



**Drivers of Condom Brands Perception, Choice and  
Loyalty among Generation Y South Africans: A  
Proposed Model**

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**Presented by Dr. Duh**



## Introduction / Background

- In 2014, 6.4 million of the population (50 million) were living with HIV (Department of Health report, 2015).
- De Wet et al. (2014) reports that 58 % of the HIV infected South Africans are Gen Y between the ages of 20-25 year old.
- To reduce this prevalence rate, the private sector, government and various non-governmental organisations (NGOs) have been encouraging protected sex through condom use.



## Introduction / Background

- These efforts are yielding results especially among the most affected provinces which are KwaZulu-Natal and Gauteng.
- Between 2010 and 2011, KZN recorded a notable decrease in the prevalence rate from 39.5% to 37.4%. Among the province's 20-24 years Gen Y, the prevalence rate dropped from 31% in 2009, to 25.5% in 2011.
- Gauteng Province also recorded a decrease over the same period, from 30.4% to 28.7%.
- Findings show that condom use is one of the most realistic means of HIV prevention among Gen Y



## Introduction / Background

- Mulwo (2009) and Nkwei (2013) conducted a study in South Africa and found that Gen Y preferred commercial condom brands (i.e., Durex, Lovers Plus and Trust) over the government's freely distributed condoms (Love and Choice).
- Questions are being raised about the factors impacting on Gen Y students' preference for the commercially sold condom brands.
- This study is therefore aimed at investigating the economic, social and psychological factors, influencing not only condom brand perception, but also the choice and loyalty among Gen Y South Africans



# Social Marketing and Branding

- Social marketing (SM) is the use of marketing techniques to influence good behaviour in the society (Kotler, 2011).
- SM has been applied in South Africa to address unprotected sex through branded campaigns such as “eliminate the element of surprise, scrutinize” and the “flip HIV to HI victory!”.
- However, Doner (2003) and Lefebvre(2011) raise 2 concerns:
  - 1) How to sustainably market SM offering?
  - 2) How to effectively evaluate the long term SM outcomes?



## Social Marketing and Branding

- Concerning (1), Basu and Wang (2009) believe that branding is the answer; for it sustainably keeps consumers interested and allow them to engage with the SM offering.
- Evans et al. (2012) contends that branding play a key role in CSM because it guides choice and enhances condom use.
- Since brand loyalty is a key predictor of behaviour sustainability (Hjelmar, 2005), Wheeler (2013) suggests that it should be used to measure long term outcome of the SM efforts.



## Problem Statement

- In SA previous studies on condom branding have only explored brand perception (Mulwo, 2009; Nkwei, 2013). However, the factors influencing condom the perception and resultant brand choice and loyalty is yet to be investigated.
- Marketing literature indicates that brand choice and loyalty studies have been dominated by models focusing on internal (psychological) factors. Very limited study has been done on the impact of social and economic factors in brand loyalty studies(Ha & John, 2010; Moolla & Bisschoff, 2013).
- Previous studies did not examine brand choice as a precursor of brand loyalty.

