

Chapter 7

Increasing the Relevance of Masti Condoms for Consumers

Ashish Bhardwaj

Population Services International (PSI), India

Monica Bakshi

Population Services International (PSI), India

Sanjeev Dham

Population Services International (PSI), India

ABSTRACT

Population Services International (PSI) uses social marketing as a tool to deliver health impact among vulnerable and low-income populations. This approach encompasses the use of commercial marketing techniques to motivate the target audience to voluntarily adopt healthy behaviors and offers and promotes linkages between existing products and services to sustain their behavior. PSI measures accomplishments in terms of Couple Years of Protection (CYPs), a measurement unit widely used by bilateral agencies and governments. One CYP provided can be thought of as one year of protection against an unintended pregnancy. PSI socially markets contraceptives, including condoms, in order to positively impact the reproductive health of low income populations. Masti is a leading condom brand, which has been socially marketed by PSI since 1989. In recent years, the market share has stagnated at approximately 10%. This chapter discusses the evidence-based approach used by PSI to understand the reasons for stagnation in a growing market and the steps that PSI took to make Masti contemporary and relevant to today's lower income consumers.

DOI: 10.4018/978-1-4666-4430-4.ch007

INTRODUCTION

Improving the reproductive health of women includes providing them with access to modern, safe and effective methods of contraception, such as condoms, in order for them to be able to plan their family size as per their wish; which in turn leads to decreased maternal and infant mortality.

BACKGROUND

The World Health Organization (WHO), is a specialized Agency of the United Nations, and is concerned with international public health. WHO provides leadership on matters of public health, including reproductive health, a subset of which is family planning. WHO has been used as one of the sources, along with material sourced from The United Nations, The World Bank and The United Nations Population Fund (UNFPA), to set up the context of this case study.

The reproductive health context is the primary reason for PSI to socially market contraceptives. PSI provides affordable and accessible contraception options so that low income populations are able to space and limit the number of their children.

When family planning interventions are adopted and scaled up with an equity-driven approach, rapid progress is possible. Family planning assumes importance as it allows individuals and couples to anticipate and attain their desired number of children, and the spacing and timing of their births. It is achieved through the use of contraceptive methods and the treatment of involuntary infertility. A woman's ability to space and limit her pregnancies has a direct impact on her health and well-being as well as on the outcome of each pregnancy.

Family planning saves lives. It reduces maternal and newborn mortality rates and improves the health and well-being of women and their existing children. UNFPA (2008) estimates have indicated that by preventing pregnancies and unsafe abortions, and by providing reliable access to quality family planning services and information, maternal deaths can reduce by one third, which equates to saving the lives of 100,000 to 175,000 women each year.

Family planning programmes create conditions that enable women to enter the labor force and families to devote more resources to each child, thereby improving family nutrition, education levels and living standards. Slower population growth cuts the cost of social services as fewer women die in childbirth; and demand eases for water, food, education, health care, housing, transportation and jobs. Improved reproductive health in a country strengthens the position of women and contributes to economic growth.

10 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/increasing-the-relevance-of-masti-condoms-for-consumers/90819

Related Content

A Possible Framework for Attention-Based Politics: A Field for Research

Norbert Merkovity (2019). *International Journal of E-Politics* (pp. 13-23).

www.irma-international.org/article/a-possible-framework-for-attention-based-politics/251890

Are Adolescents Addicted to Smartphones?: A Perspective Using the Rational Addiction Model

Geunyong Park and Jisun Lim (2019). *Internet and Technology Addiction: Breakthroughs in Research and Practice* (pp. 219-238).

www.irma-international.org/chapter/are-adolescents-addicted-to-smartphones/228859

Applying Social Network Analysis and Social Capital in Personal Learning Environments of Informal Learning

Xiaojun Chen, Jea H. Choi and Ji Hyun Yu (2012). *Virtual Professional Development and Informal Learning via Social Networks* (pp. 75-92).

www.irma-international.org/chapter/applying-social-network-analysis-social/67270

The Impact of Similarity and Self-Esteem on Facebook Behaviors, Perceptions, and Attitudes

Bryon Balint (2022). *Research Anthology on Usage, Identity, and Impact of Social Media on Society and Culture* (pp. 1102-1120).

www.irma-international.org/chapter/the-impact-of-similarity-and-self-esteem-on-facebook-behaviors-perceptions-and-attitudes/308654

Expanding Opportunities in a Shrinking World: A Conceptual Model Explicating the Role of Social Networks and Internet-Based Virtual Environments in Social Entrepreneurship

Avimanyu Datta and Len Jessup (2009). *International Journal of Virtual Communities and Social Networking* (pp. 33-49).

www.irma-international.org/article/expanding-opportunities-shrinking-world/37562