

CHALLENGING WOMEN! CUSTOMER SATISFACTION TOWARDS FEMALE CONDOM

LEENA JENEFA^{*}, R KAVITHA^{**}, ELIZA MZUMARA^{***}

ABSTRACT

In a globalized world, women face a lot of hurdles in asserting their human, legal and constitutional rights. The women's sexuality is now openly discussed and portrayed on television, in magazines, and on the Internet. The majority of the young women were affected by HIV. The objective of the present study is to know the problem faced by women during sex and analyzing the satisfaction level of female condoms in Zambia among school students and college students across Lusaka region. The statistical package for social science (SPSS) has been used to analyse the data for this research. The collected data were analysed by using appropriate statistical tools. It is also suggested that the government and non-governmental organizations should contribute in the rehabilitation and providing minimum need for women in Zambia.

INTRODUCTION

The knowledge of the female condom is going global. The most people fail to use it because of lack of knowledge but it is widely needed so much especially in Zambia and many other African countries, due to the rise of sexually transmitted diseases. The women in Zambia, play an increasingly crucial role in increasing the nation's development and especially at present and hopefully even more in the coming future. According to the year 2015 about 640,000 of the 1.1 million adults (aged 15 and over) living with HIV in Zambia were women, statistics show that prevalence is much higher among younger women than younger men standing at 11.2% for women and 7.3% for men aged 20-24. These statistics will continue to rise if the awareness of the female condoms is not well enabled in the

country, there is need for women to be helped by giving them proper awareness of the female condoms in order to protect themselves from the deadly sexually transmitted diseases HIV and AIDS in particular.

REVIEW OF LITERATURE

The contraceptive risks may be raised by various factors, including abortion, dissatisfaction, low education and males partners are not satisfied. Snell and Wooldridge, (2001).

Susie Hoffman and et. al (2003), the female condom usage is difficult for women to adopt without proper training. Female feels not comfortable with insertion and not getting support of male partners during sexual drive.

*Senior Lecturer, DMI-ST. Eugene University, Zambia.

**Registrar, DMI-ST. Eugene University, Zambia.

***Student, DMI-ST. Eugene University, Zambia.

Correspondence E-mail Id: editor@eurekajournals.com

Regina Maria Barbosa and et.al (2007) health education and quality of the health services have an important role to play in the promotion of female condoms.

RESEARCH METHODOLOGY

METHODOLOGY PARTICIPANTS AND SETTINGS

Participants and Settings: Participants of the study are school and college female students in Lusaka. The sample size selected for this research purpose constituted of 490 respondents through structured questionnaire in the natural environment. In this research, we used non-probability sampling by using its category of convenience sampling. The reason behind selecting convenience sampling was that because in this, the most easily accessible female respondents were chosen as subjects of research and it was the quickest, convenient and less expensive technique used.

RESEARCH DESIGN

It is both descriptive and analytical in nature. It has made an attempt to study about the Challenging women! Customer Satisfaction towards Female Condoms in Zambia.

SAMPLING PROCEDURE

The pilot study has been conducted from 10 respondents to confirm and efficacy of the questionnaire. Based on the feedback on the pilot

study, certain modifications were carried out. By adopting convenience sampling method, 500 respondents have been selected.

SOURCE OF DATA

The primary data were collected from females respondents from various schools and colleges. Secondary data were collected from different literature, published articles, journals, books, newspapers, magazines, health worker, hospitals and websites.

COLLECTION OF DATA

A well-structured questionnaire was prepared considering Usage of female condom. Five points likert scaling has been used to determine the Customer Satisfaction towards Female Condoms in Zambia.

STATISTICAL TECHNIQUES

After completion of the data collection, the filled up questionnaires have been edited. Version 17.0 statistical package for social science (SPSS) has been used to analyse the data. The collected data were analysed by using appropriate statistical tools namely chi square test for arriving at conclusion.

ANALYSIS

Majority of young adults infected with HIV in Zambia. Due to unprotected heterosexual sex and not using condoms using sexual intercourse.