# Research Objectives

## Research question

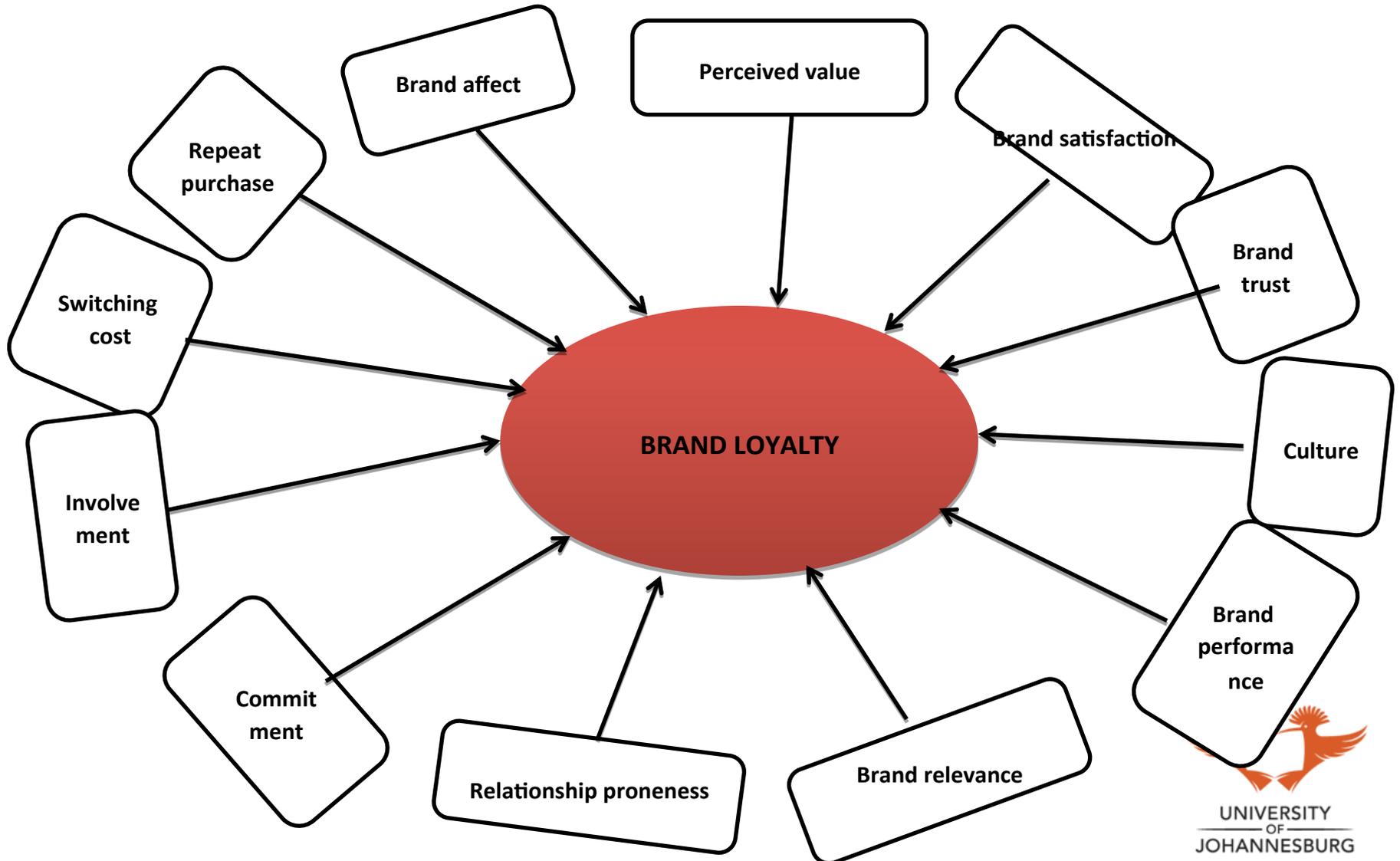
- How are the economic, social and psychological factors influencing the perception, choice and loyalty of branded condoms among Generation Y in South Africa?

