively related with dependent variable. Therefore any change on variety and entertainment feature of Advertising program, Audibility and sound attractiveness of the advertiser, informing, persuading and reminding power of advertising program will cause a change on women's family planning usage status in the same direction.

Table 11: Correlation analysis of advertising variables and the 1st family planning variable (N=320)

Method	Items	Family planning question 1
Pearson Correlation	Family planning question 1	1.000
	Advertising question1	0.230
	Advertising question2	0.239
	Advertising question3	0.226
	Advertising question4	0.203
Sig. (1-tailed)	Family planning question 1	.
	Advertising question1	0.000
	Advertising question2	0.000
	Advertising question3	0.000
	Advertising question4	0.000

Source: Survey on June 2008 E.C

Table 12: Correlation analysis of advertising variables and the 2nd family planning variable (N=320)

Method	Items	Family planning question 5
Pearson Correlation	Family planning question 2	1.000
	Advertising question1	-0.036
	Advertising question2	0.090
	Advertising question3	0.105
	Advertising question4	0.163
Sig. (1-tailed)	Family planning question 5	.
	Advertising question1	0.261
	Advertising question2	0.053
	Advertising question3	0.031
	Advertising question4	0.002

Source: Survey on June 2008 E.C

Table 13: Correlation analysis of personal selling variables and the 1st family planning variable (N=320)

Method	Items	Family planning question 1
Pearson Correlation	Family planning question 1	1.000
	Personal selling question1	0.034
	Personal selling question2	0.169
	Personal selling question3	0.304
Sig. (1-tailed)	Family planning question 1	.
	Personal selling question1	0.272
	Personal selling question2	0.001
	Personal selling question3	0.000

Source: Survey on June 2008 E.C

Table 13 shows the analysis result of skillfulness and influential power of family planning service provider, approach of service providers during family planning service delivery, Access for and availability door-to-door service delivery and women's knowledge about family planning methods. As it is shown by table 13, the correlation coefficients of each variable are 0.034, 0.169 and 0.304 respectively for skillfulness and influential power of family planning service provider, approach of service providers during family planning service delivery, Access for and availability door-to-

door service delivery related with women's knowledge about family planning. All the correlation coefficients are in between the range of [1, 0.3] which indicates that all independent variables are positively related with dependent variable. Therefore any change in skillfulness and influential power of family planning service provider, approach of service providers during family planning service delivery, Access for and availability door-to-door service delivery all personal selling variables will cause a change on women's knowledge about family planning methods in the same direction.

Table 14: Correlation analysis of personal selling variables and the 2nd family planning variable (N=320)

Method	Items	Family planning question 5
Pearson Correlation	Family planning question 3	1.000
	Personal selling question1	-0.149
	Personal selling question2	0.148
	Personal selling question3	0.399
Sig. (1-tailed)	Family planning question 5	.
	Personal selling question1	0.004
	Personal selling question2	0.004
	Personal selling question3	0.000

Source: Survey on June 2008 E.C

Table 15: Correlation analysis of sales promotion variables and the 1st family planning variable (N=320)

Method	Items	Family planning question 1
Pearson Correlation	Family planning question 1	1.000
	Sales promotion question 1	0.004
	Sales promotion question 2	0.241
Sig. (1-tailed)	Family planning question 1	.
	Sales promotion question 1	0.475
	Sales promotion question 2	0.000

Source: Survey on June 2008 E.C

Table 14 shows the analysis result of skillfulness and influential power of health professionals, approach of service providers during family planning service delivery, Access for and availability door-to-door service delivery and women's family planning usage status. As it is shown by table 14, the correlation coefficients of each variable are -0.149, 0.148 and 0.399 respectively for skillfulness and influential power of health professionals, approach of service providers during family planning service delivery, Access for and availability door-to-door service delivery related with women's family planning usage status. The coefficient of skillfulness and influential power of health professionals related with women's family planning usage status is found with range of [-1,-0.3] which shows that it is inversely related with the dependent variable so that any change on the independent will cause a change on the

dependent variable in the opposite direction. All the correlation coefficients of the remaining variables are in between the range of [1, 0.3] which indicates that all this independent variables are positively related with the dependent variable. Therefore any change on the approach of health professional's service delivery, Access for and availability door-to-door service delivery and women's family planning usage status in the same direction.

