Evaluation of Madagascar’s Protector Plus Condom Brand

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Brand Equity Conceptual Model

Exhibit 1. Brand equity conceptual model
Research Background

- Formative research helped the marketing team to:
  - rebrand P+ including positioning, personality, and execution strategy
  - develop plans for active brand equity management
  - design a program of brand equity outcome evaluation research
- Analysis showed that many audience members lacked positive perceptions of the condom product itself, social norms around product use, and often did not perceive it to be a product for them
- Lack of active brand management may have contributed to these perceptions
- This highlighted the potential for brand equity research to explain impact of brand perceptions on condom use
Methods

• A cross-sectional, nationally representative survey was conducted in Madagascar on 508 men aged 18-45 who reported having had sex with a commercial sex worker in the previous three months.

• Factor analysis was first used to confirm the hypothesis that brand equity represented a single factor made up of price, satisfaction, quality, leadership/popularity, value and personality.

• Logistic regression was used with the brand equity factor and each individual first-order factor to assess the association between factors and 1) regular condom use when paying for sex, 2) regular condom use among those who had recently paid for sex, and 3) regular Protector Plus-brand condom use among those who recently paid for sex.

Results

• The overall brand equity factor was significantly associated with condom use when paying for sex, as they were 70% more likely to do so if they expressed brand equity.

• Some individual brand equity factors were also significantly associated with condom use when paying for sex (87% more likely for price (ever), more than twice as likely for satisfaction, and 75% more likely for quality).

• The overall brand equity factor was also significantly associated with use of Protector Plus when paying for sex, with those expressing brand equity 84% more likely to use P+.
### Logistic Regression Results – Brand Equity Associated with Higher Odds of Condom Use

#### Table 1. Logistic regression of overall brand equity factor on regular condom use when paying for sex

<table>
<thead>
<tr>
<th>Variable</th>
<th>Odds Ratio</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Equity</td>
<td>1.689</td>
<td>0.001</td>
</tr>
</tbody>
</table>

#### Table 2. Logistic regression of first-order brand equity factors on regular condom use when paying for sex

<table>
<thead>
<tr>
<th>Variable</th>
<th>Odds Ratio</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>1.87</td>
<td>0.049</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>2.03</td>
<td>0.016</td>
</tr>
<tr>
<td>Quality</td>
<td>1.75</td>
<td>0.013</td>
</tr>
<tr>
<td>Leadership</td>
<td>1.13</td>
<td>0.734</td>
</tr>
<tr>
<td>Value</td>
<td>0.98</td>
<td>0.951</td>
</tr>
<tr>
<td>Personality</td>
<td>0.75</td>
<td>0.404</td>
</tr>
</tbody>
</table>

### Logistic Regression Results – Brand Equity Associated with Higher Odds of P+ Use

#### Table 7. Logistic regression overall brand equity factor on consistent P+ use among those who recently paid for sex

<table>
<thead>
<tr>
<th>Variable</th>
<th>Odds Ratio</th>
<th>P-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Equity</td>
<td>1.84</td>
<td>0.012</td>
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</tbody>
</table>
CONCLUSIONS

• Higher-order brand equity factor associated with both condom category and P+ brand use
• Individual brand equity factors such as price, satisfaction and quality associated with condom use
• These factors may represent targets for future social marketing efforts
  – For example, increase perceptions of product quality through mass media ads, engaging with consumers, community outreach and new media