## Primary research objectives

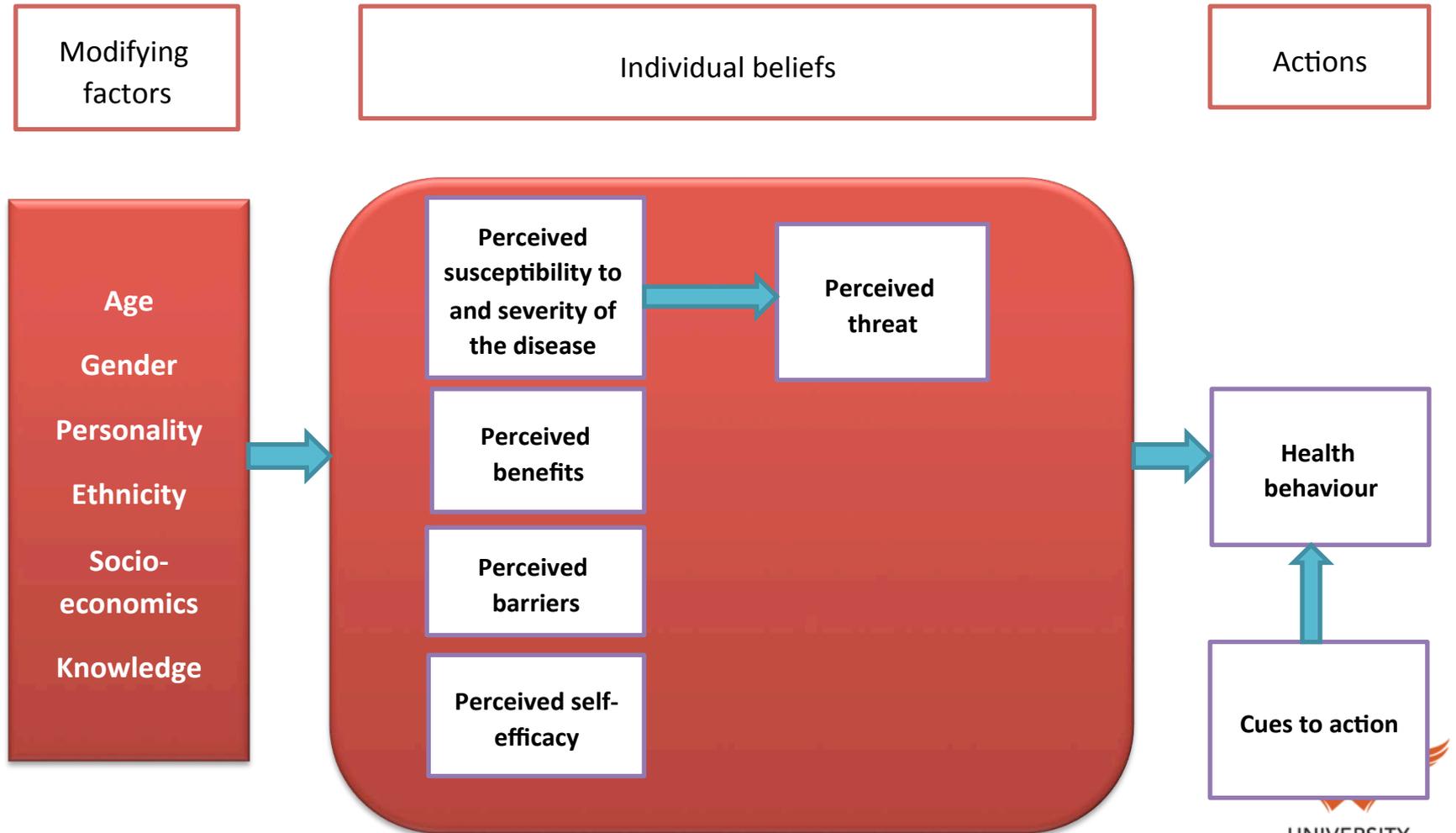
- To investigate the economic, social and psychological factors influencing condom brand perception, choice and loyalty among Generation Y in KwaZulu-Natal and Gauteng provinces.