Table 1. Reason for earning Money

Reason for earning Money	N
Single mother to help their kid	117
Female student not getting support from the parents	103
Mother are unmarried	89
More sibling in the family	73
In order to pay education fee	54
To support the family	41
No proper income	102
To eat and wear good things	99
Peer pleasure	80
For personnel expense	132
Total	890

Source: Primary data

Majority of the female respondents need money for personal expenses. So they become female sex worker to earn more money.

Table 2. Awareness of Female Condom

Awareness of Female Condom	No of Respondents	Percentage
Yes	416	85
No	74	15
Total	490	100

Source: Primary data

The majority of 85 percentage of the female respondents having high awareness towards female condom.

Table 3. Usage of Condoms

Usage of Condoms	No of Respondents	Percentage
Yes	53	12.8
No	363	87.2
Total	416	100

Source: Primary data

The result of this study looks promising judging condom, even though its usage is low (12.8 from a high awareness level of the female percentage).

Table 4. Sources of Female condom awareness

Sources of awareness of Female condom	No. of Respondents	Percentage
Mass media	48	11.5
Magazines and newspaper	67	16.1
HIV Center	61	14.66
Health workers	72	17.3
Hospitals	71	17.1
Friends	76	18.3
Partners	21	5
Total	416	100

Source: Primary data

The usage and concerns among the female school and college students from Lusaka region was conducted in August 2018. The results of 490 out of the 500 female students interviewed were used for analysis (98.0%). Over 85% had knowledge of the female condom as a form of

modern contraception and the majority of them learnt about it through the friends (18.3%), Health workers (17.3%), hospitals (17.1%) magazines and newspaper (16.1%), HIV center (14.66%) and partners(5%)

Table 5. Factor influencing using condoms

Factor influencing using condoms	No of respondents	Percentage
Prevent both unwanted pregnancy	10	18.9
Sexually transmitted infections	31	58.5
Pleasure	12	22.6
Total	53	100

Source: Primary data

However, only 87.2% had ever used the female condom, with most (58%) using it to prevent sexually transmitted infections including HIV

(STI/HIV), (22.6%) using it for pleasure and (18.9%) using it to prevent unwanted pregnancy.

Table 6. Problem not using condoms

Problem not using condoms	No of Respondents	Percentage
Difficulty of inserting it into the vagina	61	16.8
Lack of sexual satisfaction	45	12.40
Expensive	257	71
Total	363	100

Source: Primary data

Major concerns mentioned it is expensive to buy female condom.(16.8%) of the respondents

having difficulty of inserting it into the vagina and (12.40 %) lack of sexual satisfaction.

Table 7. Chi Square Test

Customer Satisfaction and Usage of Female condom	Chi-Square	DF	Table Value	Remark
Education	3.102	3	7.815	Accepted
Age	9.525	7	14.067	Accepted
Income of the family	8.41	4	9.488	Accepted

Level of Significance: 5 per cent

Among 53 respondents majority of (75%) of them are satisfied with female condoms. Therefore, the hypothesis framed is accepted. Hence, it is inferred that there exists close association between Customer satisfaction and the education, age and income factors for using female condom in Zambia.

CONCLUSION

The acceptability of the female condoms depends on the awareness to both the women and men

on the knowledge, and positive attitude towards condom usage. Various strategies to be introduced and to create awareness and spread correct knowledge of condom in Zambia by using health workers and with educational institutions. Promotion of condom use for preventing unwanted pregnancies is somewhat curbed by promoting it to prevent HIV/ AIDS. According to the survey the low use has been attributed to the female condom being readily available as compared to the male condom which is very

uncomfortable to use, and hard to insert and other findings were that it is not readily available, this also creates some confusion in acceptability among married couples which also to educate all people including married and unmarried. More focus has been given to female sex workers. Therefore in order reduce Aids and HIV in young adults, the government must promote the female condom in all the private institutions, government organization, the church, community based organizations, public gathering and to include a introduce a curriculum in all the universities. So that the female condom can be widely found all over the country in salons, shops, hospitals and all health centers where women can easily access them. The support of all these governing bodies can also help in the long run to improve the comfort ability of the female condom and to eradicate the deadly disease.

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