Table 15 reveals the analysis result of availability of price free family planning methods, prize and gift for regular family planning user and women's knowledge about family planning methods. As it is shown by table 15, the correlation coefficients of each variable are 0.004, and 0.241 respectively for availability of price free family planning methods, prize and gift for regular family planning user related with women's knowledge about family planning

methods. All the correlation coefficients are in between the range of [1, 0.3] which indicates that all the independent variables are positively related with dependent variable. Therefore any change in availability of price free family planning methods, prize and gift for regular family planning user will cause a change on women's knowledge about family planning methods in the same direction.

Table 16 reveals the analysis result of availability of price free family planning methods, prize and gift for regular family planning user and women's family planning usage status. As it is shown by table 16, the correlation coefficients of each variable are -0.145, and 0.174 respectively for availability of price free family planning methods, prize and gift for regular family planning user related with women's family planning usage status. The correlation coefficient of the variable related with the third family planning variable is found with the range of [-1,-0.3] implies that availability of price free family planning methods is negatively related with women's family planning usage status where prize and gift for regular family planning user and women's family planning usage status related with

women's family planning usage status third family planning variable lies with range of [1, 0.3] which implies that it is positively related with the dependent variable. Therefore any change on the availability of price free family planning methods will change women's family planning usage status in opposite direction where a change on prize and gift for regular family planning user changes women's family planning usage in the same direction.

Table 17 reveals the analysis result of availability of printed information, access news release and women's knowledge about family planning methods. As it is displayed by table 17, the correlation coefficients of each variable are 0.224, and 0.147 respectively for availability of printed information, access news release related with women's knowledge about family planning methods. All the correlation coefficients are in between the range of [1, 0.3] which indicates that all independent variables are positively related with dependent variable. Therefore any variation on the availability of printed information, access news release will cause a change on women's knowledge about family planning methods in the same direction.

Table 16: Correlation analysis of sales promotion variables and the 2nd family planning variable (N=320)

Method	Items	Family planning question 5
Pearson Correlation	Family planning question 2	1.000
	Sales promotion question 1	-0.145
	Sales promotion question 2	0.174
Sig. (1-tailed)	Family planning question 5	.
	Sales promotion question 1	0.005
	Sales promotion question 2	0.001

Source: Survey on June 2008 E.C

Table 17: Correlation analysis of public relation variables and the 1st family planning variable (N=320)

Method	Items	Family planning question 1
Pearson Correlation	Family planning question 1	1.000
	Public relation question 1	0.225
	Public relation question 2	0.147
Sig. (1-tailed)	Family planning question 1	.
	Public relation question 1	0.000
	Public relation question 2	0.004

Source: Survey on June 2008 E.C

Table 18 reveals the analysis result of the availability of printed information, access news release and women's family planning usage status. As it is displayed by table 18, the correlation coefficients of each variable are 0.495, and 0.459 respectively for availability of printed information, access news release related with women's family planning usage status. All the correlation coefficients are in between the range of [1, 0.3] which indicates that all independent variables are positively related with dependent variable. Therefore any variation on availability of printed information, access news release will cause a change on women's family planning usage status in the same direction.

Measuring the Association of Social Attitude and Family Planning

Table 19 reveals the analysis result of

women's value, belief about family planning, women's attitude for family planning program and women's knowledge about family planning methods. As it is revealed by table 19, the correlation coefficients of each variable are 0.159 and 0.218 respectively for of women's value, belief about family planning, and women's attitude for family planning program related with women's knowledge about family planning methods. All the correlation coefficients are in between the range of [1, 0.3] which indicates that all attitude variables are positively related with the first family panning variable. Accordingly every variation on women's value, belief about family planning, and women's attitude for family planning program will cause a change on women's knowledge about family planning methods in the same direction.