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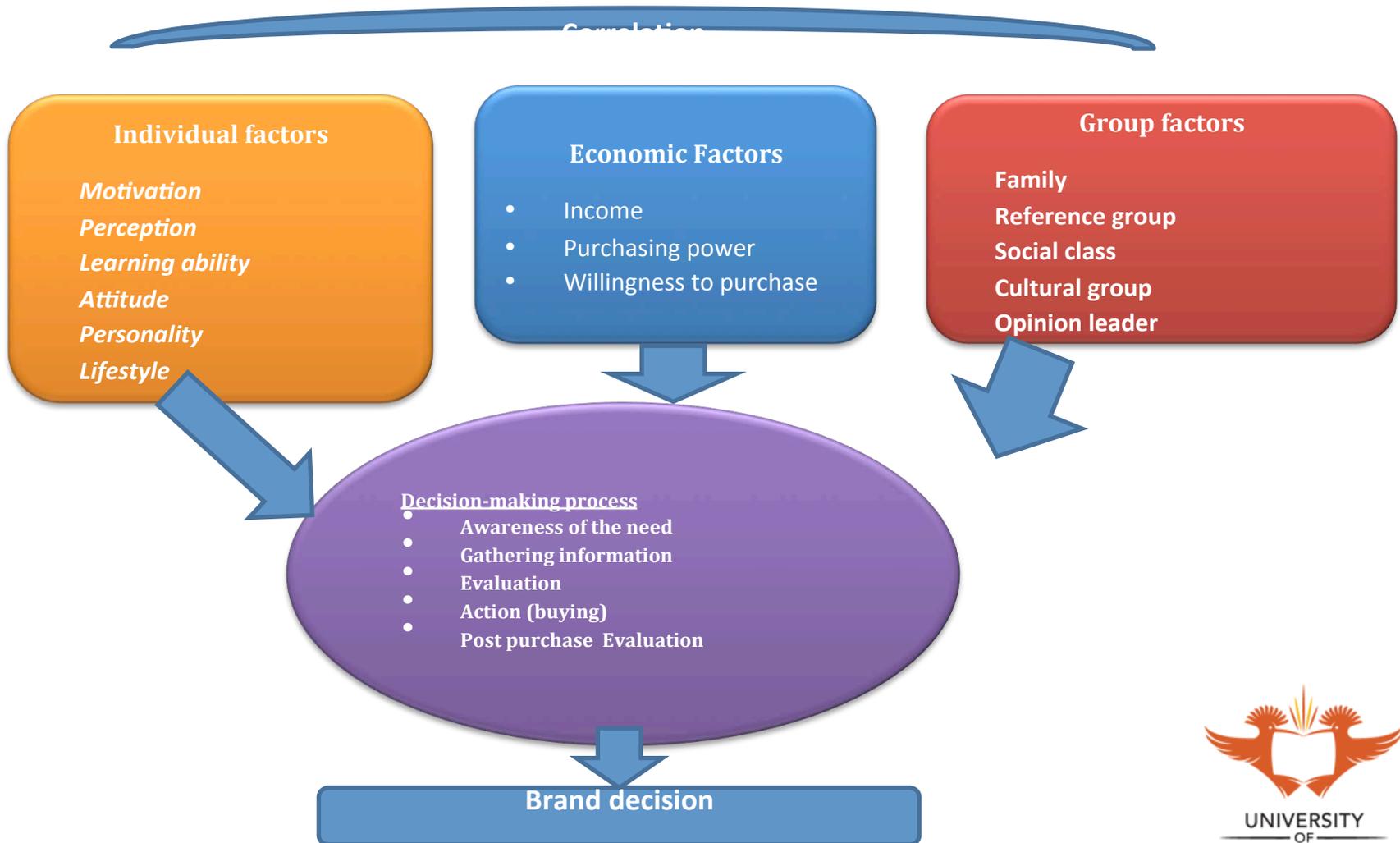
# Moolla and Bisschoff's model (2012b: 343)



