Title of Article: Socio-Economic Variables and Contraceptive usage: Implication for Marketing.

Author: Fasina Management and Business Studies. IJMBS Vol. 1, Issue 2, pp21-24


Date: 2011

Abstract: The study on fertility behavior, sexual negotiation and contraceptive use among married couples was undertaken in Osogbo community of Osun state. It was aimed at examining how reproductive decisions and outcomes are negotiated within sexual unions and also to determine the factors that inhibit discussion of contraception among couples. A multistage probability sampling procedure was adopted to select the sampling using the enumeration maps prepared by the National Population Commission for the 1991 census. Multivariate Logistic regression analysis technique was employed to determine the pattern and degree of relationships between the variables. It was observed that contraceptive use among couples were significantly affected by sex, religion, ever given birth and newly married. Social marketing among other strategies was recommended.

Keywords: Contraceptives, fertility behavior and social marketing.