Table 18: Correlation analysis of public relation variables and the 2nd family planning variable (N=320)

Method	Items	Family planning question 5
Pearson Correlation	Family planning question 2	1.000
	Public relation question 1	0.495
	Public relation question 2	0.459
Sig. (1-tailed)	Family planning question 5	.
	Public relation question 1	0.000
	Public relation question 2	0.000

Source: Survey on June 2008 E.C

Table 19: Correlation analysis of attitude variables and the 1st family planning variable (N=320)

Method	Items	Family planning question 1
Pearson Correlation	Family planning question 1	1.000
	Attitude question 1	0.159
	Attitude question 2	0.218
Sig. (1-tailed)	Family planning question 1	.
	Attitude question 1	0.002
	Attitude question 2	0.000

Source: Survey on June 2008 E.C

Table 20: Correlation analysis of attitude variables and the 3rd family planning variable (N=320)

Method	Items	Family planning question 5
Pearson Correlation	Family planning question 2	1.000
	Attitude question 1	-0.058
	Attitude question 3	-0.012
	Attitude question 1	0.149
	Attitude question 2	0.187
	Attitude question 3	0.419

Source: Survey on June 2008 E.C

Table 20 reveals the analysis result of women's value, belief about family planning, women's attitude for family planning program and women's family planning usage status. As it is implied by table 20, the correlation coefficients of each variable are -0.058 and -0.012 respectively for women's value, belief about family planning and women's attitude for family planning program related with women's family planning usage status. All the coefficients are found with the range of [-1.-0.3] which shows that independents and dependent variables are negatively related with dependent variable. Hence any change on women's value, belief about family planning, women's attitude for family planning program will vary women's family planning usage status.

CONCLUSION

This study was conducted to investigate, describe and report the association between promotion variable, social attitude and family planning. Hence gathering the inquired data from women who are current user of family planning service in selected cities of Amhara Region using a survey questionnaire, linear regression analysis was made using statistical package for social science to assess the relationship between the independent, dependent and mediating variable. Accordingly researchers conclude the following based on the analysis results.

All of the respondents were female and around 46% them have only reading and writing skill in their educational level. Thus most of the respondents are in this study are low in their educational level.

Television, radio, bill board and pamphlet advertisings, audibility and sound attractiveness of advertiser, Awaring, persuading and reminding power of advertising program, skillfulness and influential power of health professionals, approach during service delivery, availability of none price family planning methods access for news release and are positively related with women's value and belief for family planning. Hence any change in television, radio, bill board and pamphlet advertising, audibility and sound attractiveness of the advertiser and Awaring, persuading and reminding power of advertising program, skillfulness and influential power of health professionals, Approach during service delivery, availability of none price family planning methods access for news release will change women's value and belief about family planning in the same direction.

Access for and availability door-to-door service, prize and gift for regular family planning and access for printed information are negatively related with women's value and belief for family planning

Television, radio, bill board and pamphlet advertising, audibility and sound attractiveness

of the advertiser and Awaring, persuading and reminding power of advertising program, skillfulness and influential power of health professionals, approach during service delivery, availability of none price family planning methods, prize and gift, are positively related with women's attitude for family planning.

Television, Radio, bill board, pamphlet advertising, variety and entertainment feature of Advertising program, Audibility and sound attractiveness of the advertiser, Awaring, persuading and reminding power of advertising program, of skillfulness and influential power of family planning service provider, approach of service providers during family planning service delivery, Access for and availability door-to-door service delivery, availability of price free family planning methods, prize, gift and availability of printed information, access news release are positively related with women's knowledge about family planning.

Television, Radio, bill board, pamphlet advertising, variety and entertainment feature of Advertising program, Audibility and sound attractiveness of the advertiser, Awaring, persuading and reminding power of advertising program, approach of service providers during family planning service delivery, Access for and availability door-to-door service delivery, prize and gift are positively related with women's family planning usage status.

Skillfulness and influential power of health professionals and the availability of price free family planning methods are inversely related with women's family planning usage status.

Women's value, belief about family planning and women's attitude for family planning program are positively related women's knowledge about family planning methods but negatively related with women's family planning usage status.

RECOMMENDATIONS

The regional health office should focus its intensive promotional program in the form of television, radio, bill board and pamphlet advertisings, audibility and sound attractiveness of advertiser, Awaring, persuading and reminding power of advertising program, skillfulness and influential power of health professionals, approach during service delivery, availability of none price family planning

methods access for news release to change women's value and belief for family planning and finally improve their attitude, knowledge and usage status for family planning.

The office needs to reduce its devotion for skillfulness and influential power of health professionals and the availability of price free family planning methods related with family planning service.

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