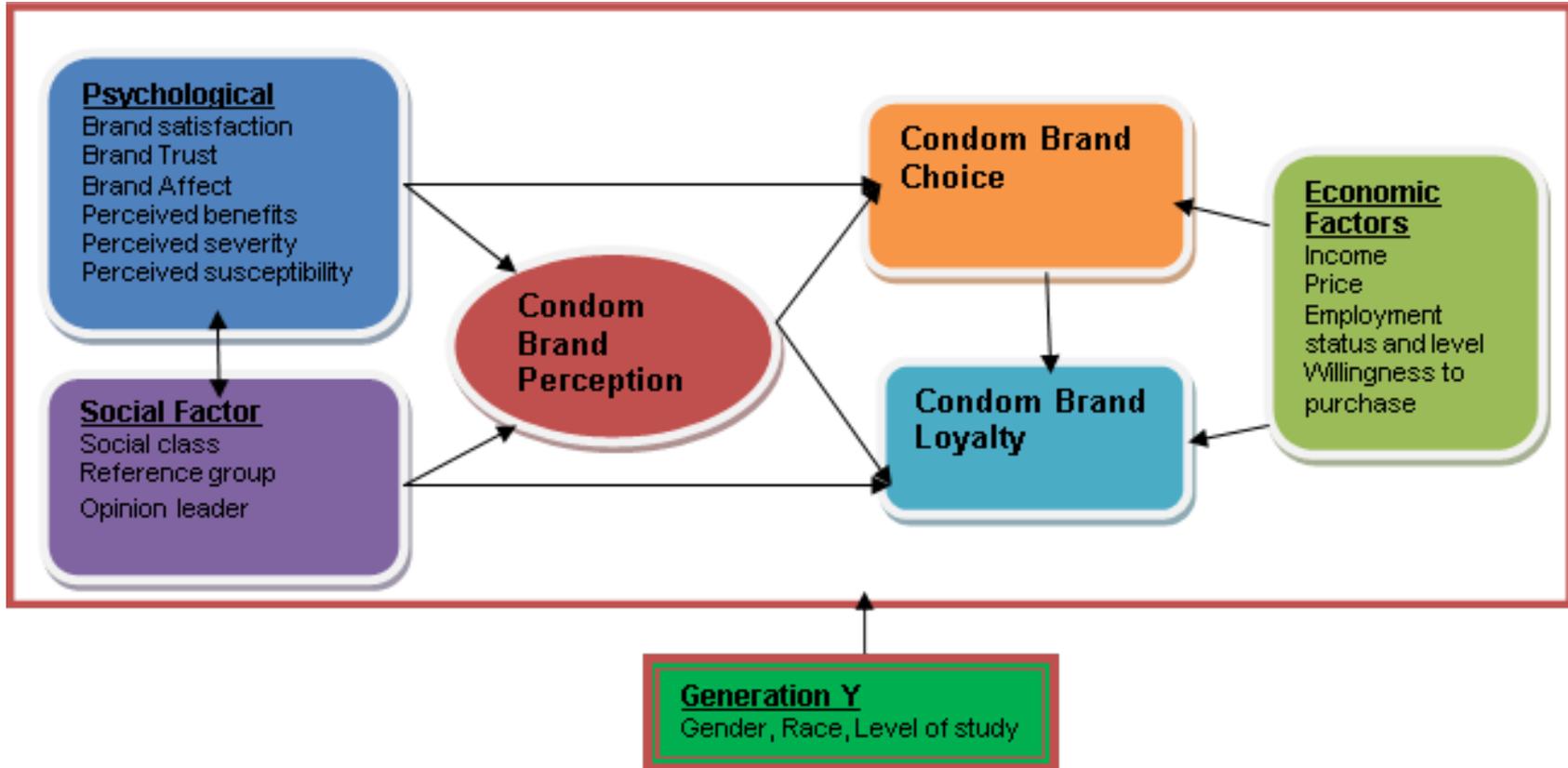
# Health Belief Model (HBM)



# Strydom et al.'s (2000) Process



# Proposed Conceptual Model of the Study



# Research Methodology

## Research design

Mixed method

Qualitative (Four focus group interviews)

Quantitative (online survey)

## Qualitative

**AIM:** inform the quantitative study

**Target population:** Gen Y students

**Sample size:** 32 (8 males and 8 females in each province)

**Sampling technique:** convenient

**Data analysis:** Content analysis

## Quantitative

**AIM:** Test the proposed model

**Target population:** Gen Y students

**Sample size:** 1000

**Sampling technique:** Convenient

**Data analysis:** Structural equation modeling (SEM)

# Implication for Theory and Practice

- Theoretically
  - Increase knowledge about the importance of branding with regard to condom use
  - Provide a conceptual model explaining how social, economic and psychological factors impact on brand perception, choice and loyalty of Gen Y.
- Practically
  - Provide useful insight which will inform any further repositioning strategy of government brands.
  - Assist the private sector to assess the determinants of their performance
  - Inform further SM campaigns about important factors to consider to effectively address consistent condom use among Gen Y

THANK  
YOU